

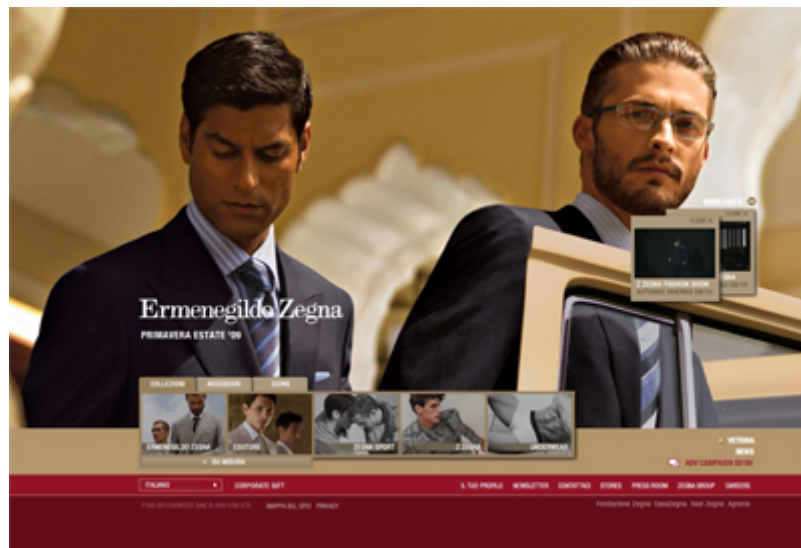
ERMENEGILDO ZEGNA

Since 2003 Bitmama has been the worldwide digital communication partner for the Ermenegildo Zegna group, multinational leader in the men's luxury fashion industry.

SCENARIO

The Zegna name immediately calls to mind two inseparably linked realities: on one hand, one of the oldest Italian entrepreneurial families, with its fourth generation leading the company today.

On the other hand, a multinational corporate leader in the men's luxury fashion industry that distributes its products in over eighty markets around the world, obtaining 88% of its revenue from foreign sources, with a strong presence both in mature and emerging markets.



The solution is to create a constellation of sites, dedicated to the online management of relations with all of its corporate audiences according to a total communication concept, by transmitting the values of the brand identity. This type of brand portal becomes an important *stakeholder relationship management* tool, aimed at strengthening relations with customers, investors, suppliers, mass media, and government through publication of updated information and through systematic, interactive contact.

The idea is to simply and elegantly define the Zegna brand web presence by opening a dialog with the user and increasing the real capacity for interacting with the brand - from the creation of a virtual wardrobe to sending customized information - to support the profiling and contact process.

SOLUTION

To meet Zegna's requirements, Bitmama proposed the creation of various sites, corporate, fashion, and service, all characterized by strong graphical and visual impact.

TECNOLOGY.

- FLASH client development supported by the PRADO 3 technological infrastructure.
- Database for product, stores and content management.
- CMS for updates.

DIGITAL MARKETING.

A tracking system based on WebTrends was implemented to analyze user behavior on the site with the goal of customer segmentation.

The site is search engine optimized (SEO).

DIRECT MARKETING.

A newsletter creation and management application, *Newsletter Creator*, was provided; created ad hoc by Bitmama. Continuous support guarantees operating support for sending direct email and newsletters.

USABILITY AND CUSTOMIZING.

The site can be re-dimensioned and displays contents with optimal quality in full screen mode. Images and video are high quality, according to level of detail present in online communication.

AWARDS

1st prize Mediastars 10th Edition, 2nd prize Mobius Advertising Awards in the online advertising section, Shortlist nomination for Mediastars 13th Edition.



Within the Reply SpA group, Bitmama is the company operating in the field of cross-media digital communication. Bitmama takes into consideration all aspect relating to communication and for this purpose, it employs a number of different professionals who complement each other: creative, technological, accountants, analysts.

Bitmama supports its customers in the development of projects combining different perspectives and requiring a mix of creativity, skills, inspiration and know-how and offers innovative and cutting-edge solutions at all times.

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