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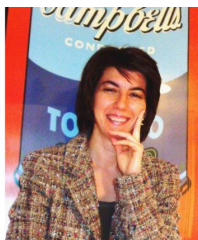
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12/06/2011

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## A polka dot rhinoceros for new brand empowerment



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AdChoices

represent and narrate the brand), the book published by FrancoAngeli publishing house and edited by **Patrizia Musso**, professor of Advertising Languages and Strategies of digital communication at the Università Cattolica di Milano, who has also conceived and, to present, manages Brandforum.it.

MyMarketing.Net has interviewed her.

“More and more we assist in the revenge of the authentic, in times of absolute transparency what happened with Harrison Ford, who criticized the very car he advertised, would now be impossible. Today the testimonial, that remains an all Italian peculiarity, has to guarantee the quality of the product that it advertises focusing on the authenticity of values, beyond any millionaire cachet”.

**What should be overturned is the traditional look on the brand, therefore, the baggage of memories, sensations, emotions that the logo trails behind.**

Yes, just like Apple did with its Store that has created a new way of selling, where clients over 60 often participate in free contests set up by the Apple staff, led by “the young and prepared”.

**10 years ago Brandforum.it was born. This year it has undergone restyling.**

It came to existence from university research, and it is now an individual project. We went forward, passing the word on to not only the most well-known names but also the youngest and most talented. It is now a reliable and institutional privileged observatory, ever growing, both in terms of staff and cultural product, precisely proving that the brand is also a cultural element. We are followed even in Europe and America, and the brand culture still fascinates us.

**Analyzing the numerous successful cases that fill the book, which are the most meaningful?**

The brand is not only narrated by the public but also through its own employees. It will depend on how free the employee is, and how much he believes in this way of promoting the product of the company he works for. Beyond the contractual obligations. In some cases there is a downright sense of belonging, as in the Barilla case. The employees positively narrate their personal story about “being Barilla”. Among the cases that are slowly becoming successful, we should highlight that of the Poste Italiane, committed to losing the old image of the post office employee. In this direction, new tasks are being profiled for HR. We are very much focusing on the growing relationship between human resources and marketing. In fact, both sectors deal with people.

**More and more brands decide to talk about themselves.**

Yes, as Barthes wrote in a paper on the pleasure of reading, the aesthetic of the brand emerges more and more, this goes beyond the belonging used to attract the public. In Italy, we are behind but what's important is that we are starting off.



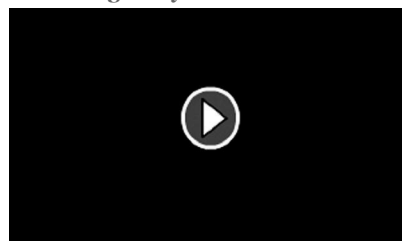
In libreria

In agenda

- 1 **StartUp School**  
Augmenny Dal: 11/06/2011
- 2 **Il direttore vendite diviene un vero Coach**  
ADICO ACCADEMIA Il: 15/06/2011
- 3 **Parola Cantata**  
Parola Cantata Dal: 17/06/2011 al: 19/06/2011

Photo gallery

On air



Marketing job

- 1 **Cambiare lavoro: questione di motiv...**  
Il cambiamento è il motore della vita.  
2011-03-03
- 2 **Le nuove forme di lavoro**  
Massimo, 25 anni, vive in una grande città del Nord Italia. Neola...  
2011-06-21

Archivio storico

INSERISCI UNA PAROLA CHIAVE

Tra il  e il

**A book that conquers with its very particular cover, please reveal its origin?**

Yes, it is a re-elaboration of an Albrecht Dürer engraving dated 1515. A "reloaded" version of the famous rhinoceros which reinterprets what was known on the animal captured in India that died during its transportation. A symbol of solidity that conveys the sense of the brand, and that the polka dots revitalize.

**The book opens with a phrase from Eubulide by Mileto on the impossibility of sand piles. Why?**

When we started this adventure in BrandForum we were three or four young researchers that were trying to contribute to the reflection on the brand. Slowly but surely, we have grown like a pile of rocks, with the same alchemy, gathering competencies and experience. From newly-graduated to over-40 professionals.

*Antonino Pintacuda*



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