



# Safilo Digital Transformation

Build and accelerate

# 3 things for you to remember

A **vision** for people to buy into is key to embed Digital in the organization

Create a common level of **digital understanding** is critical

Need to show **short term progress & successes**

# DIGITAL VISION

transform Safilo to a future proof leader in eyewear

## The role of Digital:

- Establish 1to1 relationship
- Consumer insight

## Digital will be known for:

- Integrated campaigns
- Point of purchase solutions
- Fastest growth within the eyewear industry

## Progress tracking:

- ROI
- Shift in consumer consideration
- E-commerce sales

# DIGITAL CAPABILITIES

critical for our organization to perform in the Digital world

- Align status with Global Leadership Team (Digital Maturity Scorecard)
- Move Digital team as part of the Brand Marketing Team
- Build analytical skills (external or internal)
- Launch Safilo Digital Academy

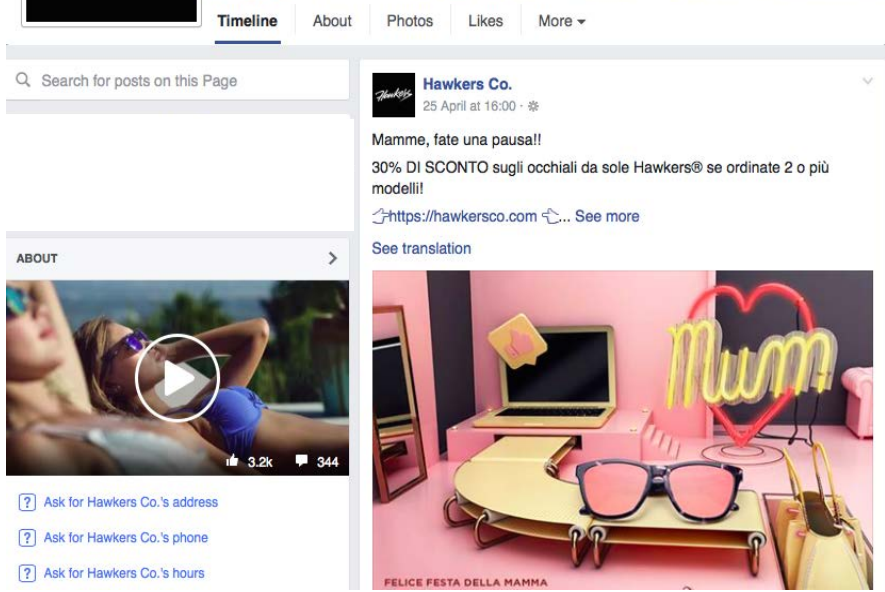
Digital Maturity		Brand A	Brand B	Brand C	Brand D
Mature	Social CRM	Red	Red	Red	Red
	E-retailers support	Yellow	Yellow	Yellow	Yellow
Intermediate	Ecommerce (B2C)	Red	Green	Red	Yellow
	Consumer engagement	Yellow	Yellow	Yellow	Yellow
Fundamentals	Social Search	Yellow	Green	Red	Yellow
	Brand site & assets	Green	Green	Green	Green

# DIGITAL TRANSFORMATION is allowing for marketing disruption



Founded in 2013

60 Mio \$ Company



Social Media channels to drive consumer engagement & brand awareness

WebSite is only for shopping

# Safilo is already delivering great work and results

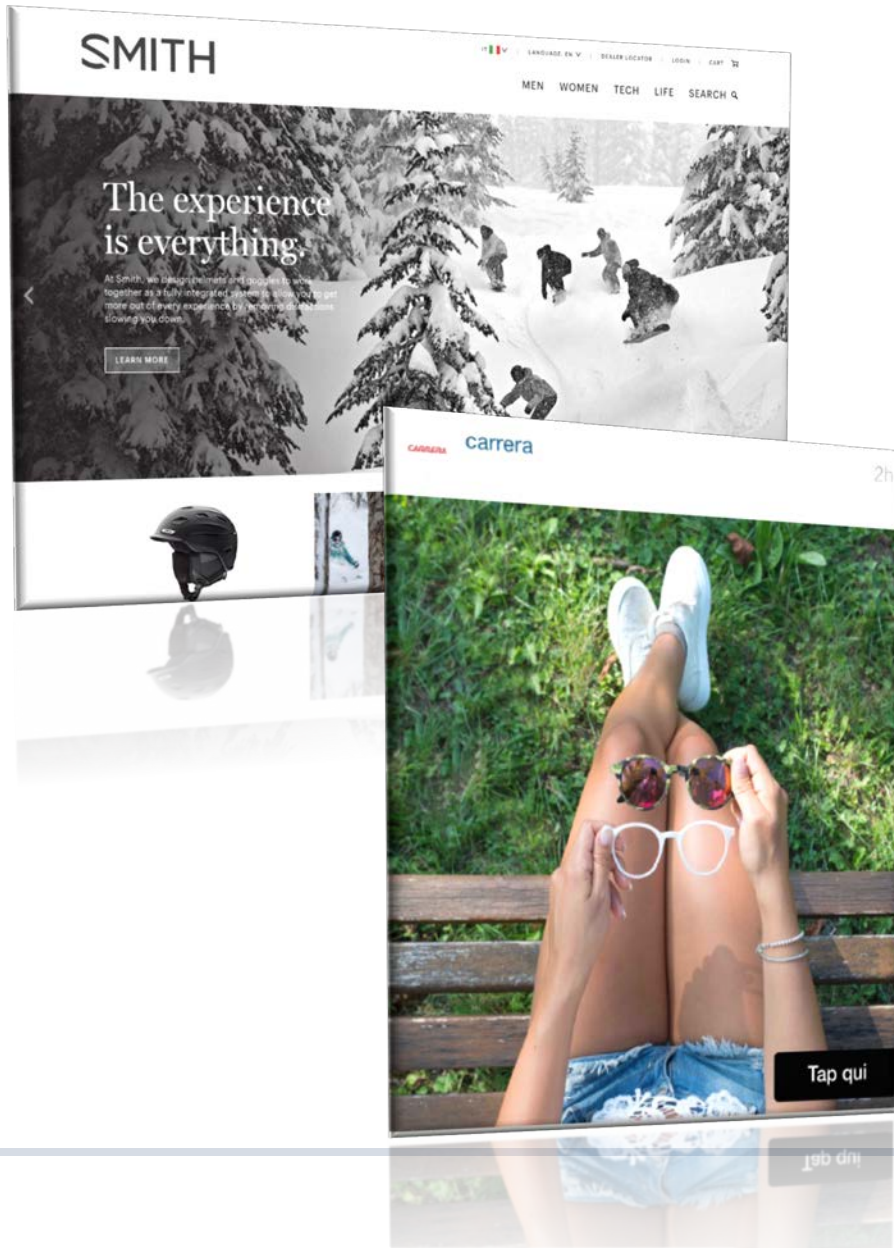


Accenture Interactive helped Safilo in designing the digital roadmap:

- A state of the art world-wide B2B eCommerce Portal
- World-wide corporate Digital Assets Management
- Initiatives to boost sales on retailers



# Safilo is already delivering great work and results



Smith delivers a high % of its T/O through ECommerce

Carrera Eyewear has delivered the 1st Instagram Campaign in Italy + Partnership with Amazon

*Discover the new collection*

**CARRERAWORLD.COM**



#maverick



@carrera



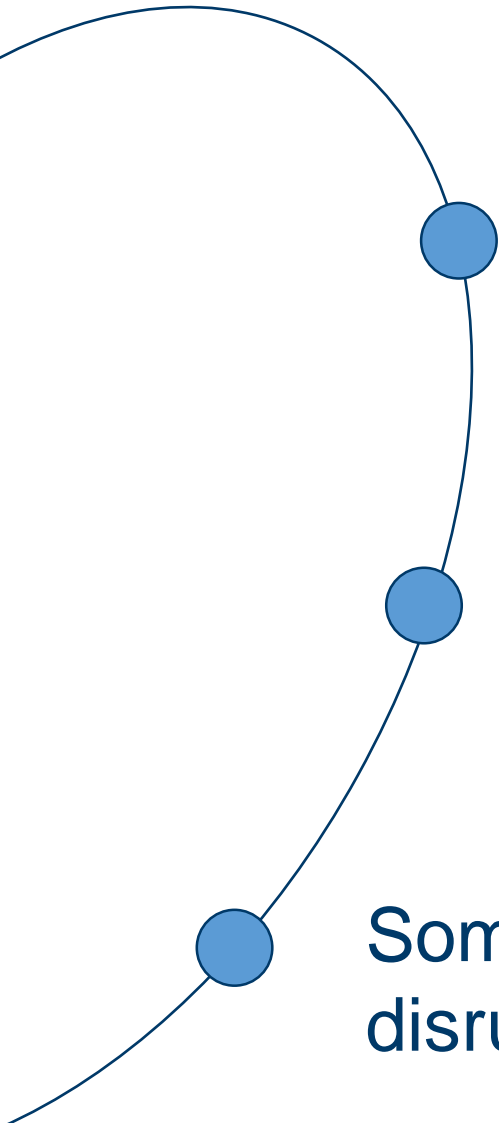
Carrera



@carreraworld



# IN SUMMARY



We have a super charged organization who wants to make Safilo a true Digital Company

Our Local and Regional organizations are asking for more content and more digital investments

Some Digital only companies are disrupting the eyewear market