

AND THENCE WE CAME FORTH TO SEE AGAIN THE STARS

Dante Alighieri, *Inferno*, XXXIV



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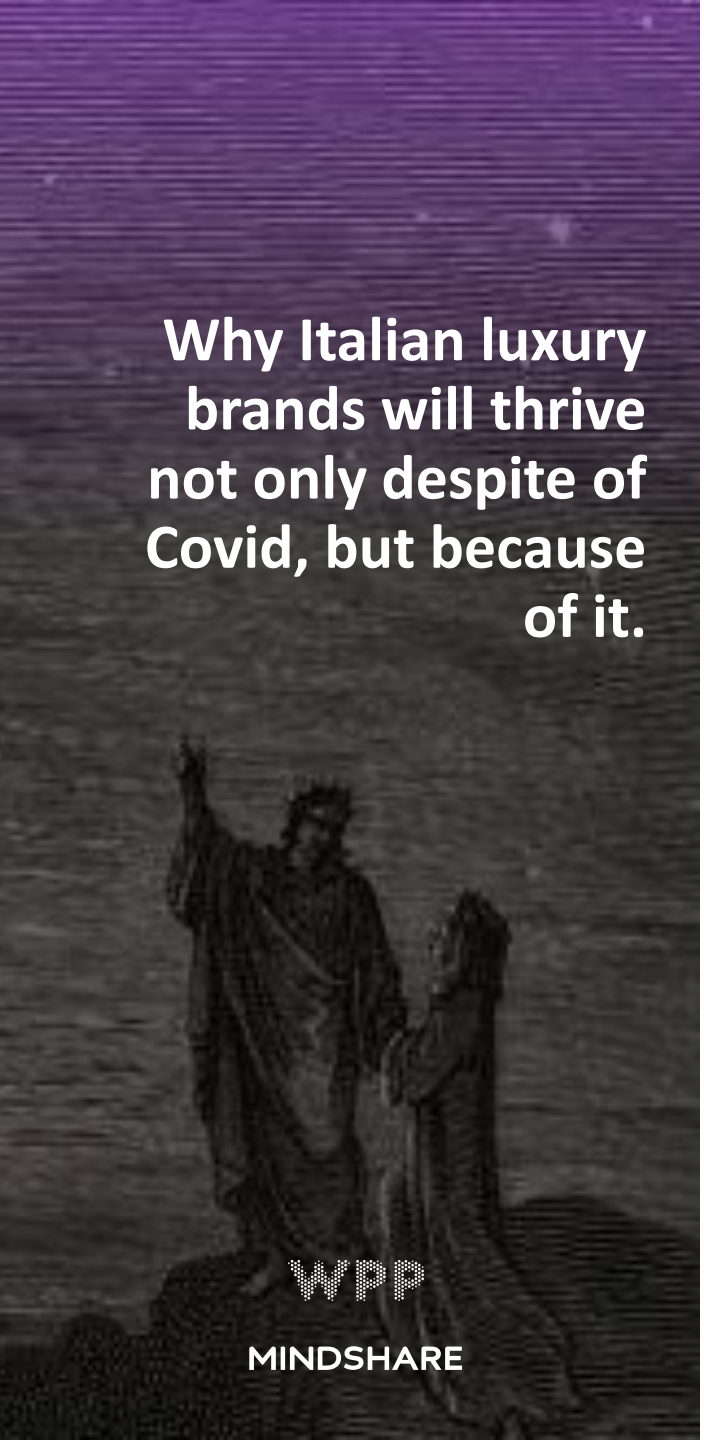
AND THENCE WE CAME FORTH TO SEE AGAIN THE STARS

Dante Alighieri, Inferno, XXXIV

Why Italian luxury brands will thrive not
only despite of Covid, but because of it.

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Why Italian luxury brands will thrive not only despite of Covid, but because of it.

As it is the case for all major outbreaks, the Covid-19 crisis is **accelerating some phenomena** that already existed, while also **generating some new ones**

Chapters:

- 1 E-commerce
- 2 Social Polarization
- 3 Mixed Reality
- 4 Data Tracking
- 5 Space and physical contact as new forms of social privilege

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A person is shown from the chest down, sitting at a wooden desk. They are holding a silver credit card in their left hand and a black smartphone in their right hand. On the desk, there is a white coffee cup with a black lid, a black pen, and an open spiral notebook. The background is blurred, showing a person with long hair. The entire image has a purple and blue color overlay.

E-commerce for all

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E-commerce
for all

The lockdown brought to the scene a **new breed of online shoppers, people who had never experienced e-comm before**. The new online shopper typically is 55+, middle income. In Italy the growth varies between 15% and 40% accross categories.

FMCG +41%, Pharma +31%, Personal Care +20%, Services +18%, Clothing and accessories +14%, Electronics +14%
Kantar COVID-19 Barometer,- Wave2

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E-commerce for all

SO WHAT

We've definitely
entered the
Omnichannel era

1

Lower barriers for
small luxury brands to
compete in the e-
commerce landscape

2

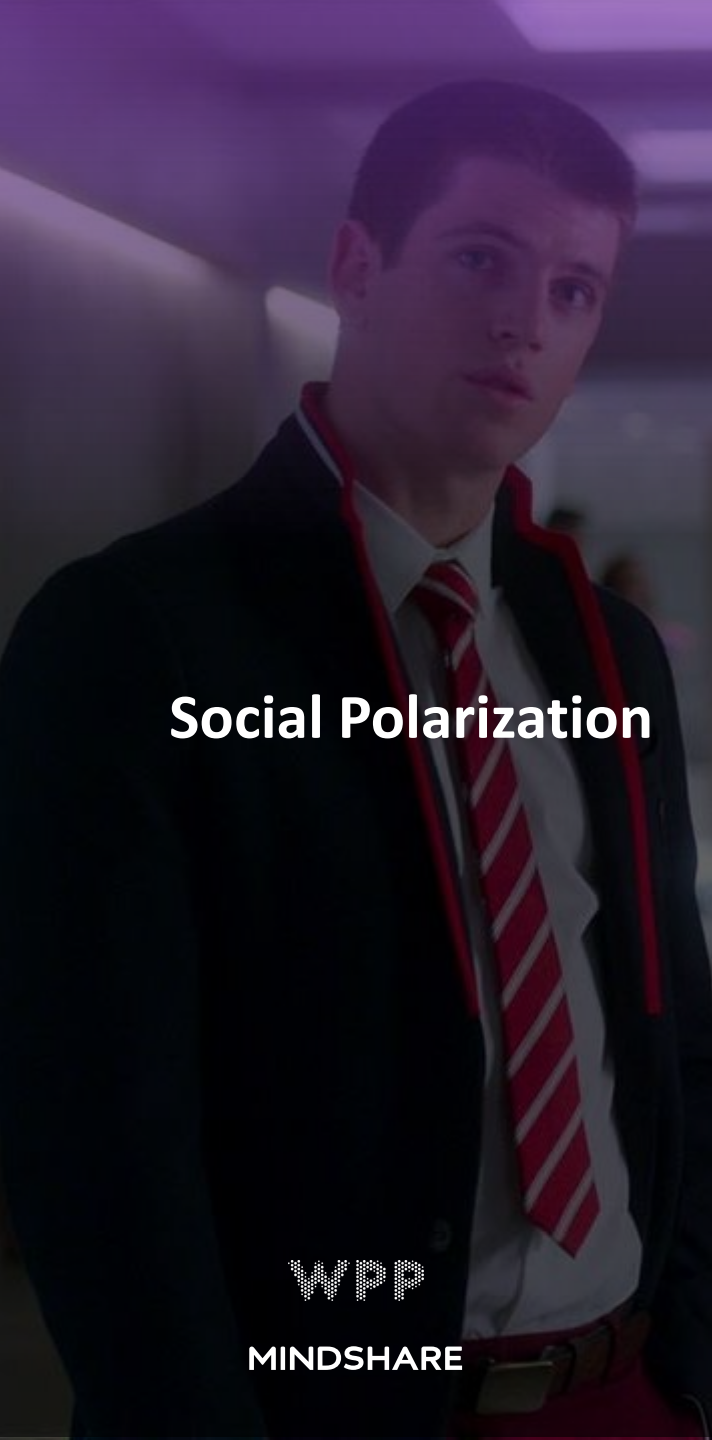
Advanced digital
strategies can make
the difference
Focus on customer
retention and LTV

3

A photograph of four students in school uniforms standing in a hallway. The students are two boys and two girls, all wearing dark blazers with red trim, white shirts, and red and white striped ties. The boy on the far left is looking off to the side. The girl next to him is looking towards the camera with her hand near her face. The boy on the far right is looking towards the camera. The girl next to him is looking down at a smartphone in her hands. The background is a blurred hallway with other students and bright lighting. The entire image has a purple tint.

Social Polarization

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Social Polarization

While historical «social elevators» such as education are increasingly less powerful, the social divide will possibly become even wider in the post Covid-19 recession.

World inequality report

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Social Polarization

SO WHAT

Intrinsical product
quality to win over
“street fashion
luxury”?

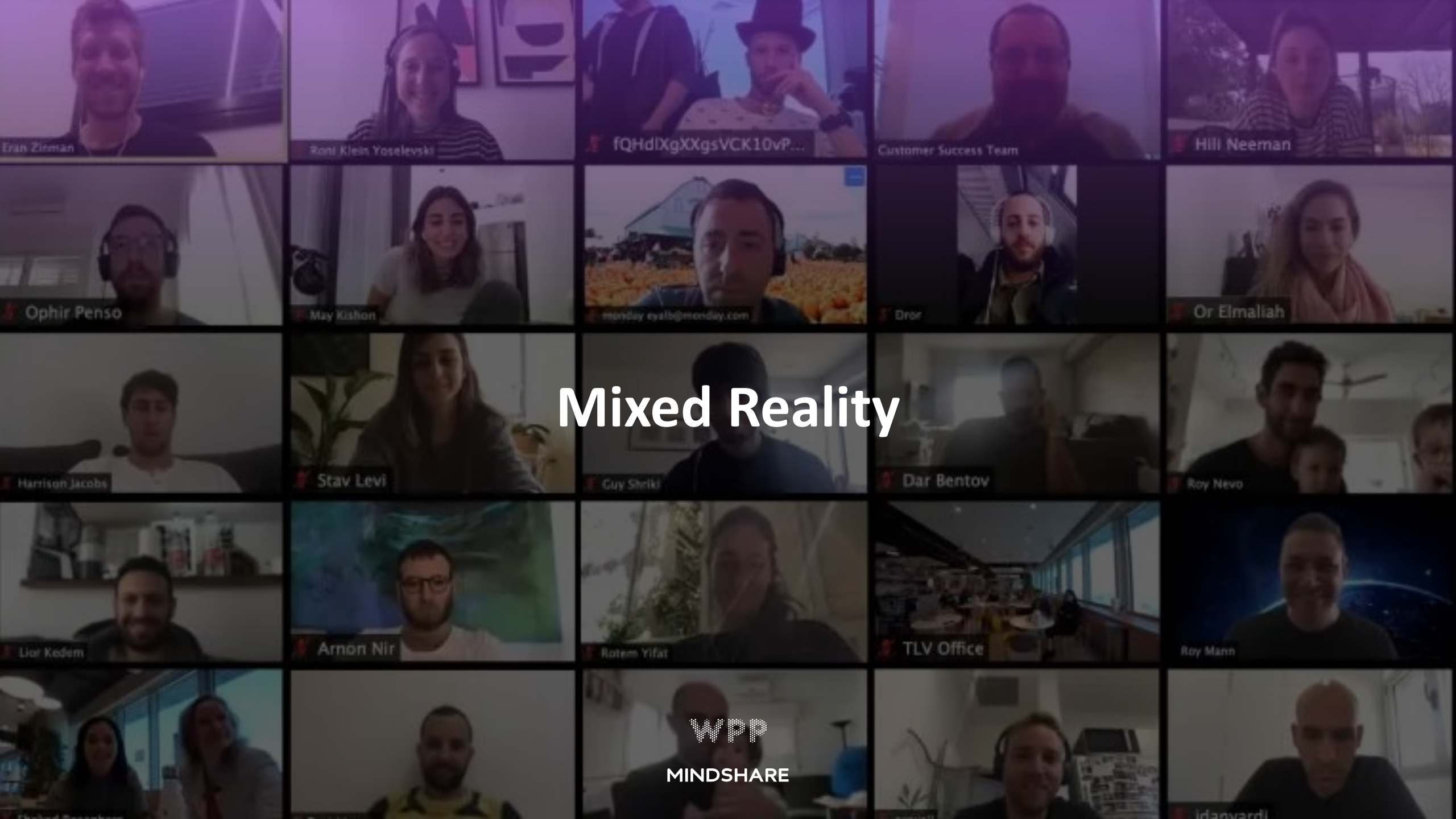
1

Expand luxury brands
geo-footprint

2

Find the right balance
between mass and
niche communication

3



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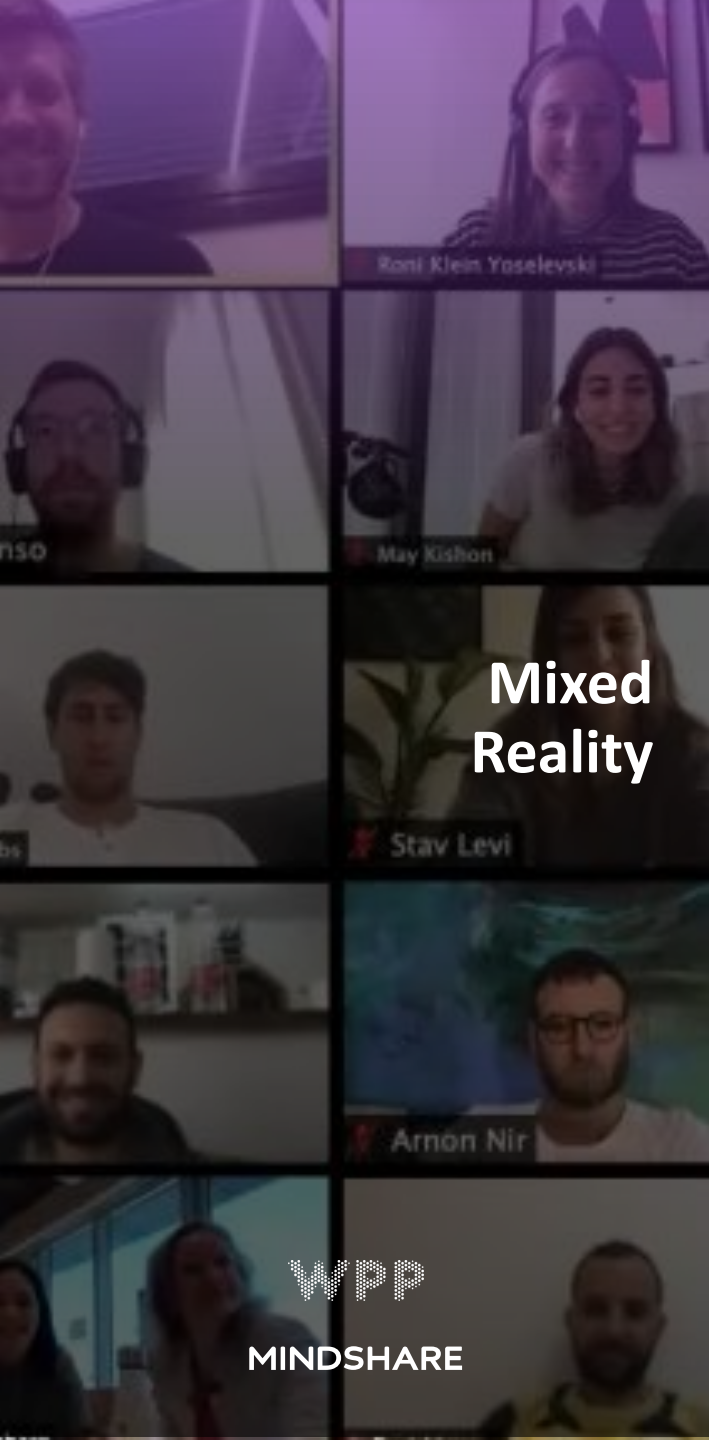
Roy Mann

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Mixed Reality

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Mixed
Reality

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We learned that we can still have great experiences while being apart by participating to virtual communities

Houseparty amongst most downloaded app

Mixed reality SO WHAT

Are there luxury
DIGITAL assets
consumers may be
willing to pay for?

Physical possession
may be definitely out:
think subscriptions,
luxury-as-a-service

Will there be people
queuing to enter most
coveted websites?

1

2

3

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Data tracking

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Data
Tracking

In the new normal **it will be reassuring to be tracked**

Contagion tracking apps to be launched in all markets

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Data Tracking

SO WHAT

More data, more
personal

1

More personal, more
need for new
regulation

2

Consumers geo-
tracking as a
marketing asset, not
just advertising
deliverable

3

A photograph of three people hugging on a hill at sunset. The scene is dimly lit with a warm, orange glow from the setting sun. The people are seen from behind, embracing each other. The background shows a hilly landscape with some vegetation and a clear sky.

Spaces and physical contacts as new forms of social privilege

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A photograph of a group of people hugging in a field at sunset. The image is partially obscured by a purple gradient on the left side.

Space and physical
contact as new
forms of social
privilege

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Share a little of that **Human Touch**

The fear of new lockdowns reshapes human attitudes

Spaces and physical contacts as new forms of social privilege

SO WHAT

Create unprecedented physical experience for smaller groups

1

The raise of family connection in luxury narrative

2

A new perception of time spent together

3

Summary

Why Italian luxury brands will thrive not only despite of Covid, but because of it.

Covid-19 accelerated

- | | | |
|-----------------------|-----------------------------|--|
| 1 E-commerce | → New online shoppers | → Omnichannel Small Brands Advanced digital approach |
| 2 Social Polarization | → Growing social divide | → Product Quality Aspirational Mass&Niche |
| 3 Mixed Reality | → Great virtual experiences | → New business models New products New websites |
| 4 Data Tracking | → It's ok to be tracked | → More data New regulations Geomarketing |

Covid-19 created

- | | | |
|---|--------------------------------------|---|
| 5 Space and physical contact as new forms of social privilege | → Share a little of that Human Touch | → Small groups Family connection Role of time |
|---|--------------------------------------|---|

A photograph of three young women hugging each other from behind on a grassy hill. They are looking out over a vast landscape with rolling hills and mountains in the distance under a soft, hazy sky. The scene is captured in a warm, golden-hour light. The text 'wpp' is overlaid in the center of the image.

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