



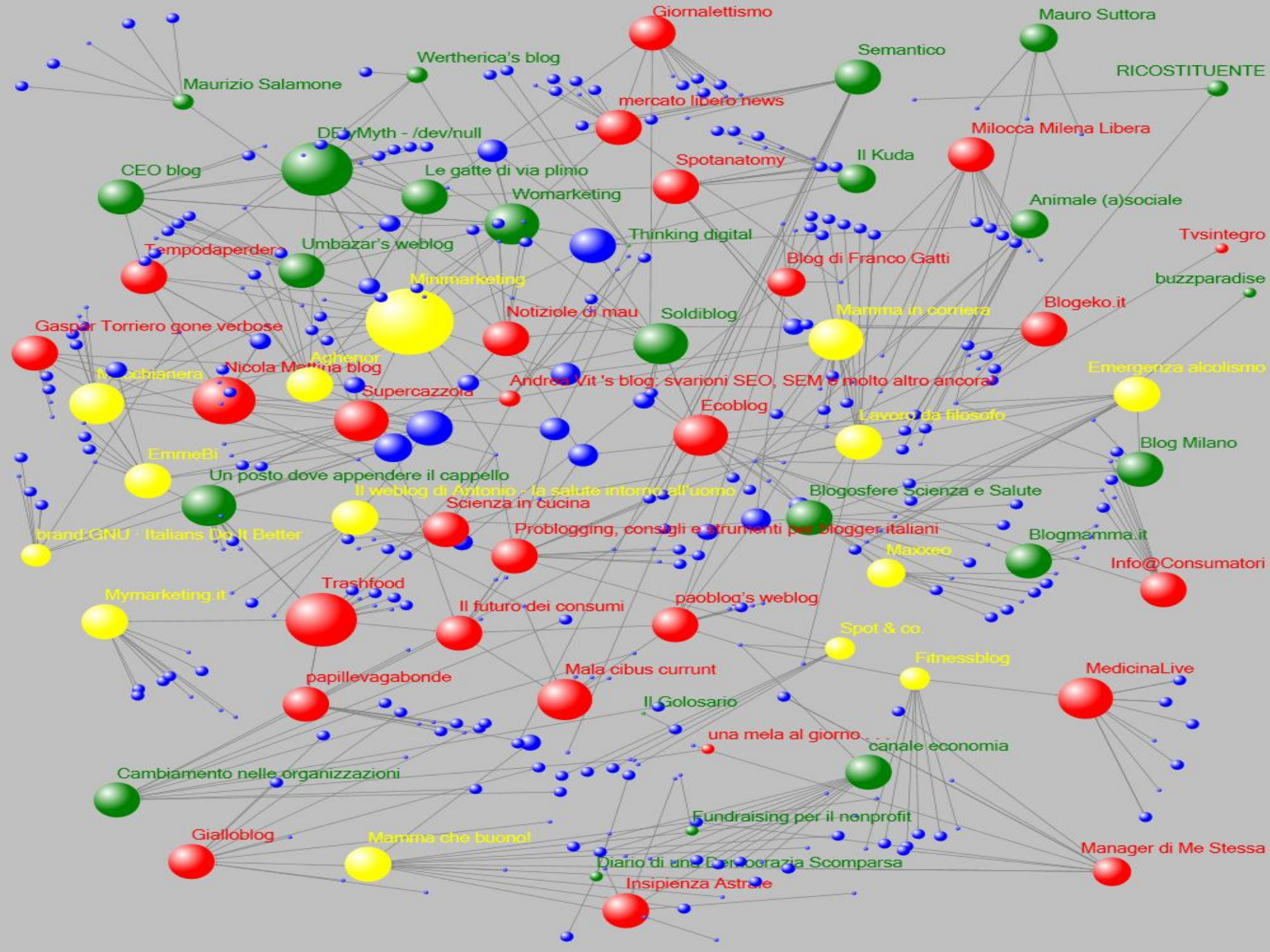
III^o Incontro del ciclo "Comunicare l'Industria di Marca"

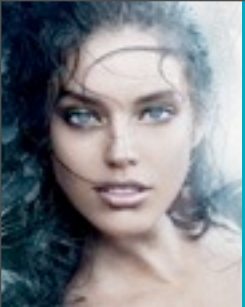
digitalbranding

Innovare la relazione tra Marca e Consumatore

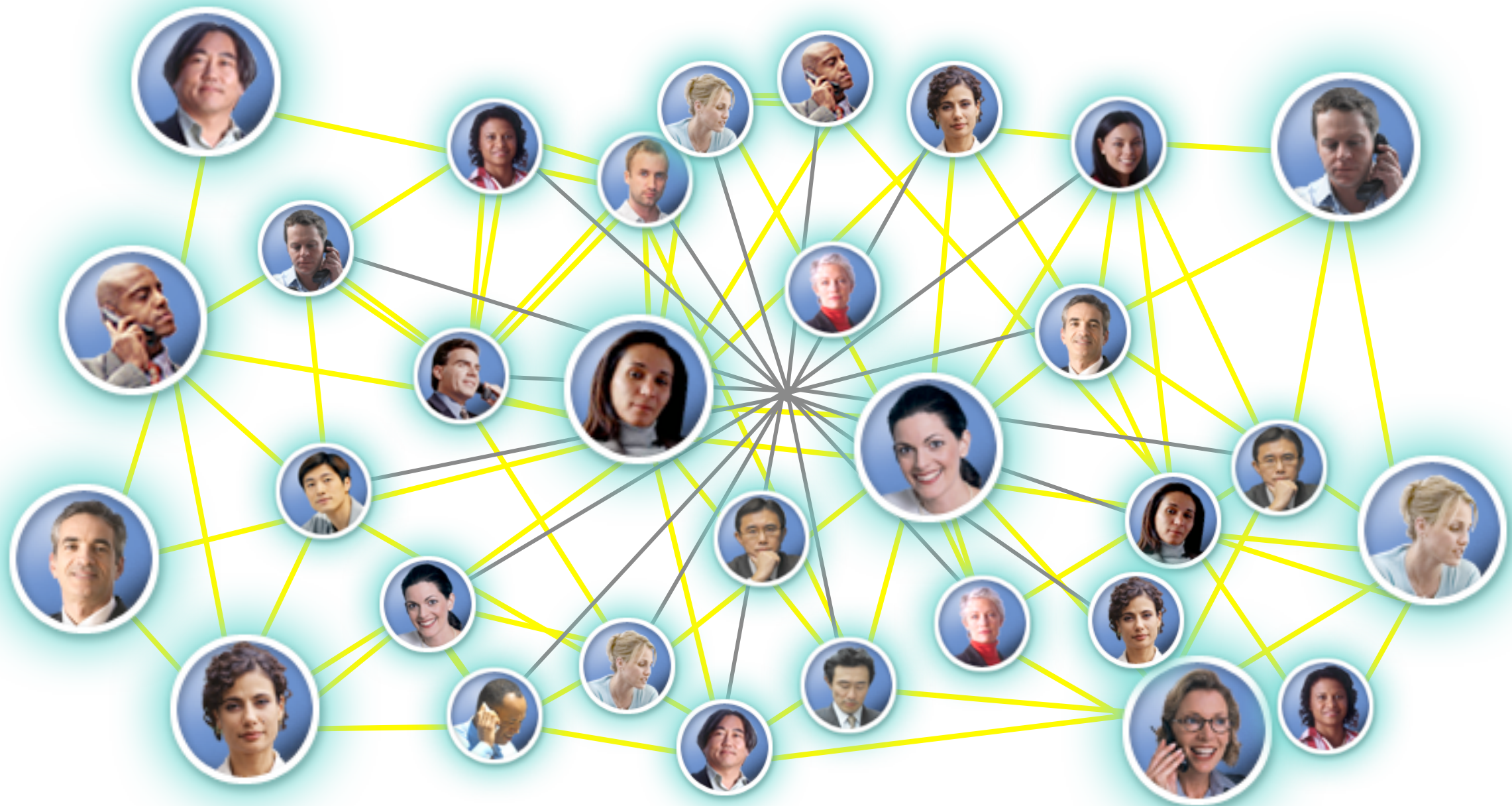
MILANO, 24 NOVEMBRE 2011

#digitalbranding



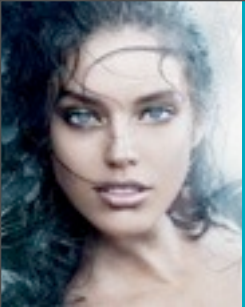


Online redefines the enterprise's organization.



Team Spirit – Flat Hierarchy – Broken Silos

L'ORÉAL



Thinking ≠ creates business opportunities.

Level of added value
delivered to customers.

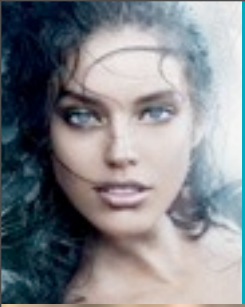
Lead the Change

Sustain the
Conversation

Earn Your Social
Estate



ORÉAL



Digital opens new territories for growth.



PICCOLO

drammaturgia ^{seminari} ^{futuro} classici ^{frontiere} lingue ^{workshop} memoria ^{educational} **teatro** ^{parola} ^{under26} ^{cittadinanza} ^{cultura} ^{incontri} ^{presente} ^{identità} ^{mediterraneo} ^{città} ^{università} ^{gruppi} ^{masterclass} ^{realtà} ^{scuole} contemporanei



social network
fidelizzazione

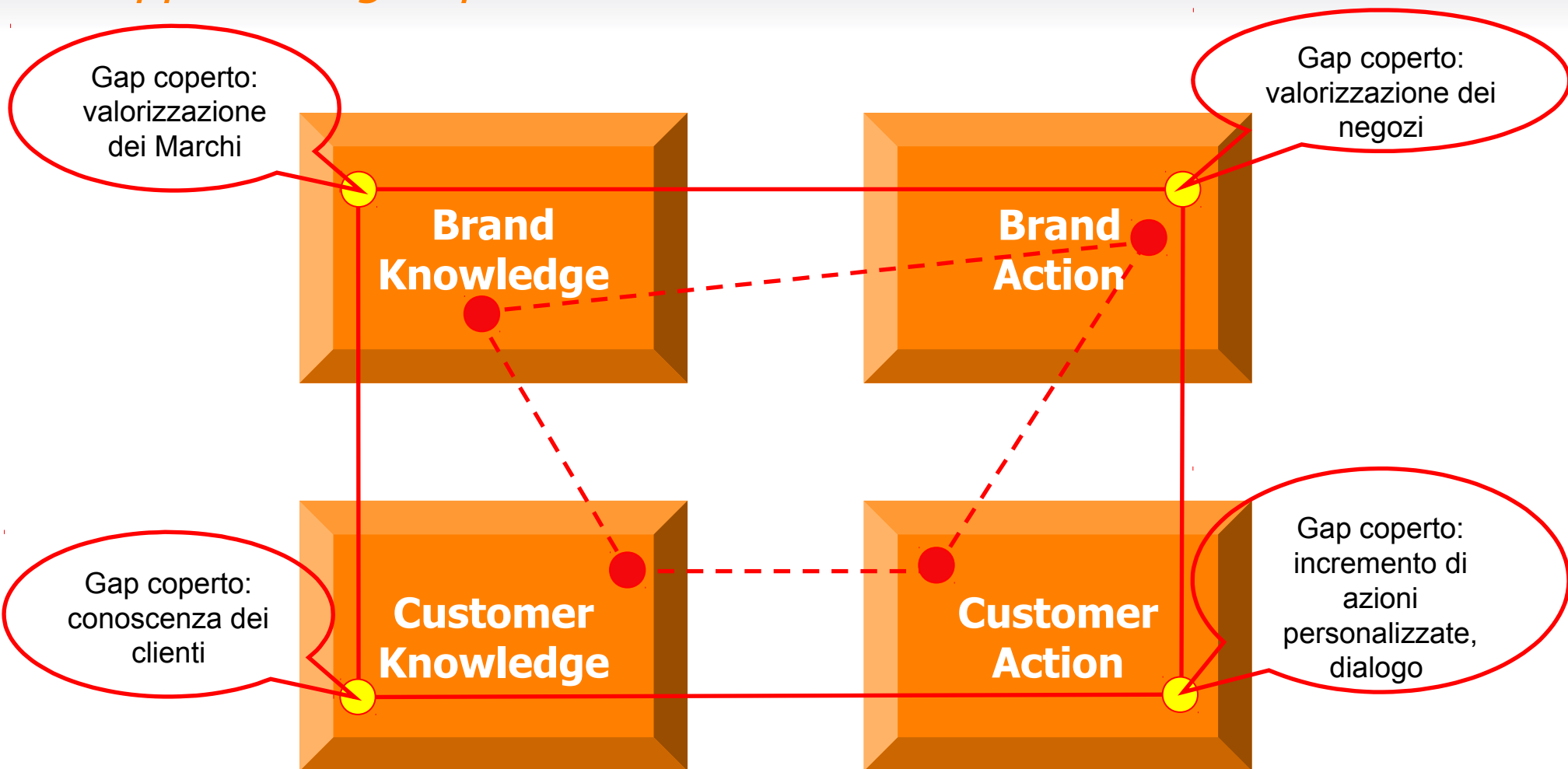


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— Oggi
- - - Ieri