

CONFINDUSTRIA UDINE

RICRESCITA!

**COME PROMUOVERE LO SVILUPPO INTERNO CAVALCANDO
LE OPPORTUNITA' DI RIPRESA INTERNAZIONALE ED
EVITANDO I FENOMENI RECESSIVI**

**COME REALIZZARE E SVILUPPARE
UN'AZIENDA DI SUCCESSO**

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Udine, 16 Ottobre 2014

Una storia antica



E poi...



E poi...



E poi...



ASSOREL
Associazione Italiana
delle Agenzie di Relazioni Pubbliche

It could be heaven ... or it could be hell.





RISC



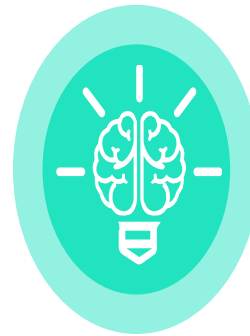
RESEARCH



INSIGHT



STRATEGY



CREATIVE

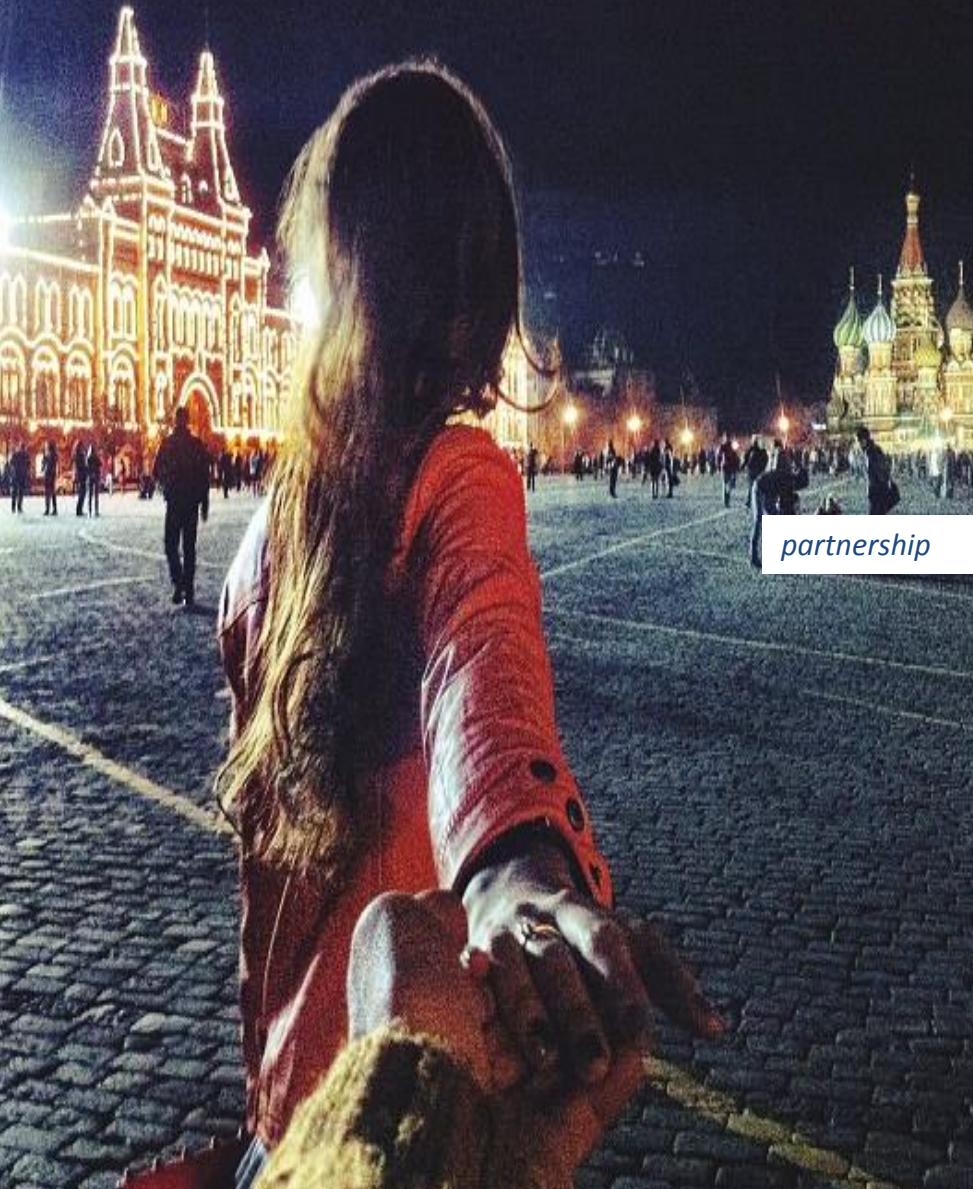


REDWARDS

SINERGIE, REPUTAZIONE, INNOVAZIONE

Sinergie

Choose a real Strategic Partners





What does a good
partnership look like?

Instinctif Partners

Apple

... founded in 1976

Steve Jobs and Steve Wozniak became friends at a summer job in 1970.

Wozniak was busy building a computer.

Jobs saw the potential to sell it.



Instinctif Partners



In an interview with the Seattle Times, Wozniak explained why their relationship worked

*"I was **just doing something I was very good at**, and the thing that I was good at turned out to be the thing that was going to change the world...Steve was much more further-thinking. When I designed good things, sometimes he'd say, "We can sell this." And we did. He was thinking about how you build a company, maybe even then he was thinking: "**How do you change the world?**"*

A woman with long dark hair and glasses is seated at a desk, looking at a vintage computer monitor. She is wearing a light-colored top. The desk is cluttered with various items, including a keyboard, a mouse, and some papers. In the background, another person is standing, and the office environment appears to be from the late 20th century. The overall image has a blue tint.

Why it worked -

They both were **passionate** about computers and **innovation** and recognised their individual contribution to the partnership

Instinctif Partners

Google



... founded in 1998

Larry Page and Sergey Brin met at Stanford University when Brin was giving a tour for doctoral students.

In that initial meeting they managed to argue their way around campus

Instinctif Partners

Why it worked -

They both had a **passion** for technology and that initial meeting resulted in them **collaborating** on a research project together “The Anatomy of a Large-Scale Hypertextual Web Search Engine,” which became the basis for Google.

Their **interest** in data mining enabled them to develop a **similar vision** for their company.



Instinctif Partners



Six key aspects of success

Interest and passion

Recognition and respect

Trust and equality

Instinctif Partners

Shared interest and passion

A large, dense crowd of people at a concert or festival. Many people have their hands raised in the air, some holding up smartphones to capture photos or videos. The scene is illuminated with warm, orange and yellow stage lights, creating a vibrant and energetic atmosphere. The background is slightly blurred, emphasizing the collective movement and excitement of the crowd.

- the basis for collaboration and innovation

Recognition and respect

- the basis for successful collaboration & delivery

Instinctif Partners



Trust and Equality

- shared trust earned through equal knowledge levels, experience, or friendships over time

Instinctif Partners



Reputazione

Market Expectation




“People are now more aware of the origin of a product and the ethics used behind producing that product. Consumers expect goods to be made properly and issues such as where a product is made and whether or not it is fair trade are now more important than ever.”

Imogen Fowler, Hogan Lovells

**FutureBrand, Made In ..*

Weber Shandwick


Market Societies



*“Over the past three decades
we have drifted from having a
market economy to becoming
market societies.”*

Michael Sandel, Political Philosopher

Weber Shandwick

A woman with long brown hair, Wendy Clark, is speaking at a podium. She is wearing a black blazer over a white t-shirt that has the Coca-Cola logo and the word "Vend" on it. She is holding a small black device in her right hand and gesturing with her left hand. The background is a large screen displaying the Coca-Cola logo. The text "We have to do more work that matters. It's not just more, it's more good." is overlaid on the left side of the image.

*“We have to do more work
that matters. It’s not just
more, it’s more good.”*

Wendy Clark
Coca-Cola Global Marketing Chief

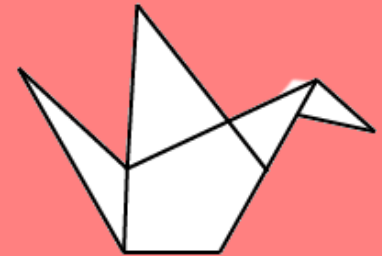
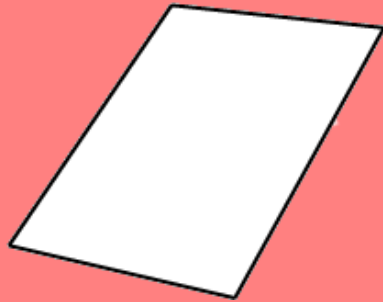
Weber Shandwick

Innovazione

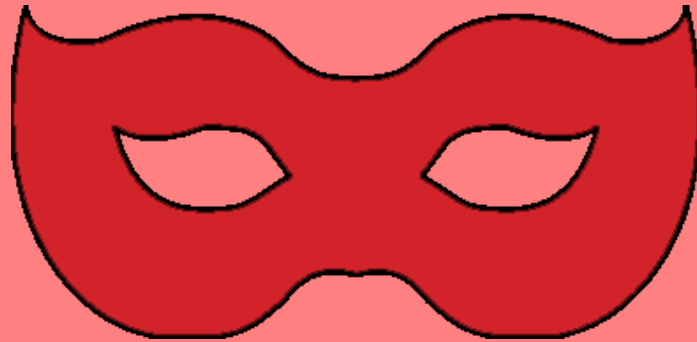
take something
ORDINARY

&

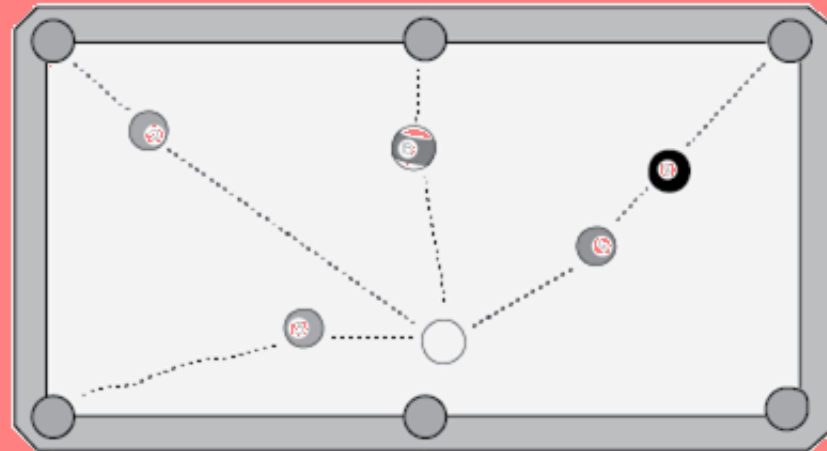
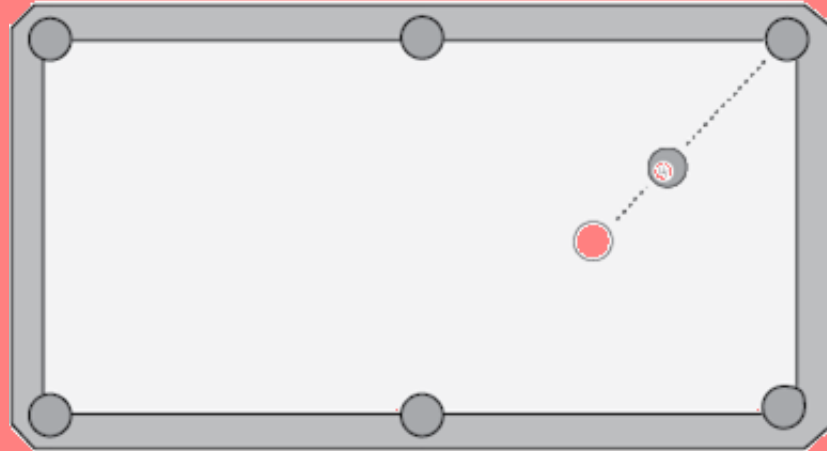
make it
SPECIAL



Expose Yourself

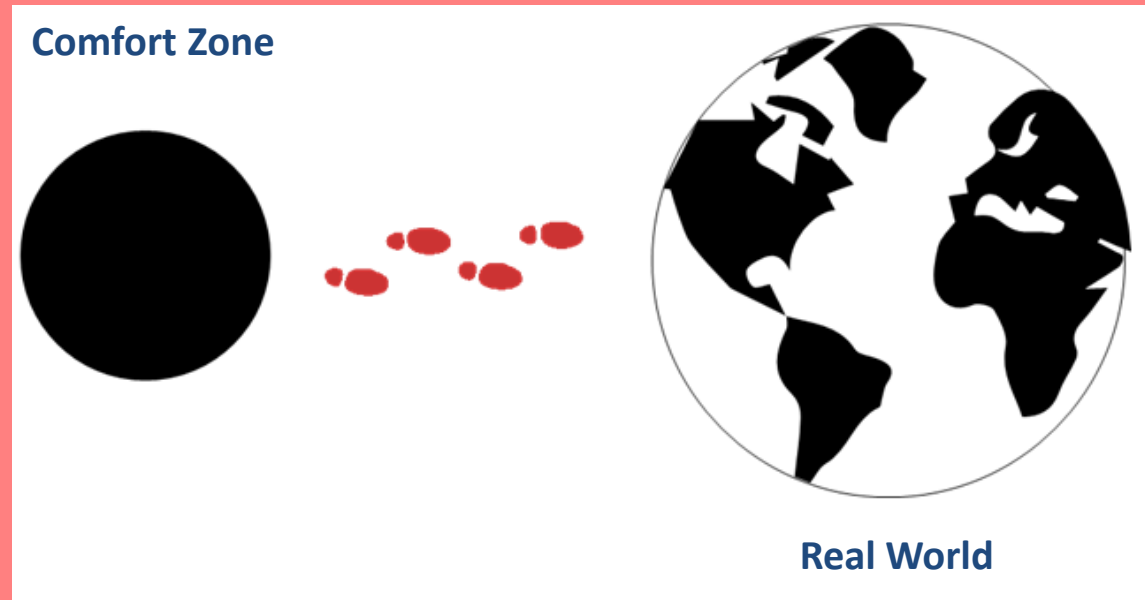


The more experiences, the more
interesting the options

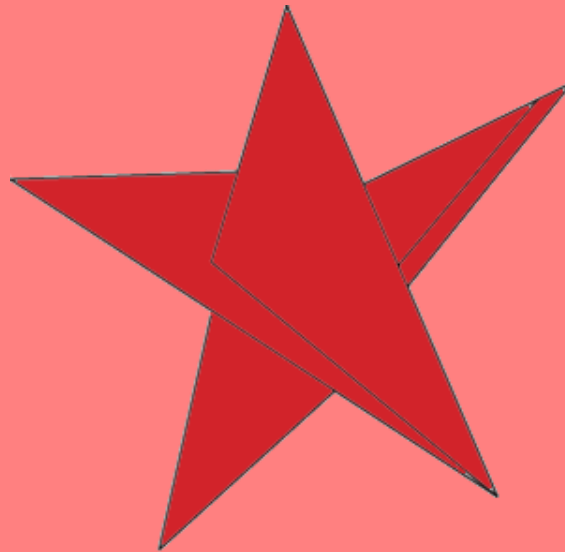


GolinHarris

Stepping outside your comfort zone keeps you in touch with the real world



Make the Rules

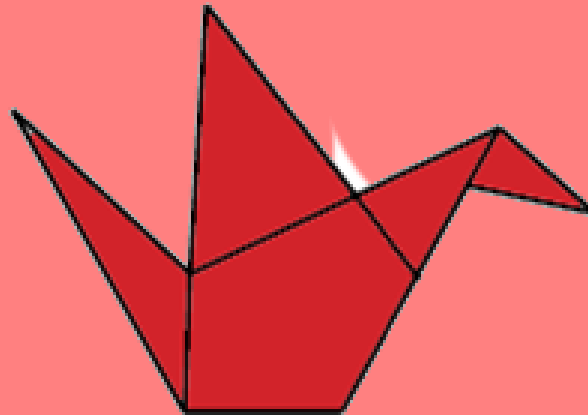


«Courage is built by experience»

■ = experience

COURAGE

Make It Special



Thank you.

