

The background is a solid red color with white line art. At the top, a sun with radiating lines is centered. Below it, a range of jagged mountains spans the width of the image. In the center, a clock tower with two spires and a clock face is visible. Below the mountains, there are horizontal lines representing a body of water or a plain. At the bottom, there are stylized flames or smoke rising from the water. The word 'ALESSI' is written in large, white, bold, sans-serif capital letters across the middle of the image, partially overlapping the clock tower and the horizontal lines.

ALESSI

A black and white photograph of Alberto Alessi, a middle-aged man with a shaved head, wearing a dark long-sleeved shirt. He is standing with his arms crossed, looking directly at the camera. The background is a solid orange color with a faint, stylized line drawing of a mountain range and a clock tower.

“

When it comes to future design direction, anything is possible. “By experimenting... at the moment we still don’t know and perhaps we don’t want to predict it!

Alberto Alessi ”



Alessi is the world's dream factory that illuminates everyday moments through a visionary home appliance design brand, aiming to demonstrate to Canadians that anything is possible.



COMPANY BACKGROUND

Alessi, founded in 1921, has evolved into a distinguished Italian design company renowned worldwide for its innovative approach to everyday objects. Based in Omegna, Italy, Alessi blends traditional craftsmanship with avant-garde design principles, creating products that transcend functionality to become iconic pieces of artistry and utility. Alessi's legacy lies in its fusion of craftsmanship, innovation, and collaboration with renowned designers, creating functional yet artistic objects that resonate globally.

PROJECT OVERVIEW

Project aims to increase brand awareness in Canada, targeting Millennials and Gen X with a preference for sleek, minimalist design and functionality. The objective is to emphasize Alessi's design heritage and craftsmanship through a refreshed logo and compelling advertisements, positioning the brand as a top choice for discerning consumers in Canada.



KEY CHALLENGE

Alessi's one of the major key challenges and strategic imperatives is to expand successfully in Canada.

The brand must address its low awareness and recognition by modernizing its logo and effectively communicating its rich heritage in design and craftsmanship to Canadian consumers.

KEY OBJECTIVE

Establishing strong local partnerships with Canadian Millennials, Gen X, and influencers or anyone who values the art of functionality and design will foster brand loyalty and credibility.

The brand might also answer whether it is a well-designed product that sells itself or the stores.

PURPOSE OF COMMUNICATION

Alessi communicates to fulfill its vision as the world's Dream Factory, where home appliance designs transcend everyday moments with innovation and unique beauty. Alessi's mission is to craft extraordinary designs that redefine creativity, ignite joy, and enrich lives, resonating with Canadian consumers.

The strategy is grounded in its values of enhancing everyday experiences through collaborative creativity with Millennials and Gen X, who serve as influencers. Alessi pushes boundaries to foster cultural exploration and operates responsibly to benefit communities and the environment by integrating artisan craftsmanship and recycling into Alessi's production processes, ensuring each design embodies expressive vision and quality. Alessi plans to engage with the target demographic through innovative technologies like VR posters, empowering consumers to create unique design experiences with Alessi's products. Each poster will be staged as a showcase design, allowing viewers to not only be part of the stage, record the experience, and share it but also see the products in 3D. The idea is to show the target group that the best design does not have to be confined to one showroom; it can be showcased anywhere.





REFINE KITCHENWARE

Known for quality kitchen products, Refine Kitchenware offers alternatives to Alessi's designs.

REFINE
KITCHENWARE

<https://refinekitchenware.com/>



A&A WONDERS

A brand that resonates with consumers seeking innovative home solutions, A&A Wonders competes in the same space.

A&A Wonders

<https://www.homewondersusa.com>



SNAIDERO

While not exclusively focused on appliances, Snaidero is a competitor in the kitchen and home design industry.

snaidero

<https://www.snaidero.com/en/>



MURTARELLI CASA

A newer player, Murtarelli Casa brings luxury artisanship to the market, challenging Alessi's position

Murtarelli
CASA

<https://www.murtarellicasa.it>

KEY OBJECTIVE

These competitors contribute to a dynamic landscape where Alessi strives to shine with its visionary designs.

TARGET AUDIENCE

Alessi aims to target Millennials and Gen X in Canada, who value innovative and unique design. These demographics are highly educated and tech-savvy and seek high-end, aesthetically pleasing products that blend functionality with artistic expression. Alessi's mission is to ignite creativity and enrich lives through its designs.



EMMA THOMPSON

Millennial Persona

Emma is 30 years old and a tech-savvy marketing professional living in downtown Toronto.

- She values experiences over possessions and seeks purpose in her work.
- Emma is passionate about sustainability and social impact.

NEEDS

Work-Life Balance: Emma craves a flexible work schedule that allows her to pursue side projects and hobbies.

Meaningful Connections: She seeks authentic connections with like-minded individuals, both online and offline.

Innovative Products: Emma wants home appliances that align with her values—energy-efficient, beautifully designed, and sustainable.

PAIN POINTS

Financial Pressure: Emma faces rising housing costs and student loan debt, impacting her ability to save.

Decision Overload: With endless options, she feels overwhelmed when choosing products.

Environmental Concerns: Emma worries about the impact of consumerism on the planet.

MARK REYNOLDS

Gen X Persona

Mark is 40 years old, a seasoned architect with a pragmatic outlook.

- He appreciates quality craftsmanship and timeless design.
- Mark values stability and family traditions.

NEEDS

Reliability: Mark seeks appliances that withstand the test of time—durable and dependable.

Efficiency: He wants products that simplify his busy life, allowing more time for family.

Nostalgia: Mark appreciates designs that evoke memories of his childhood.

PAIN POINTS

Tech Complexity: Mark finds modern gadgets overwhelming; he prefers straightforward functionality.

Midlife Transitions: As his kids leave home, Mark grapples with an empty nest and redefining his purpose.

Balancing Tradition and Progress: He navigates between honoring family traditions and embracing innovation.

COMMS FRAMEWORK

In the Living Stage, Alessi immerses consumers in its rich design heritage through interactive digital experiences and collaborations with influencers, showcasing its commitment to innovation and sustainability. During the Looking Stage, Alessi offers interactive exhibitions and educates consumers, using virtual reality and augmented reality to enhance engagement. In the Buying Stage, Alessi simplifies the path to purchase by enhancing online visibility and facilitating seamless transactions, both online and in physical locations, through interactive displays and augmented reality installations. Overall, Alessi invites consumers to actively participate in the creative process actively, fostering a sense of community and collaboration to enhance brand visibility and establish itself as a pioneering force in design, technology, and consumer engagement.

STAGE	BARRIER	COMMS TASK	CHANNEL
LIVING	Low brand awareness and recognition in Canada	Introduce Alessi as the Dream Factory, highlighting its innovation, unique beauty, and rich history of design and craftsmanship	Social media (Instagram, Facebook, YouTube), influencer partnerships, digital ads (VR)
LOOKING	Consumers are overwhelmed by options and lack knowledge about Alessi's product benefits	Highlight Alessi's unique selling propositions such as artisan craftsmanship, collaboration with renowned designers, and SHARE innovative technologies like VR staging	Interactive 3D product views, virtual try-on features, detailed product specifications and benefits
BUYING	Consumers might be hesitant to invest in high-end, premium products	Provide compelling reasons to buy now, highlighting the value, durability, and long-term benefits of Alessi products	Targeted VR/ staging ads QR code Social Media Website





TONE & BRAND VOICE

Alessi's tone is sophisticated yet approachable, reflecting a blend of creativity, innovation, and timeless elegance. It communicates with clarity and warmth, aiming to inspire and engage consumers on a personal level while highlighting Alessi's commitment to craftsmanship and sustainability. The brand voice is confident and visionary, inviting consumers to explore the transformative power of design in everyday life. It balances a sense of heritage with forward-thinking, emphasizing inclusivity and community engagement.

- **Innovation:** Pushing boundaries in design and technology.
- **Elegance:** Timeless aesthetic appeal combined with functionality.
- **Sustainability:** Commitment to eco-conscious practices and materials.
- **Community:** Fostering collaboration and shared creativity.
- **Craftsmanship:** Artisanal excellence and attention to detail.
- **Inspiration:** Igniting joy and creativity in everyday moments.
- **Empowerment:** Enabling consumer creativity through collaborative design.
- **Accessibility:** Making design excellence accessible through digital and physical touchpoints.
- **Heritage:** Celebrating Alessi's rich history and design legacy.
- **Inclusivity:** Embracing diversity in design, culture, and consumer engagement.



CHANNEL STRATEGY

Alessi's channel strategy is designed to maximize reach and engagement across both digital and physical touchpoints, tailored to the consumer journey stages of Living, Looking, and Buying.

LIVING STAGE

Digital Content: Engaging consumers with rich storytelling, behind-the-scenes glimpses of design processes, and lifestyle content that integrates Alessi's heritage into everyday experiences.

Influencer Partnerships: Collaborating with influencers who align with Alessi's values and appeal to target demographics, amplifying brand messaging through authentic and relatable content.

Social Media: Utilizing platforms like Instagram, Pinterest, and design-focused blogs to showcase products, share user-generated content, and foster community interaction.

LOOKING STAGE

Interactive Experiences: Hosting virtual and physical exhibitions, workshops, and design events that educate and inspire consumers about Alessi's craftsmanship and innovative design ethos.

Educational Content: Providing in-depth product insights, design stories, and sustainability initiatives through online resources, videos, and interactive tools.

PR and Media: Leveraging PR campaigns and media partnerships to increase brand visibility and credibility among design enthusiasts and lifestyle publications.

BUYING STAGE

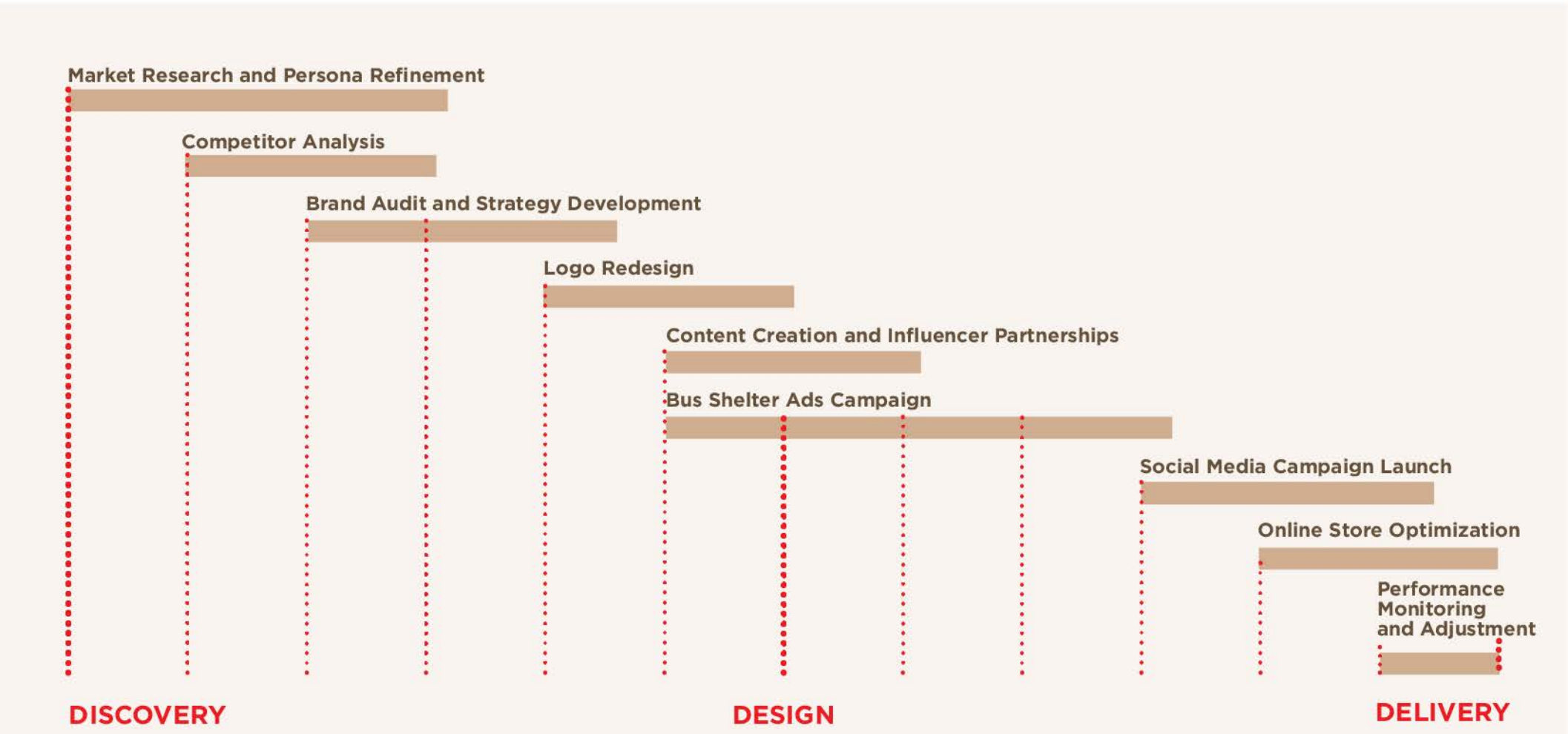
Online Visibility: Optimizing e-commerce platforms, website functionality, and search engine presence to facilitate seamless browsing, product discovery, and purchasing decisions.

Retail Presence: Partnering with premium retailers and flagship stores in key urban centers to offer physical touchpoints where consumers can experience Alessi products firsthand.

Digital Integration: Implementing QR codes, augmented reality (AR), and virtual showroom capabilities to bridge online and offline shopping experiences, allowing consumers to visualize and purchase Alessi products with ease.

BUDGET & MILESTONES

With a total budget of \$50,000, our communication strategy unfolds across three key phases: Discovery, Design, and Delivery. Kicking off with foundational activities such as logo redesign, market research, and competitive analysis, we aim to set a solid foundation for Alessi’s brand presence in the Canadian market. As we progress, our focus shifts towards creating compelling digital content, engaging influencer partnerships, and strategic bus shelter advertisements. This phased approach ensures that each dollar invested contributes effectively to enhancing brand visibility, engagement, and sales conversion for Alessi.



CTA & CHIEF MESSAGE

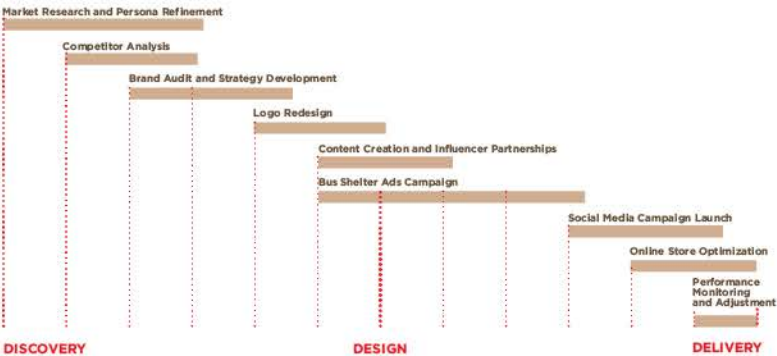
Step into Alessi's Dream Factory, where home appliance designs transcend everyday moments with innovation and unique beauty.

-Join us in crafting extraordinary experiences that resonate with you. Explore Alessi at our retail partners like Indigo and connect with us on social media to be part of our journey.

This call to action encourages consumers to discover Alessi's products within the context of the Dream Factory concept, highlighting how Alessi's innovative and aesthetically pleasing designs aim to enrich everyday moments with beauty and functionality.

**"If you know,
you know."**

THE 10 POINT CREATIVE BRIEF

PROJECT OVERVIEW	Alessi aims to enhance brand awareness in Canada among Millennials and Gen X by highlighting its design heritage through a refreshed logo and compelling advertisements. The goal is to position Alessi as the top choice for consumers seeking sleek, minimalist designs that integrate functionality with artistic expression.	COMMS FRAMEWORK	Alessi's communication strategy spans awareness, consideration, preference, purchase, and post-purchase engagement stages, leveraging digital content, influencer partnerships, and interactive experiences to enhance consumer engagement and brand loyalty.
KEY CHALLENGE	Alessi faces the challenge of low brand awareness in Canada. Modernizing its logo and effectively communicating its rich design heritage are key priorities. Establishing partnerships with Canadian influencers and designers will build credibility and foster brand loyalty.	CHANNEL STRATEGY	Alessi's tone is sophisticated and approachable, blending creativity with timeless elegance. It communicates clarity and warmth, inspiring consumers while emphasizing craftsmanship, sustainability, and community.
PURPOSE OF COMMUNICATION	Alessi faces the challenge of low brand awareness in Canada. Modernizing its logo and effectively communicating its rich design heritage are key priorities. Establishing partnerships with Canadian influencers and designers will build credibility and foster brand loyalty.	BUDGET & MILESTONES	Alessi maximizes reach through digital platforms, influencer collaborations, and physical touchpoints, enhancing consumer experiences at each stage of the customer journey from discovery to purchase.
COMPETITORS	Competitors like Refine Kitchenware, A&A Wonders, Snaidero, and Murtarelli Casa challenge Alessi in the market, highlighting the need for distinctive brand positioning and innovative design leadership.		
TARGET AUDIENCE	Alessi targets Millennials and Gen X in urban centers across Canada who appreciate high-end, aesthetically pleasing products that blend functionality with artistic flair. Additionally, Alessi welcomes anyone inspired by the Dream Factory concept, fostering inclusivity and community engagement.	CTA & CHIEF MESSAGE	With a \$50,000 budget, Alessi focuses on foundational activities like market research and logo redesign, progressing to digital content creation, influencer partnerships, and targeted advertising to optimize brand visibility and engagement.
			"If you know, you know." Step into Alessi's Dream Factory, where home appliance designs transcend everyday moments with innovation and unique beauty.

LOGO REDESIGN

ALESSI

COLOURS

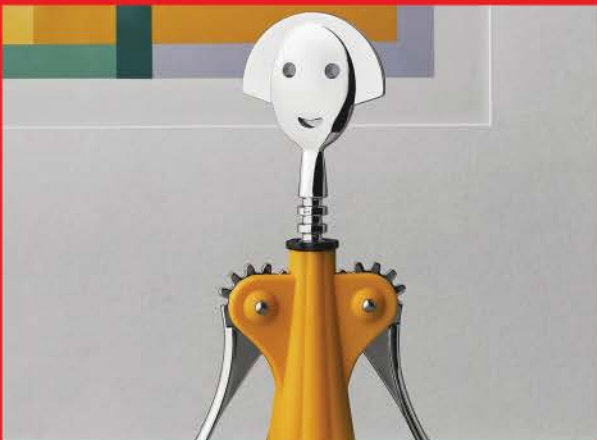


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ALESSI

TYPGRAPHY

GOTHAM BOLD | ALESSI
GOTHAM BOOK | ALESSI



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