



AGENCY OVERVIEW  
2013 EDITION

Alberto Zavatta  
Founder Partner & General Manager



*From the very beginning, Alberto Zavatta's career has been orientated to the field of communication, brand strategy and public relations.*

*With a humanistic and commercial education background, Alberto Zavatta has worked worldwide for some of the most relevant brands such as Barilla, Sara Lee, Nestlé, Bayer, Seagram International and many more.*

*In 2002, responding to a growing demand of strategic support, he founded Outlines, a strategic communication firm having the objective to become an "effective resource" of communication for decision-makers and offering an original creative approach to several communication needs.*

*Alberto Zavatta specializes in PR and external relations; brand communication and brand identity; strategic communication, consumer behaviour and marketing aesthetics advisory; concept and organization of events; market research and international trends; copywriting.*

*As a multilanguage professional (Italian, English, French, Spanish, Japanese), he has a wide knowledge and expertise on the EU, USA and Asia markets.*

# FROM THE START

WORK PHILOSOPHY



# ORIGINS

*When Outlines was founded in 2002 our main ambition was to be a useful resource for those who lead a company or who lead a brand: our starting point is the idea.*

*A good idea.*

*So, we were to define the tools to allow the idea to be built and to take a shape.*

*The idea is not always our idea: those who address to us often already have a nice idea but it takes something more to make it become unique, comprehensible and original.*



# FIELDS

*Our observation interprets the reality and narrates it in a new manner. A dedicated team of marketing and communication experts generates the ideas, the strategy, the possible directions, the desired choices*

*Our research leads us to comprehension and suggests new ways. Research projects are structured, supervised and managed by communication experts and psychologists.*

*Our creativity shapes original, differentiating solutions. A network of designers, architects, copywriters, advertisers, creative directors, event-makers and trend setters build with us the visions of tomorrow.*



# AIMS

## YOU

*Your idea. your goal, your task, your questions, your quest for the solution.*

## US

*Our vision of your idea or our idea for you.  
Our tools, our experience, our observation.*



# SYNTHESIS

*THE BEAUTY, THE BALANCE  
AND THE ESSENCE OF A WHOLE  
ARE OUR GOAL.*

# AGENCY INSIGHT

WORK AREAS





*Our approach begins from you.*

*Who may desire you and why?*

*What is your brand story?*

*What does happen around you?*

*Which directions are the most valuable?*

# EYES WIDE OPEN

## T O O L S

CONSUMER BEHAVIOUR  
INSIGHT

BRAND STORY  
ARCHETYPAL ANALYSIS

MARKET SCENARIO &  
GLOBAL TRENDS DYNAMICS

INTERNATIONAL STORE CHECKS



*A method that investigates  
lifestyles, preferences,  
expectations and future  
projections.*

# IN THE SEARCH

## TOOLS

### CREATIVE BRAINSTORMING LABS

*A resource that explores and validates  
visual and strategic concepts*

### TRENDLAB

*An international observatory focusing  
on the dynamics of consumer behaviour*

### FOCUS GROUPS

### AESTHETIC MAPPING



*What is the narrative structure of your brand?  
What is the archetype that embodies or could embody  
your communication profile?  
Which aesthetic and emotional levers talk to your  
target?*

# HIP STRATEGY

## TOOLS

EMOTIONAL MARKETING

CREATIVE CONCEPT INVESTIGATION

BRAND POSITIONING & VALUES

BRAND PERSONALITY AND EQUITY

BRAND ACTIVATION



*Then the idea translates into word, language, story.*

*To become memorable.*

*To make the message travel in ways and places:  
original, innovative and consistent.*

# MESSAGE SENT

## T O O L S

PLOT OF EVENT CREATION

COPYWRITING & NAME FINDING

CONCEPT STORE  
IDEA GENERATION

STRATEGIC MEDIA PLANNING



*It's one of the paramount destinations  
of our journey.*

*The sign and the image interpret the essence  
of the idea and give it an exclusive identity.*

# DESIGN TIMES

T O O L S

BRAND ARCHITECTURE  
& DESIGN

TOTAL IDENTITY& BTL

PACKAGING & CORPORATE DESIGN

PRODUCT & PACK SHAPE

# GET IN TOUCH

EVENTS, SPACE &  
PEOPLE.

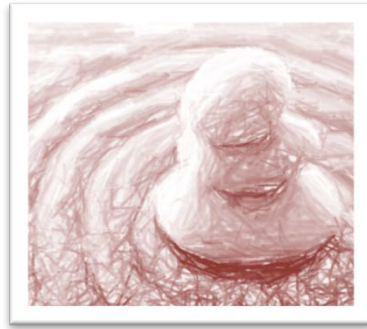


# THE EVENTS

*Outlines conceives and creates the events which strategically embody your objectives. In synergy with the idea behind your product or service, our team will study the concept of the event, build it through a targeted creative approach and activate all the skills and tools to make it live.*

*A ten-year experience in entertainment made of collaborations with estimated artists, culture and show-biz personalities, exclusive locations, new and original “plot of event”; a network of professionals specializing in dance, theatre and arts.*

*Our division analyses the main contents of the concept or idea, highlights its peculiar aspects, structures a new integrated concept in order to study the promotional dynamics and activates the most suitable creative and executive resources for its realization.*



# THE SPACE

*A new method of conceiving the brand communication.*

*Not only “physical branding” – to bring the brand into its elective space through in-store concept or store architectural design - but also an interpretation of a new way to think the “environment-space” through creative concepts that move from the main themes of landscaping, eco-friendly trend and “brand - consumer - nature” interaction.*





# THE PEOPLE

## BRAINSTORMING

*Companies are often confronted with relevant questions about themselves, their products, their services. CBLs (creative brainstorming labs) are creative sessions involving a panel of selected participants, taken into a guided creative process to find original and effective answers to these questions.*

## TRENDLAB

*Outlines has created Trendlab an on-line international observatory focusing on the dynamics of consumer behaviour. Stimuli, concepts, product ideas are addressed to a “reserved network” of observers corresponding with us from many parts of the globe: from Paris to Beijing, from London to Chicago, from New York to Athens, from Hong Kong to Milano, our network evaluates the emerging trends, their specificity and their evolutions.*

# THINKING GOES REAL

A SELECTION

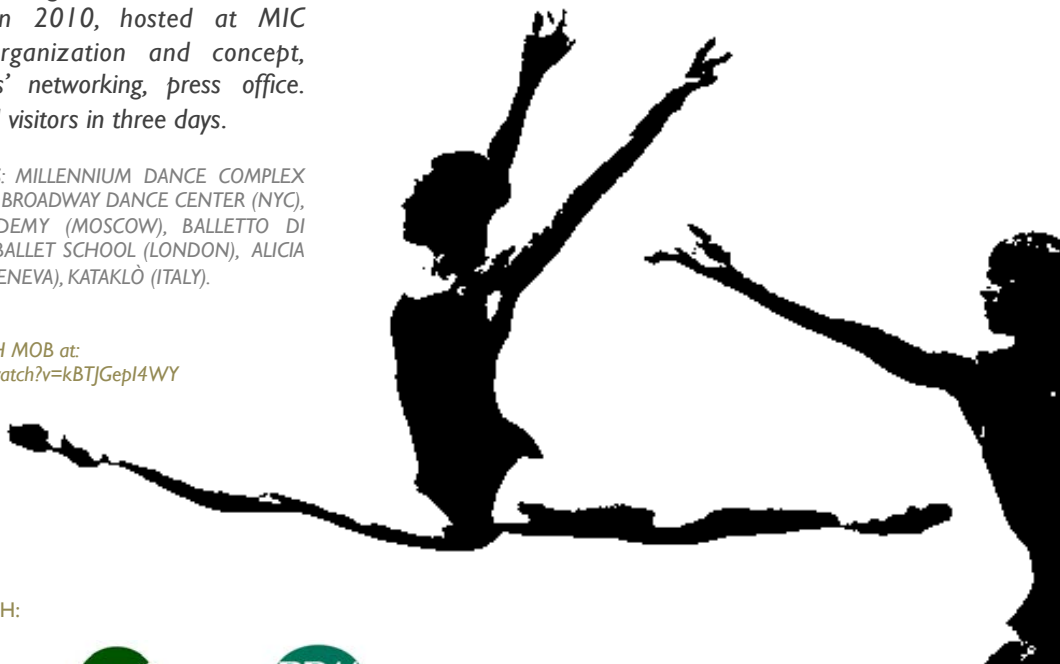
# DANCE MOOD

CLIENT: OUTLINES' PRODUCTION  
SECTOR: ENTERTAINMENT & EDUCATION

*Midanza. One of the greatest events on the milanese scene in 2010, hosted at MIC Fieramilanocity. Organization and concept, international artists' networking, press office. Over eight thousand visitors in three days.*

*SOME OF THE GUESTS: MILLENNIUM DANCE COMPLEX (L.A.), ALVIN AILEY (NYC), BROADWAY DANCE CENTER (NYC), BOLSHOI BALLET ACADEMY (MOSCOW), BALLETO DI MILANO (ITALY), ROYAL BALLET SCHOOL (LONDON), ALICIA GRAF, RUDRA BÉJART (GENEVA), KATAKLÒ (ITALY).*

*WATCH MIDANZA FLASH MOB at:  
<http://www.youtube.com/watch?v=kBTJGepl4WY>*



IN PARTNERSHIP WITH:



TEAM  
ALBERTO ZAVATTA – EVENT ORGANIZATION AND SUPERVISION  
JUAN RIVERA – ARTISTIC DIRECTOR  
OUTLINES TEAM – PRESS OFFICE AND EVENT MANAGEMENT

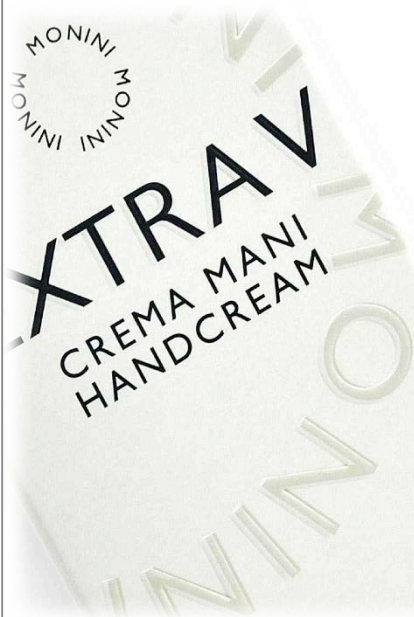
# SKIN FOOD

CLIENT: MONINI • SECTOR: FOOD

*“Cosmetics speaking to the skin in its own language”.*

*That's the promise of the new line MONINI EXTRA V. Positioning & Brand strategy. Logo & packaging design. Below the line. On-line communication tools.*

*Towards Monini's Extra Virgin Lifestyle.*



TEAM  
ALBERTO ZAVATTA – STRATEGY AND CONCEPT  
MARCO BERTOLINI – ART DIRECTION & PHOTOGRAPHY

LAUNCHED AT:



# BEYOND MARBLE

CLIENT: MARMOLUX • SECTOR: MARBLE & ARCHITECTURE



PRESENT AT:



*Translating the message of marbles and natural stones into a sensorial dimension, that's our challenge for and with Marmolux.*

*Company's new strategy; actions of corporate communication; design concept of the company's stand at Marmomacc 2012 exhibit Verona; brand's new directions (designers and architects).*

## TEAM

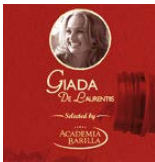
ALBERTO ZAVATTA – STRATEGY AND BRAND ADVISORY  
MARCO BERTOLINI – ART DIRECTION & STAND PROJECT

# ITALY'S TOUCH

CLIENT: BARILLA • SECTOR: FOOD & GASTRONOMY



PRESENT AT:



TEAM  
ALBERTO ZAVATTA – STRATEGY AND BRANDING  
VITTORIO MANCINI & ASSOCIATI – DESIGN TEAM

*Thanks to Academia Barilla the Italian top gastronomy and the culture of selected gourmet foods have a new identity in the worldwide scenario.*

*Project definition and positioning; brand name finding; corporate logo & total identity..*



# TOKYO MOODS

CLIENT: ILLVA DISARONNO • SECTOR: SPIRITS



*Disaronno, Italy's favourite liqueur in the world, aims to speak to the metropolitan areas of Japan.*

TEAM  
ALBERTO ZAVATTA – STRATEGY AND COPYWRITING  
TAKAAKI INABA – DESIGNER  
IKUKO MIYASHITA – DESIGNER

*Objective: finding a key visual, effective and highly recognizable, in line with the corporate brand message but integrated by a new and captivating product headline.*

# YOUNG IDEAS

PRESENT AT:

Milan,  
where else?



CLIENT: GALLINA BLANCA STAR • SECTOR: FOOD



*Celebrating the 50° Anniversary of Gran Ragù Star. Creation of a design contest for Young Designers (IED and Scuola Politecnica di Design). The design of a new can for this pasta sauce has become a human-sized exhibit in the main cities of Italy. A qualified Gran Jury (member: Alberto Zavatta) has awarded the best creative piece during Milan's Design Week 2012.*

TEAM  
ALBERTO ZAVATTA – GRAN JURY MEMBER



# FEEL BELLA

CLIENT: ILLVA DISARONNO • SECTOR: SPIRITS



*Within the global repositioning of the brand Isolabella for Sambuca, a new style of communication and original tools to enhance its experience.*

*Study for “Sambuca Isolabella mood” for the brand ambassadors.*

TEAM  
ALBERTO ZAVATTA – COPY AND CONCEPT

PRESENT AT:



# ITALIAN DREAM

CLIENT: BARILLA AMERICA • SECTOR: FOOD

PRESENT AT:



TRIBECA  
FILM  
FESTIVAL



Besides the global Barilla “brand tutoring”, Outlines has widely contributed to the development of the brand in the North American market, by bringing the Italian “contemporary style” into the lifestyle of US consumers.

From the American Dream to the Italian Dream.

TEAM  
ALBERTO ZAVATTA – STRATEGY AND CONCEPT  
VITTORIO MANCINI & ASSOCIATI - DESIGN TEAM

# ONE CUBE

CLIENT: ORTIS LABORATOIRES  
SECTOR: PHARMACEUTICALS



*Launch of the “concentrated” version of Frutta&Fibre, product by Ortis Laboratoires (Luxemburg). Study of the headline for the press campaign; development of btl tools for the pharmacists and the salesmen.*

*Towards a new strategy for the Italian market. Radio plan with RTL 102.5 and Radio 105 (May 2013).*



TEAM  
ALBERTO ZAVATTA – STRATEGY & CONCEPT  
SABRINA BEDUSCHI – DESIGNER  
LAURA SEREGNI – DESIGNER

# AT A GLANCE



BARILLA PASTA CUP (STRATEGY, LAUNCH & PACK DESIGN); COTONEVE (DESIGN STRATEGY, CREATIVE CONCEPT); MISURA (STRATEGY & BRAND ARCHITECTURE); WASA USA (SNACKSPIRATION RECIPE BOOK & WASA PACK LINES); RECKITT BENCKISER AIRWICK (GLOBAL VISUAL CONCEPT & PACK DESIGN); COOP CLUB 4-10 (STRATEGY, CONCEPT, NAME FINDING & PACK SYSTEM); TWININGS (ITALIAN LAUNCH FOR ASSAM, PU-EHR AND WHITE TEAS); PHARBENIA (BAYER) – COMPANY STRATEGY AND BRAND ARCHITECTURE); B63 (SWISS ENERGY DRINK, PRELIMINARY GLOBAL LAUNCH STRATEGY)



# THOUGHT

*I BEGIN WITH AN IDEA AND THEN IT BECOMES SOMETHING ELSE.*  
(Pablo Picasso)

NICE  
TO WORK  
WITH

NESTLÉ	KAMPS
SAN BENEDETTO	MULINO BIANCO
BARILLA	PARMACOTTO
BAYER	CENTRALE LATTE MILANO
COOP ITALIA	SENOBLE
ANOVA SEAFOOD	ACADEMIA BARILLA
ORTIS LABORATOIRES	PHARBENIA
WASA USA	MONINI
FERRERO	ILLVA DISARONNO
COLUSSI GROUP	TWININGS
GRANAROLO	RECKITT BENCKISER
SARA LEE HBC	BOLTON GROUP
BAUER	GALLINA BLANCA STAR
COTONEVE	BONGRAIN
GUALA DISPENSING	QUILL



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