

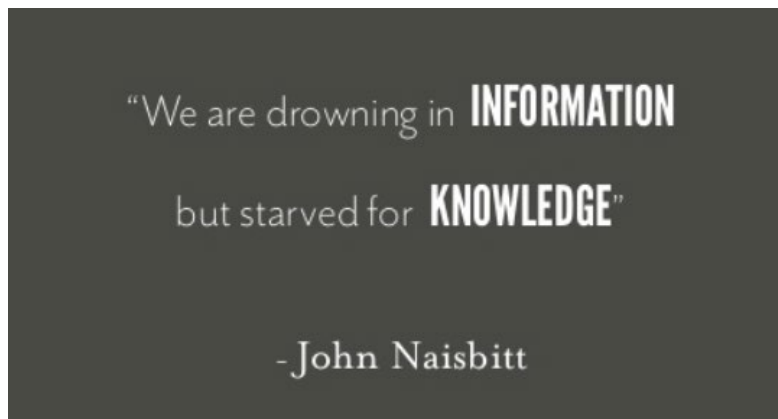


ANTARES VISION GROUP

MARKETING

M.Orizio – Marketing Communications Director AV Group

MARKETING TRENDS





9 GENNAIO 2007

MARKETING IS **EVERYWHERE**



HOW OUR MARKETING IS DIFFERENT?

VALUE FOR LIFE

LISTEN THE NEEDS



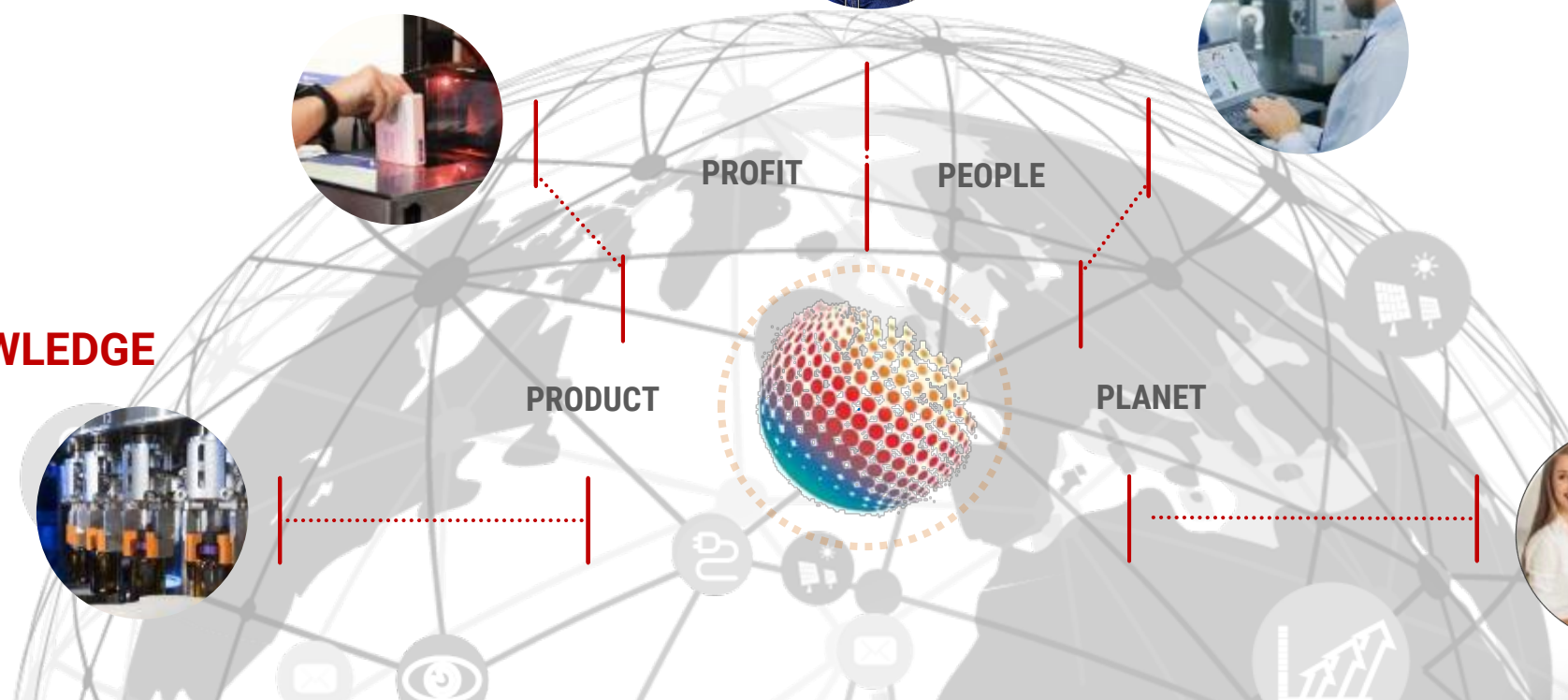
DATA ANALYSIS



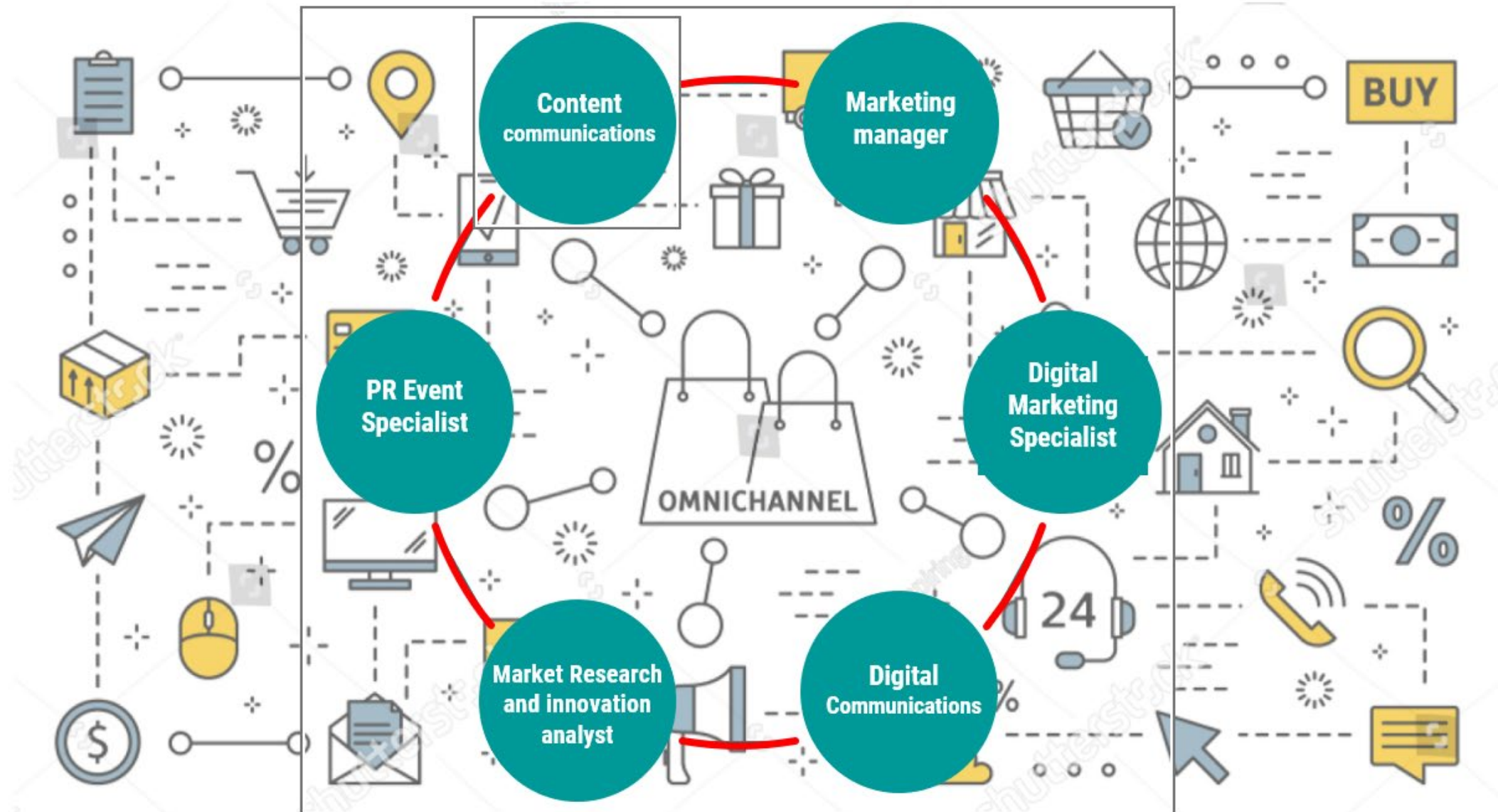
PROBLEM SOLVING



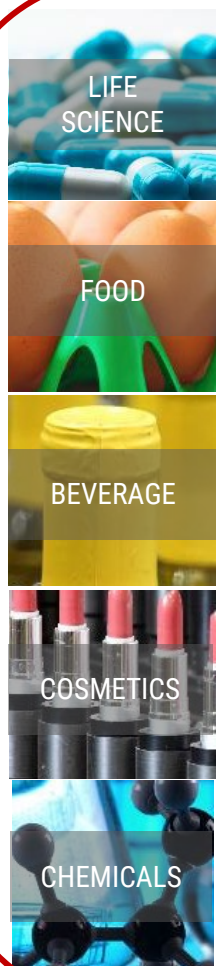
SHARED KNOWLEDGE



FROM FUNCTIONAL ACTIVITIES



CORPORATE GOVERNANCE



VERTICAL MARKETING [BUSINESS AREA]:

- LIFESCIENCE
- COSMETICS
- FOOD & BEVERAGE

PRODUCT MARKETING:

- INSPECTION
- TRACK& TRACE
- DIGITAL FACTORY
- SUPPLY CHAIN TRANSPARENCY

INTERNATIONAL:

- ✓ USA
- ✓ INDIA
- ✓ RUSSIA
- ✓ GERMANY
- ✓ LATAM

BRAND IDENTITY:

- Graphic & Visual
- Digital Communication
- Brand & Content

PR MEDIA RELATION

EVENT MANAGEMENT

REGULATORY AFFAIRS AND
MARKET RESEARCH

HOW TO BE DIFFERENT?

SOFT SKILL

MAKE EXPERIENCE

THINK OUT OF THE BOX

BUILD A GOOD NETWORKING



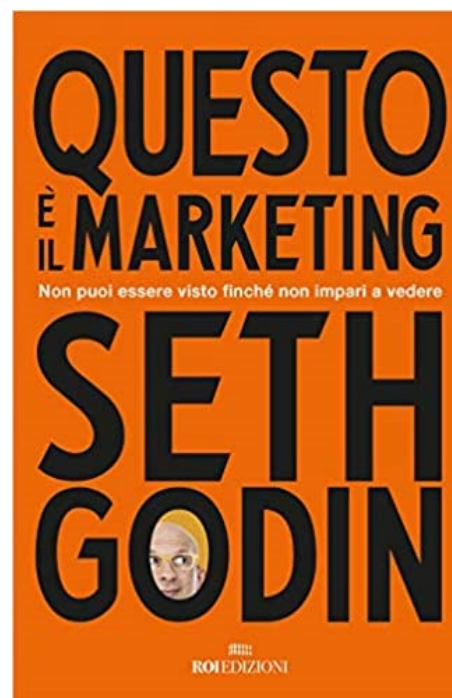
HARD SKILL

DIGITAL COMPETENCE

DATA ANALYSIS

PROJECT MANAGEMENT

- 
- **COMMITMENT IN GOOD TRAINING**
 - **CREATE VALUE**
 - **MAKE THE DIFFERENCE**





- ❖ TODAY'S PRESENTATION
- ❖ COMPANY PRESENTATION
- ❖ CORPORATE VIDEO
- ❖ TRUSTPARENCY VIDEO