

FINAL DEGREE PROJECT

ANNEXES

BRAND REVITALIZATION FOR DILEGNO:
COMMUNICATION PLAN & REBRANDING

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COMMUNICATION PLAN

1. ENVIRONMENT

1.1 Introduction

Dilegno was founded in 2009 to supply the increasing demand for high-quality Mexican design among competition from the Chinese market and poor durability exterior furniture. Known for its timeless and comfortable designs, the brand is dedicated to crafting memorable family moments for its clientele. Its design ethos revolves around **simplicity, minimalism, and durability**, with a strong commitment to sustainability by utilising 100% wood, predominantly teak, sourced from sustainable forests in southern Mexico. Historically, dilegno's primary clientele comprised prominent Mexican retail giants such as *Liverpool* and *Palacio de Hierro*.

Under the guidance of its founder, dilegno has experienced steady growth over the past fifteen years, overseeing all facets of the business including design, sales, accounting, and strategic management.

Due to the COVID-19 pandemic, dilegno witnessed a surge in sales as individuals spent more time at home, placing greater value on their outdoor spaces. Nonetheless, this period also brought challenges, with factory closures and disruptions in the supply chain causing production delays.

In response to evolving market dynamics, dilegno *diversified its sales channels*, venturing into online platforms such as Mercado Libre and Amazon, which proved fruitful. Presently, its top-performing channels include *Amazon*, its proprietary website, and *Palacio de Hierro*.



1.2 Market Analysis

1.2.1 PEST Analysis

Political Factors	Economic Factors	Social Factors	Technological Factors
<p>Government regulations on the use of wood and sustainable practices.</p> <p>Impact on trade policies on the import and export of raw materials, potential tariffs or trade barriers affecting the sourcing of wood or other primary materials.</p> <p>No strict regulations that directly affect the taking of avenues and roads, both for transportation, highways and at delivery points due to impunity for drug trafficking portrayed through insecurity.</p>	<p>Economic conditions influence consumer purchasing power and willingness to invest in high-quality furniture.</p> <p>Fluctuations in exchange rates affect the cost of imported materials and pricing competitiveness in both domestic and international markets.</p> <p>Changes in labour costs, including wages, benefits, impacting production costs and overall profitability.</p>	<p>Trends and consumer preferences in home decor, such as growing demand for sustainable and locally made furniture, customer experience, etc.</p> <p>Change in lifestyle patterns including the increasing emphasis on outdoor living spaces and the desire for durable, and weather resistant furniture.</p> <p>Lack of commitment on the part of the team within the plant despite having a contract; causes loss of time when having to re-recruit personnel.</p> <p>Increase in mental and spiritual health conciousness, relaxing tourism, leading to an increase in usable green areas at hotels.</p>	<p>Improvement in manufacturing technology, such as automated production processes, enhancing efficiency and quality control.</p> <p>Growth of e-commerce platforms providing opportunities for online sales expansion and reaching a broader customer base.</p> <p>Use of digital marketing tools, AI and strategies, including social media and online advertising, to increase brand visibility and engage with customers.</p>

Table 1. PEST analysis, own source. (2024)

1.2.2 SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> Local production Sustainability High-quality products Retail presence Diverse sale channels Timeless design Authentic Foldable 	<ul style="list-style-type: none"> Limited online presence Lack of social media use Inconsistent brand identity Dependance on retail stores No slogan 	<ul style="list-style-type: none"> Online expansion Rebranding Social media engagement Improved customer journey Consistency in content (newsletters) 	<ul style="list-style-type: none"> Competing directly at retail stores Not having a strong brand identity Not adapting fully to sustainability Economic downturns Competence adapted to the digital era and the new consumer

Table 2. SWOT analysis, own source. (2024)

Strengths

- *Local production:* Designed and produced by Mexican using Mexican teak wood from sustainable forests, highlighting the support of local artisans.
- *Sustainability:* The brand is committed to sustainability by buying primary material from.
- *High-quality products:* **durable and resistant** to external weather factors such as sun and rain.
- *Retail presence:* *Palacio de Hierro* helps to enhance brand visibility and facilitates **accessibility** to customers.
- *Diverse sales channels:* existence of multiple platforms including *Palacio de Hierro*, *Amazon*, own website, providing diverse purchasing options.
- *Timeless design:* commitment to timeless design principles, ensuring that its furniture transcends trends and remains **relevant for years to come**. By focusing on classic aesthetics and enduring quality, dilegno creates pieces that stand the test of time, appealing to customers seeking enduring elegance and sophistication in their home furnishings.
- *Authentic:* prides itself on the originality of its furniture, particularly in highlighting the natural beauty of wood grain. Each piece showcases the **unique character and texture of the wood**, celebrating its inherent beauty and authenticity. By emphasizing the natural features of the material, dilegno creates furniture that exudes warmth, charm, and a connection to nature, appealing to customers who value authenticity and **craftsmanship**.
- *Foldable:* offering a range of foldable pieces that combine functionality with space-saving versatility. Multi-purpose furniture, dilegno provides solutions for modern living spaces where flexibility and adaptability are paramount. By offering foldable furniture options, dilegno caters to customers seeking practicality without compromising on style or quality,

making it an ideal choice for urban dwellers and those with limited space.

Weaknesses

- *Limited online presence:* **Low online presence**, outdated website that lacks regular updates, dissuading from customer engagement and online sales
- *Lack of social media use:* **No active** presence on social media platforms, missing opportunities for brand recognition, promotion, interaction and reaching a wider audience.
- *Inconsistent brand identity:* **Lack of clear visual identity** and coherence across different platforms, including an outdated logo, different typographies and different filters for photos; may lead to confusion among the audience
- *Dependance on retail stores:* **Over-reliance** on retail stores (Palacio de Hierro) for sales, which limits market reach, no flexibility with pricing strategies and dependance on sales man from the same store.
- *No slogan:* **absence** of a slogan or tagline to encapsulate its brand identity and values. This deficiency may result in a lack of brand recognition and diminished impact in marketing efforts, making it more challenging to forge strong connections with target audiences and differentiate itself in the competitive furniture market.

Opportunities

- *Online expansion:* Opportunity to enhance and expand the brand's **online presence** by updating the website, engaging in social media marketing, and leveraging e-commerce platforms for direct-to-consumer sales.
- **Rebranding:** Potential for rebranding efforts to establish a clear and consistent visual identity across all platforms, including updating the logo and branding materials.
- *Social media engagement:* **Create connection and engagement with customers**, showcase products, share sustainability initiatives, and build a community around the brand.
- Improved customer journey: to promote loyalty among the existent customers, and to add value to the product

Threats

- *Competing directly at retail stores:* Facing competition from other furniture brands with similar products and pricing, particularly on platforms like *Palacio de Hierro's* website.
- *Not having a strong brand identity:* With the arrival of the digital era, creating a **digital reputation is key** to differentiate from the competence
- *Not adapting fully to sustainability:* Packaging and transport is not fully certified to say that the whole process of transportation is sustainable too.

- *Economic downturns*: fluctuations in the economy could impact **consumer spending habits** and demand for luxury furniture items, affecting sales and revenue for the brand.
- *Digital era and new consumer*: The fact that competitors are more adapted to the digital era poses a significant threat to dilegno. These competitors can reach a wider audience through online platforms, making it easier for them to build communities around their brands. Additionally, they can better satisfy the needs of modern consumers who rely on constant access to reviews and information. This digital proficiency allows competitors to engage more effectively with tech-savvy customers, potentially drawing them away from dilegno.

1.2.3 TOWS analysis

Strengths / Opportunities <i>(Exploit external opportunities)</i>	Strengths / Threats <i>(Minimise impact of external threats)</i>	Weaknesses / Opportunities <i>(Overcoming internal weaknesses)</i>	Weaknesses / Threats <i>(Minimising external threats)</i>
<p>Enhance online presence and tap into the growing demand for environmentally friendly furniture.</p> <p>Capitalising on its strong retail presence and reputation to rebrand and establish a clear visual identity, incorporating sustainability messaging and modernising its logo and branding materials.</p>	<p>Creating diversification of sales channels by establishing retail presence to mitigate the threat of online competition by offering exclusive in-store experiences and promotions.</p> <p>Optimising the supply chain by strengthening relationships with suppliers and implementing contingency plans to minimise disruptions caused by external factors like trade policies or supply chain disruptions.</p>	<p>Addressing the lack of social media presence and inconsistent branding to capitalise on the opportunity to engage (online marketing) with customers online and showcase its sustainability efforts.</p> <p>Investing in product innovation research and development to create new product lines or offerings that align with changing consumer preferences towards sustainable and locally made products.</p>	<p>Implementing risk management measures to mitigate the impact of economic downturns or market saturation by focusing on cost-effective production methods and diversifying product offerings.</p> <p>Differentiating itself from (competitive pricing) competitors by emphasising its commitment to sustainability and the quality of its products, rather than engaging in price wars.</p>

Table 3. TOWS analysis, own source. (2024)

1.2.4 PORTER'S Five Forces Analysis



Figure 1. Porter's Five Forces analysis, own source. (2024)

1.2.5 Content Analysis

1.2.5.1 Social Media

PLATFORM	ANALYSIS
 Instagram	<p>Username: @dilegnomx Followers: 245 followers - 803 following Profile description: Link to threads.net / Name: dilegno MX / sector "Compras y ventas al por menor"/ description: Muebles de exterior Hyperlink to its website.</p> <p>Highlights: "Palacio", "Clientes", "Sustentabilidad". Not all of them have a cover, they have a different tone of green than the profile picture logo, and the content on each barely has any text.</p> <p>Posts: A total of 15 posts have been made, with the most recent one dating back to April 2023. Each post includes hashtags, but there's an issue with the lighting in the pictures, making the wood appear darker than it actually is. Some pictures feature frames, while others use filters, but there's no consistent theme or intention behind these choices. The frequency of posts is inconsistent, and some captions primarily serve informative purposes. Moreover, there's a lack of strong art direction in how the furniture is represented in the photographs. As a result, dining tables, for example, appear largely undecorated, failing to evoke a sense of comfort and homeliness. Engagement: Average number of likes is 23, and 1,3 comments.</p>
 Threads	<p>Username: https://www.threads.net/@dilegnomx Description: Muebles de exterior No shared threads, no answers and no repost.</p>
 Facebook	<p>Link: https://www.facebook.com/dilegno.muebles Description: It's not a business account, it's an individual profile. The last post made was in 2014. It has 32 friends. There's no address or any access point to the website. The name appears written as 'DiLegno', which is different from the other communication channels where it's written as 'dilegno'.</p>
 LinkedIn	<p>Lnk: https://www.linkedin.com/company/dilegno/ DescriptionWebsite : http://www.dilegno.mxIndustry: Furniture and Home Furnishings ManufacturingCompany size: 11-50 employees13 associated members LinkedIn members who've listed dilegno as their current workplace on their profile (and just two are true)Founded 2009SpecialtiesFurniture Manufacture / Fabricación de Muebles and</p>

Table 5. Social Media content analysis, own source. (2024)

PLATFORM	ANALYSIS
 LinkedIn	Comercialización de Muebles Overview: DILEGNO es una empresa especializada en la fabricación y comercialización de muebles, nace en el año 2009 como continuación de 12 años de trabajo en la línea de muebles de interior, y en respuesta a la necesidad de un estilo diferente y de buen gusto en muebles para terraza y exterior. Nuestros modelos integran diversas materias primas como la madera, cristales, fibras naturales y sintéticas, telas, etc. Más información: www.dilegno.mx *CEO personal's account is not linked to the business account. No posts or articles are shared, nor created.
 WhatsApp	Direct communication. Communication is very formal and distant. No type of visual icons are used, nor emojis.
TikTok (<i>nonexistent</i>) / YouTube (<i>nonexistent</i>) / Twitter (X) (<i>nonexistent</i>)	

Table 5. Social Media content analysis, own source. (2024)

1.2.5.1.1 Evaluation of interaction with audience (including comments & messages)

Instagram

Due to the **qualitative factors** we can appreciate that the account is forgotten, lacking a consistent and quality flow for the audience, as it's more focused on being a catalogue. Therefore, it could benefit from a specific document dedicated to that purpose or another more coherent platform like the company's own website. The location is not specified, only the country is mentioned: Mexico. It includes hyperlinks to the website and other platforms like Threads; however, Threads is not a platform that provides value to the audience. For a company that has been around for 14 years, having 15 posts without coherence among them leaves much to be desired for the brand's digital reputation.

As in **quantitative factors**, the business has 247 followers on its profile. It is a potential valuable network for the company to engage with potential and existing audiences, as well as to reach a wider audience. The fact that the content is not up to date (last post 2023) indicates that the company is not actively sharing content on Instagram, which alters its visibility and engagement on the platform, meaning that its average number of likes is 23 and 1,3 comments. Furthermore, we can see that the highest number of followers, average age, is between 45-64. Location of the greatest number of followers is Mexico, principally, Mexico City. Followers growth is pretty monotonous as it stays the same. People following the account are 60% women.

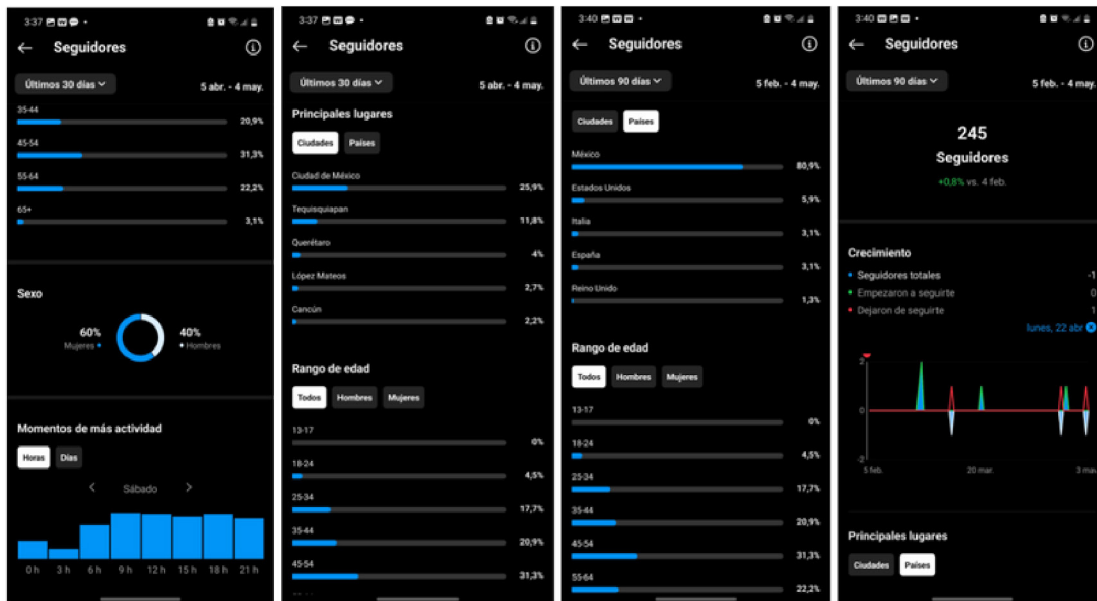


Image 1. Collection of screenshots made from the original Instagram account. CEO's mobile phone (2024)

Facebook

This platform has not been used since 2014. It has minimum activity, just profile pictures and landscape. As for the **quantitative factors**, it has 32 friends, and images are very low quality, with 0 engagement.

As in **qualitative factors** the details about the information of the company are minimal. There is very poor interaction, literally 0. There is no shared content. Basic information is not understandable, and it is not attractive for new or past audiences.

LinkedIn

Speaking about **qualitative factors** established in 2009, dilegno has over a decade of experience in the industry, implying a certain level of stability and expertise in its operations; but it is not portrayed digitally. The fact that the CEO's personal account is not linked to the business account may suggest a potential gap in social media management or strategy, as the CEO's presence and engagement on professional networking platforms like LinkedIn can enhance the company's visibility and credibility; it may be a loss for more B2B customers, as the most updated platform is Instagram, where it is more focused for a B2C.

Portraying **quantitative factors**, there are 13 LinkedIn members who have listed dilegno as their current workplace on their profile, although only two are confirmed to be true employees. This suggests potential discrepancy or inconsistency in the representation of the company's workforce on social media platforms. No address is shown, no contact number or mail is given for others to reach.

WhatsApp

Speaking about **qualitative factors**, WhatsApp facilitates intimate and direct conversations between the brand and its customers, fostering a sense of personal connection, despite the current brand voice. This direct communication channel enables swift resolution of queries, addressing customer concerns promptly, and building trust. Additionally, WhatsApp's bidirectional nature allows for seamless interaction (as we can see in *Image 2*), empowering customers to provide immediate feedback. However, a notable limitation arises from the private nature of these interactions. While feedback is direct and immediate, it remains confined to the individual conversation, lacking the amplification that public reviews provide. Consequently, the absence of a mechanism for public reviews or community engagement on WhatsApp limits its potential to cultivate a vibrant brand community and foster engagement through social channels.

On the other hand, **quantitative factors** offer valuable insights into the measurable aspects of WhatsApp communication. One significant quantitative advantage is the ease of database management. WhatsApp enables brands to maintain organised databases of customer contacts, streamlining communication and facilitating targeted messaging. Furthermore, the platform provides robust analytics, allowing brands to track essential metrics such as message delivery, read receipts, and response rates. Moreover, by monitoring conversion rates and engagement metrics, brands can gauge the platform's contribution to lead generation, customer retention, and overall business growth.

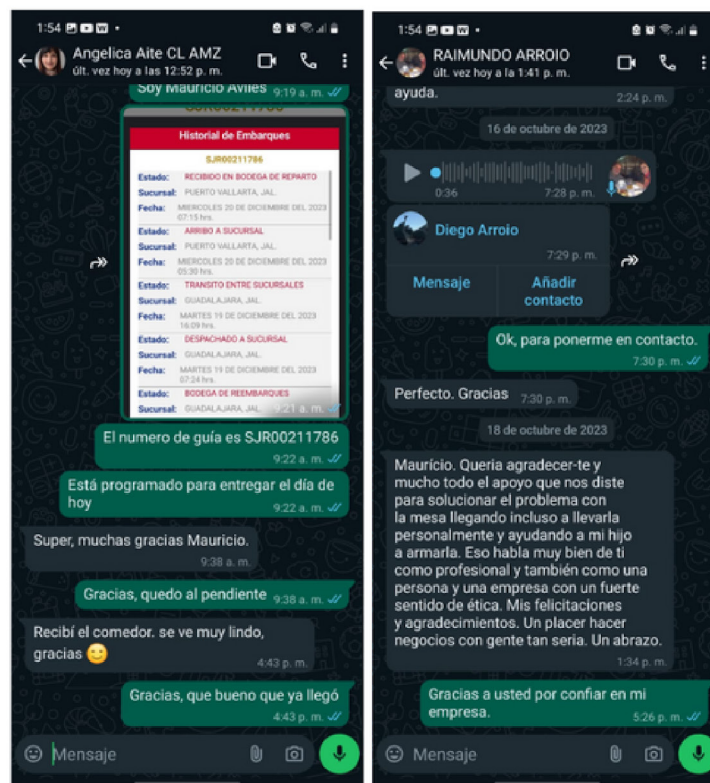


Image 2. Collection of screenshots made from the original WhatsApp account. CEO's mobile phone(2024)

1.2.6 Website

Link: <https://www.dilegno.mx/>

SECTION	ANALYSIS
Menu	<p>Sections:</p> <ol style="list-style-type: none"> 1.Home 2.Catalogue 3.Dining tables 4.TablesChairs 5.Side tables 6.Care and maintenance 7.Us 8.Contact 9.Privacy Policy 10.LoginChart 11.Mensaje: próspero 2024 <p>Analysis: Menu is not responsive. Login-in words are overlapping and although the company just distributes in Mexico, having the possibility to read it in another language such as English could be a plus. The bottom part of the logo at the left side is blurry. There's a second menu when scrolling down, that shows the different categories of the products.</p>
Hierarchical Structure	<p>The web is not properly structured, as there are many sections on the top that could be distributed in a more minimal way that could enhance clarity. The content is not up to date, creating a certain incredibility; therefore, announcements like "próspero 2024" should be not just updated, but strategically placed so that content is more organised.</p>
Home page	<p>Background images with logos are not the highest quality it could give, this lacks coherence with the quality of products that the enterprise sells. The presence of 3 calls to action for contact, at the home page could be overstimulating.</p>
Intuitive navigation / Ease of navigation	<p>Pros:</p> <ul style="list-style-type: none"> • The drop-down navigation menu changes colour at the moment the mouse goes on top. • Accessibility to contact the company easily • The product catalogue subpage is where products are shown, which does not make it complicated to navigate.

Table 5. Web content analysis, own source. (2024)

SECTION	ANALYSIS
Intuitive navigation / Ease of navigation	<p>Cons:</p> <ul style="list-style-type: none"> • Not Responsive. • Privacy policy does not need to be present at the top menu of the website. • Subpages do not contain a title. • No made icons that facilitate the navigation and make it more pleasant.
Content typology	<p>The content currently lacks depth and engagement for creating community, characterised by minimal text and a dearth of storytelling. Overall, there is a need to enrich the content strategy with compelling storytelling, articulate USPs, and informative blog posts or news updates to captivate and retain the audience's attention effectively.</p> <p>Additionally, the absence of blogs or news further diminishes the appeal of the content, depriving the audience of valuable insights and narratives that could enhance their interest and connection with the brand.</p>
Content Analysis	<p>Photographs that are low quality and are not strategically placed nor named to benefit the SEO of the page.</p> <p>Products are shown in a distant way, and the sense of the website <i>does not portray closeness, comfort and relaxation</i>: important values of the company's product.</p> <p>White backgrounds make it unappealing, there is no sense of decoration.</p>
Design	<p>The utilisation of cooperative colours presents confusion, particularly with various shades of green that are <i>not consistent with other platforms</i>. While the incorporation of green aims to evoke cooperative branding, the execution lacks clarity.</p> <p>Moreover, there are notable deficiencies that require attention. Firstly, the choice of typefaces is not appealing and does not go with brand's identity.</p>

Table 5. Web content analysis, own source. (2024)

SECTION	ANALYSIS
Design	<p>Furthermore, the layout and spacing of elements appear inconsistent, a cohesive layout is essential for presenting content in a structured and easily navigable manner.</p> <p>An additional concern arises from the subpar quality of images utilised on the website. Low-resolution images diminish the site's perceived <i>credibility and professionalism</i>.</p> <p>In conclusion, enhancements in typography, spacing, and image quality are crucial to elevate the website's design and convey a more refined and professional image that aligns with the quality of the products sold.</p>
Consistency with the content it transmits	<p>The website holds valuable content, yet there's room for improvement. Unfortunately, its current presentation fails to effectively convey its intended message and purpose. Despite the informative, insightful, and relevant content, the organisation and overall presentation lack coherence and user-friendliness, which ultimately detracts from the site's ability to communicate its valuable information effectively.</p>
Language	Spanish. <i>English could be implemented.</i>
Interaction and participation with the user + <i>Credibility and trust</i>	<p>The website offers various channels for direct communication with the company upon user entry. However, the absence of customer reviews or ratings is a cause for concern. This lack of feedback undermines the site's credibility and dependability.</p>
Contact	Instagram, WhatsApp and Facebook, phone number and email.
Call to Action	"Comprar" "Contáctanos"
Advertising	Undated banner from new years

Table 5. Web content analysis, own source. (2024)

1.2.6.1 SEO Analysis

SEO ELEMENT	VALUE	
Clean URL	www.dilegno.mx	Yes
Google PageRank	1	
Page load time	1	
404 error	Yes, Facebook hyperlink	
Title tag	There are no titles on the whole website.	No
H1 tag	Heading 6 is used as a substitute of every title	No
Image+alt-text	There are some images named as their production name as: "Comedor_bellaterra_02" and other images with hyperlinks: " https://static.wixstatic.com/media/fe03fb_f7219571ffeb4cfe9371de52b0734137~mv2.jpg/v1/fil/l/w_541,h_550,al_c,q_80,enc_auto/fe03fb_f7219571ffeb4cfe9371de52b0734137~mv2.jpg ". It is important to add the correct tags and be specific to the description, as this allows search bots to verbally understand the graphics and context in which these are placed, therefore they are indexed in a more accurate way.	Not on everyone

Table 6. Web SEO analysis, own source. (2024)

1.2.6.1 Google Analytics

We can see that the SEO website **has to be updated in order to be connected to Google Search Console**. This would allow a deeper analysis from tools like Google Analytics, which ease a deeper analysis with SEO verification.

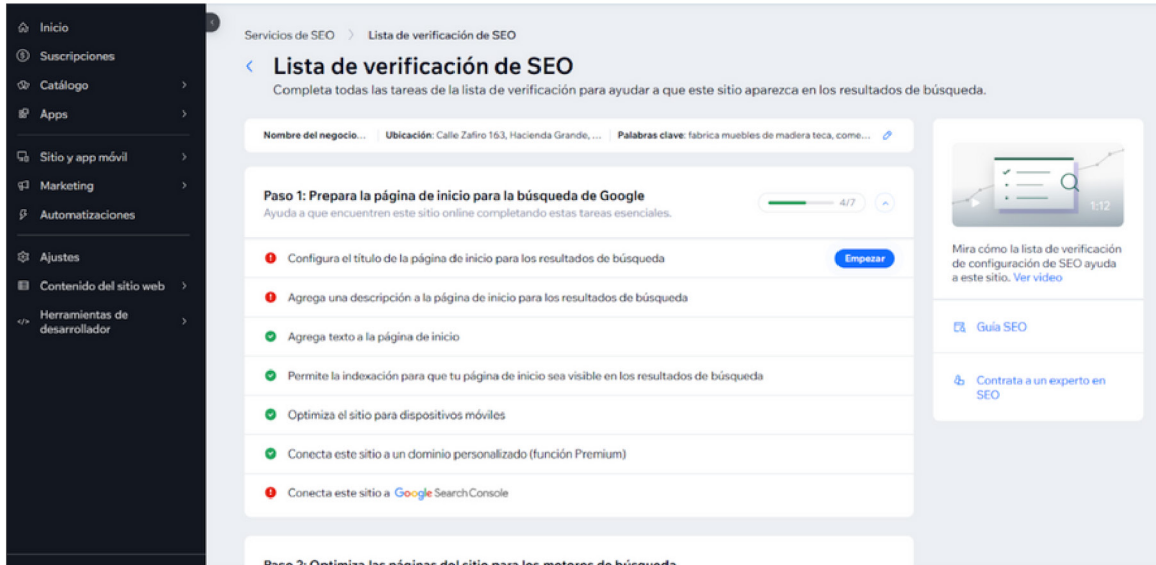


Image 3. Screenshot of CEO’s WIX Website Edit mode.(2024)

1.2.6.2 Keyword research

With the help of the tool SEMRush we can analyse the organic growth of the most search pages of the website. Organic traffic is present through 60%. In *Image 4*, it is evident that ten out of the presented 10 keywords show **informational transactions**, shown in the “intent” column as blue. Therefore, *Image 6* shows a 60% of the web’s keywords to be informational, and only 20% navigational leading to another 20% as transactional. The whole number of functional keywords is 5.

Organic Search Positions 27

+ Add to keyword list Manage columns 11/16 Export

Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL	SERP	Updated
dilegno >>	I	1	5	32	48.48	70	29	www.dilegno.mx/	🔍	May 02
dilegno >>	I	2	5	9	13.63	70	29	www.dilegno.mx/tienda	🔍	May 02
mesa comedor 180 x 90 >>	I	2	4	8	12.12	90	3	www.dilegno.mx/product-page/mesa-comedor-180-x-90-teca	🔍	May 01
mesa extensible >>	I	18	5	5	7.57	1.9K	13	www.dilegno.mx/product-page/mesa-extensible-bellaterra-120-180-x-75	🔍	Apr 30
sillas tejidas >>	I	19	6	4	6.06	1.6K	36	www.dilegno.mx/product-page/comedor-catania-sillas-tejidas	🔍	Apr 29
sillas de madera tejidas >>	I	13	5	2	3.03	390	27	www.dilegno.mx/product-page/comedor-catania-sillas-tejidas	🔍	Apr 29
mesa agrandable >>	I	7	6	2	3.03	90	13	www.dilegno.mx/product-page/mesa-extensible-bellaterra-120-180-x-75	🔍	3 days
mesa 180 x 90 >>	I	3	4	2	3.03	90	6	www.dilegno.mx/product-page/mesa-comedor-180-x-90-teca	🔍	2 days
comedor extensible >>	I	23	5	1	1.51	720	14	www.dilegno.mx/product-page/mesa-extensible-bellaterra-120-180-x-75	🔍	May 01
mesa de teka >>	I	6	6	1	1.51	70	7	www.dilegno.mx/product-page/...	🔍	Apr ?

Image 4. Screenshot on SEO for most popular keywords, SEMRush(2024)

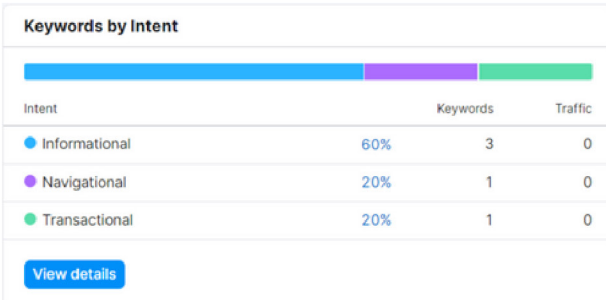


Image 5. Screenshot on SEO for Keyowrds by Inent, SEMRush (2024)

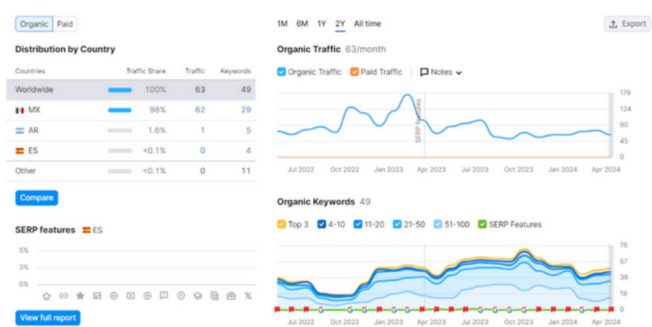


Image 6. Screenshot on SEO for Keyowrds, SEMRush(2024)

We can highlight that with the *GoogleAds* tool, it is evident that the two keywords with the *lowest competition* rate are "**terrazza**" and "**exterior.**" Additionally, the tool provides suggested keywords on the right-hand side of the table. The first sixteen suggested keywords have a *low competition rate*, while the following keywords are highly competitive but have a monthly search average ranging from 1K to 100K.

CURRENT	SUGGESTED	
dilegno	Comprar muebles de jardín	Muebles de exteriores
Mesa comedor 180x90	Muebles de terraza	Muebles de jardín
Mesa extensible	Conjunto muebles jardín	Muebles de patio
Sillas tejidas	Muebles de terraza de madera	Resistente a exteriores
Sillas de madera tejidas	Terraza Mesa	Camastros de madera
Mesa agrandable	Diseño mexicano	Sillas de jardín
Mesa 180x90	Durabilidad	Comedores exteriores
Comedor extensible	Calidad	Salas de exterior
Mesa de Teka	Fabricación local	Mesa 180x90
	Personalización de muebles	Mesas de terraza
	Muebles eco-amigables	Mesas de comedor
	Acabados resistentes al clima	Mesa jardin
	Mobiliario de alta resistencia	Sillas de cocina
	Experiencia en muebles de exteriores.	Mesa de jardin
	Muebles hechos a mano	Muebles para jardin
	Madera maciza	Mesas y sillas terraza
		Comedores de madera
	Mesas de madera	Sillas madera
	Sillas de madera	Muebles de exterior
	Mesas y sillas	Muebles para exterior
	Mesa jardin madera	Mueble de jardin
	Mesa sala	Sillas exterior
	Muebles hogar	Sillas de jardin
	Mesa teka	Mesa de sala
	Mesa teka	Mesas para sala
	Muebles jardín madera	Muebles jardin exterior
		Sillas diseño
		Muebles de teka para exterior

Table 7. Keywords analysis, own source inspired from GoogleAds. (2024)

1.2.5.2 Content Strategy

There is **no characteristic tone** of the brand's personality, it is focused as an informative and distant voice to the customer.

As we can analyse the content of the only existent banner, everything is written in bullet points but there are no adjectives or phrases that create closeness between the customer and the product.

“¡ PROSPERO 2024 !

- Descuento adicional del 5% en pago en una sola exhibición con Paypal o transferencia bancaria.

*- 6 meses sin intereses en pago con tarjeta de crédito, a través de Paypal o Mercadopago. **

** APLICAN RESTRICCIONES*

- Tarjetas de crédito participantes en Paypal o Mercadopago.

- Hasta agotar existencias.”

The introductory text for storytelling of the brand:

“DILEGNO es una empresa especializada en la fabricación y comercialización de muebles, nace en el año 2009 como continuación de 12 años de trabajo en la línea de muebles de interior, y en respuesta a la necesidad de un estilo diferente y de buen gusto en muebles para terraza y exterior.

Nuestros modelos integran diversas materias primas como la madera, cristales, fibras naturales y sintéticas, telas, etc.”

The current text is very descriptive and explanatory, providing detailed information in an informative tone. However, it maintains a certain **distance** from the customer. To better engage with the audience, it is necessary to include the company's mission, vision, and values. Additionally, the written content should be enriched with **relevant keywords** to enhance searchability and alignment with the company's core identity. This approach will not only make the text more comprehensive but also foster a closer connection with customers.

1.2.5.4 Link building

When discussing hyperlinks, it's worth noting that our current setup only includes three active links: access to Instagram, WhatsApp, and Facebook's broken. On the other hand, process for payment method works well and efficiently.

1.2.5.5 Performance monitoring

Through PageSpeed, there is an quantitative analysis that can be reflected through *Image 7 and Image 8*.

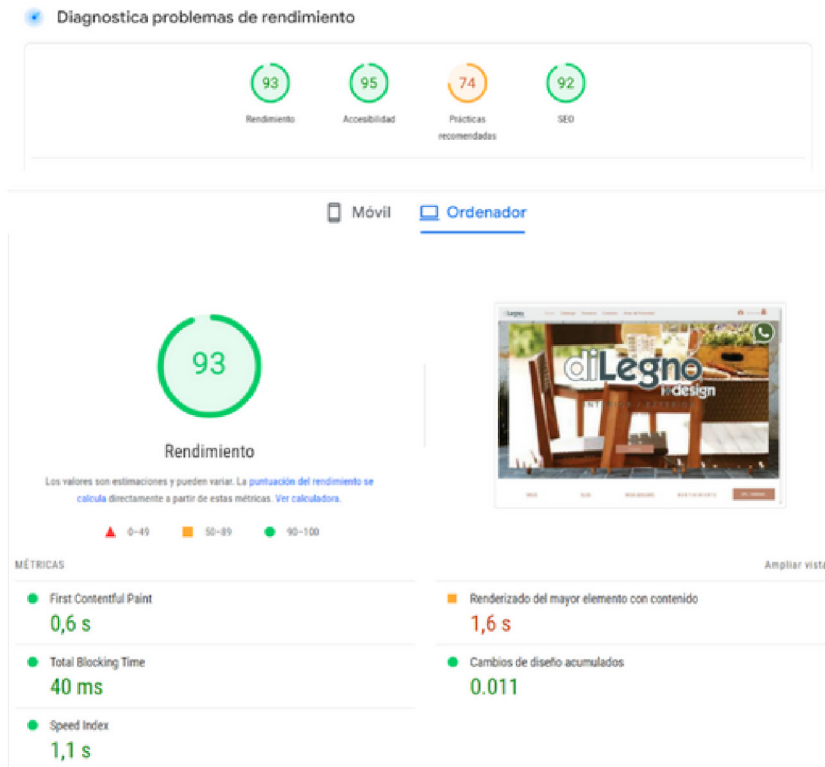


Image 7. Screenshot from PageSpeed landscape performance (2024)

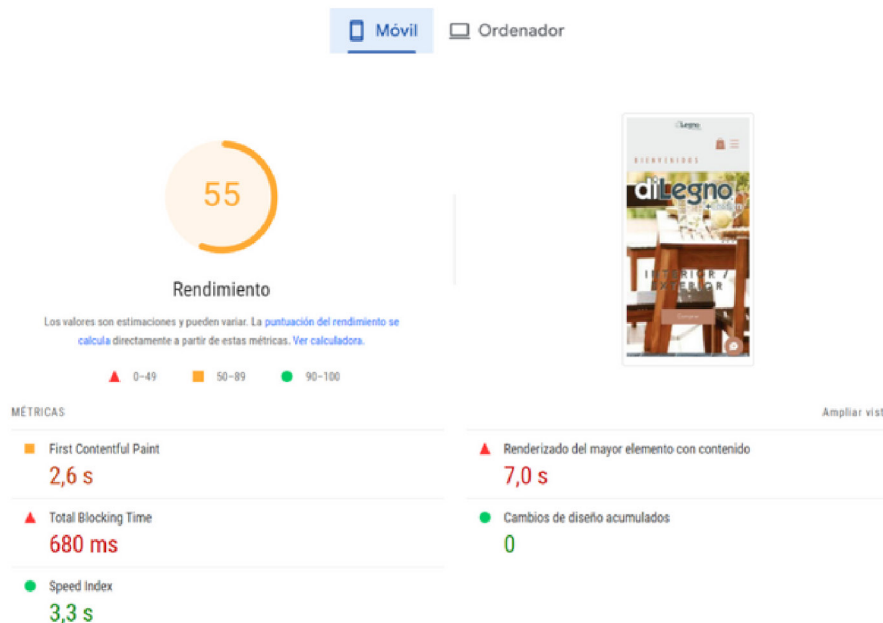


Image 8. Screenshot from PageSpeed mobile performance (2024)

The SEO performance currently stands at 92/100. This analysis indicates that mobile performance can be enhanced for a better user experience. Key areas for improvement include **optimizing JavaScript** by using shorter names, **improving color schemes** for better readability of written content, modernizing JavaScript for current computers, and **reducing the size** of unnecessary assets, such as the background image.

1.2.6 Customer Journey

An in-depth analysis of the customer journey online is conducted to gain insights into how our brand identity influences both digital and offline interactions. This analysis is integral to our overarching communication plan aimed at enhancing our **digital reputation** and driving positive brand perceptions. Additionally, as we embark on a *rebranding* initiative, understanding the impact of our brand identity across various touchpoints (offline) is crucial for ensuring **alignment** with our strategic objectives and enhancing overall brand equity. By examining the customer journey online, we aim to identify opportunities for optimization, refinement, and alignment with our redefined brand identity, ultimately fostering stronger connections with our target audience and driving positive brand experiences both online and offline. The following diagrams are inspired by Mann (2023).

1.2.6.1 Online

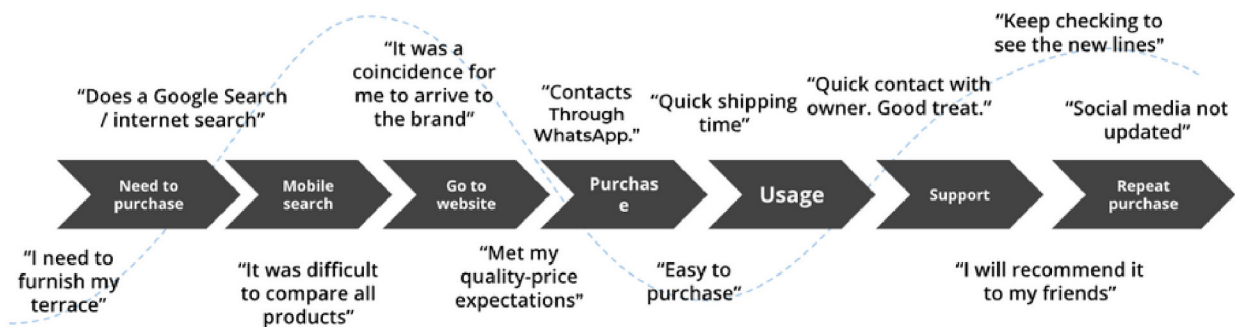


Figure 2. ONLINE Customer journey diagram. Own source inspired by Mann (2023). (2024)

1. Awareness Stage:

Customers primarily arrive at the dilegno website through referrals from the retail store *Palacio de Hierro* and its website. However, due to poor SEO optimization, (*for keywords*) the brand struggles to appear in Google Searches for its products, making it challenging for potential customers to discover the brand online. dilegno also has a presence on other platforms like Amazon. Key search terms identified through SEMRush include "teak wood" and "table 180x90".

2. Consideration Stage:

During the research stage, customers find it difficult to gather information about dilegno products on the website. There is a **lack of voice and tone on the product explanations**, maintenance guidelines, and information about the story behind the brand or the properties of teak wood. Pricing information is available, but customer **reviews are limited** to foreign websites such as Amazon and other retail stores. However, the response time for inquiries is quick and efficient.

3. Decision-Making Stage:

Customers proceed to make purchase decisions by first contacting directly via WhatsApp; here they receive direct contact and explanations (*customer service*), then, they easily add items to their online shopping carts, review shipping and delivery options, and check product availability on the dilegno website.

4. Purchase Stage:

Customers complete their purchases on the dilegno website by entering payment information and selecting delivery options seamlessly.

5. Post-Sale Support:

After making a purchase, customers receive order confirmation emails and can track shipping updates. However, post-sale maintenance is not clearly specified, and there is no mechanism for customers to leave reviews or provide feedback on their purchase experience.

6. Customer Loyalty:

Despite the limited information available on the website, some customers engage with the brand's CEO personally via WhatsApp, indicating a level of trust and loyalty. However, this personal engagement is not publicly showcased on the website.

1.2.6.1 Offline

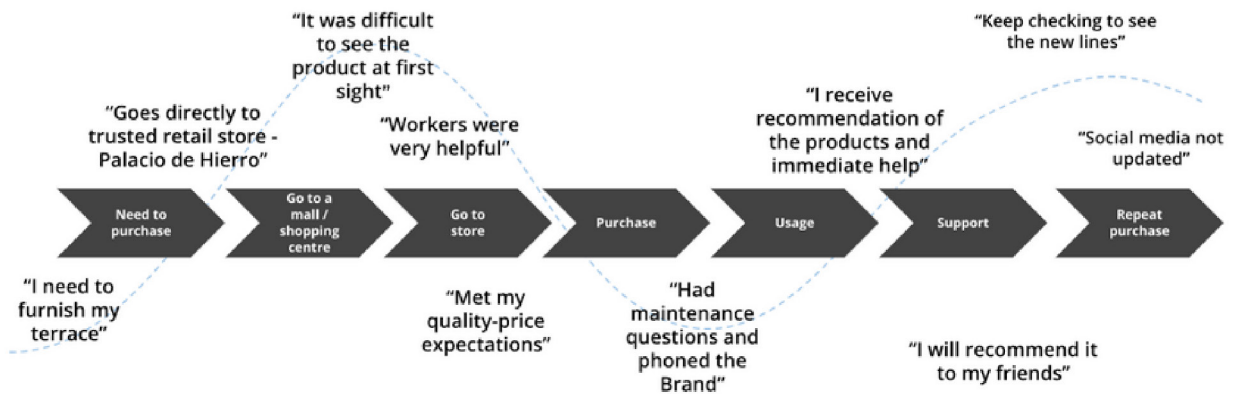


Figure 3. OFFLINE Customer journey diagram. Own source inspired by Mann (2023). (2024)

1. Awareness Stage:

Offline awareness is primarily driven by word-of-mouth recommendations or by encountering dilegno products in retail stores, such as *Palacio de Hierro*.

2. Consideration Stage:

Customers evaluate dilegno's quality by physically interacting with the products, comparing them to competitors' offerings. While visiting the workshop may not be feasible due to distance and accessibility limitations, customers can directly compare dilegno's products to competitors' offerings in-store.

3. Decision-Making Stage:

Customers typically make purchase decisions in-store or occasionally via phone call. The level of attention from sales associates depends on Palacio de Hierro's policies. Prices are fixed, and customers finalise their decisions based on product quality and personal preferences.

4. Purchase Stage:

Customers finalise purchases in-store, where they may receive assistance from sales associates to complete transactions and arrange for delivery or pickup of their selected items.

5. Post-Sale Support:


After receiving their furniture deliveries, customers inspect items for quality and satisfaction. They may contact dilegno directly or Palacio de Hierro for customer service, warranty inquiries, or post-sale support.

6 Customer Loyalty:

Satisfied customers may refer friends and family to dilegno, host home decor parties featuring dilegno products, and continue to purchase from dilegno for future furniture needs. This loyalty is built upon the perceived quality of dilegno's products and positive experiences with the brand.

1.2.7 Benchmark

1.2.6.1 Nativo Muebles



- **Logo**
- **Direct competition | Target:** Caters to those who value a cohesive and thematic aesthetic in their home decor. With medium to high budget.
- **Website** <https://www.nativomuebles.mx/> | **Products:** Dining tables, sofas, tables, chairs, chaise-longue, umbrellas, accessories, interior furnishing.
- **Packaging:** There is absence of information pertaining to the packaging specifications for the delivery of their product.

- **Sales point:** One physical store and mainly online.
- **USP:** Mexican design supporters, different price range and different payment method.
- **Colour Palette:**

#57331E

#999999

#988C7E

#988C7E

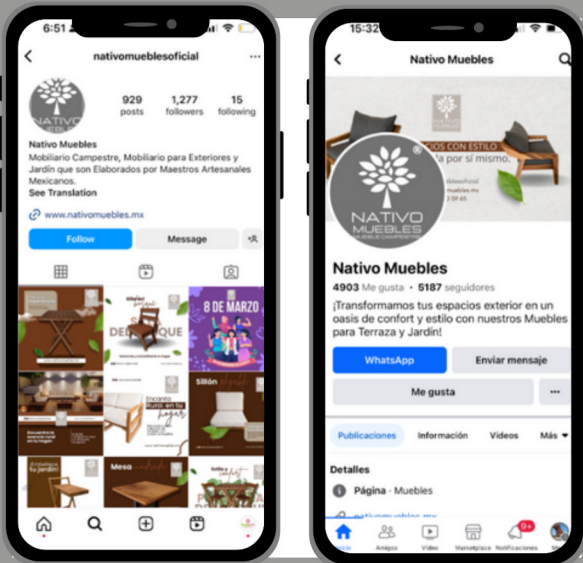


Image 9 Screenshot from Facebook and Instagram. Own source. (2024)

1.2.6.2 Merkatari



- **Logo**
- **Direct competition I Target:** The average target audience for Merkatari could be described as individuals in their late 30s to mid-50s who value experiences, outdoor activities, fashion, design, and unique products. They may prioritise quality, authenticity, and craftsmanship in their purchasing decisions and seek products that align with their lifestyle and interests.
- **Website** <https://merkatari.com/> | Products: Aluminum Lounge Chairs, Covers, New Arrivals, Outlet, Online Store, Benches and Stools, Wooden Benches, Loungers, Wooden Loungers, Plastic Loungers, Dining Sets, Planters, Maintenance, Tables, Aluminium Tables, Wooden Tables, Plastic Tables, Modulars, Bar Furniture, Living Rooms, Aluminum Living Rooms, Plastic Living Rooms, Chairs, Aluminum Chairs, Wooden Chairs, Plastic Chairs, Armchairs, Wooden Armchairs, Umbrellas.
- **Pakcaging:** There is absence of information pertaining to the packaging specifications for the delivery of their product.
- **Sales point:** Online, and other brands that have their own stores and sell to other retail stores.
- **USP:** International expertise; broad designers team and prices/promotions.
- **Colour Palette:**

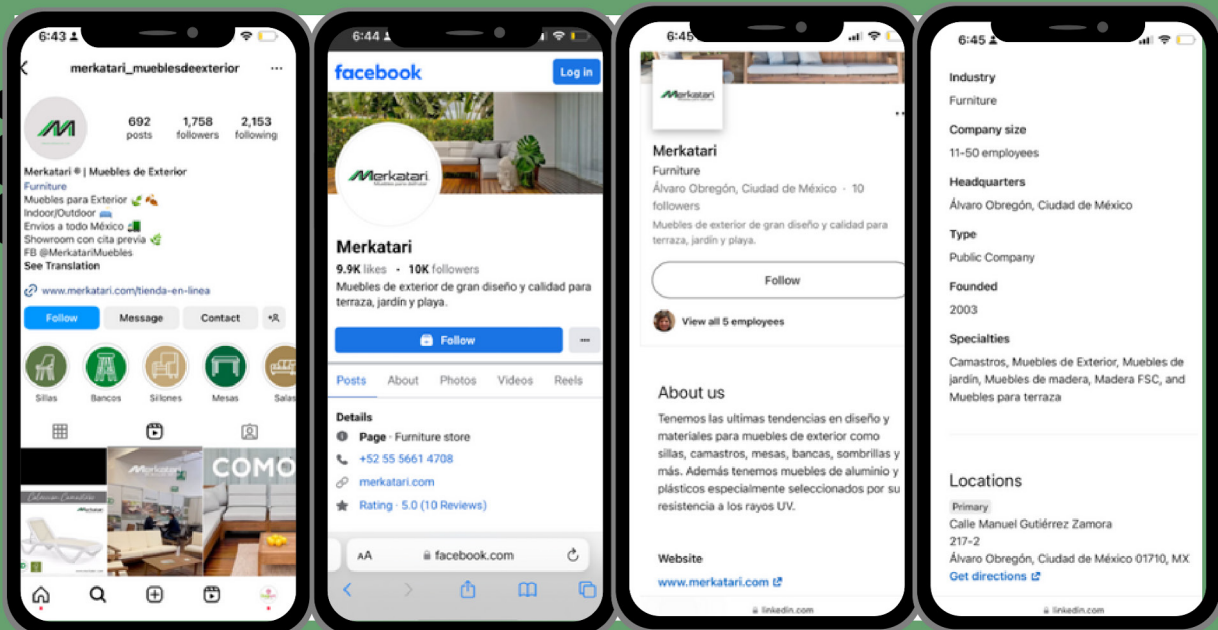


Image 10. Screenshot from Facebook, LinkedIn and Instagram. Own source. (2024)

1.2.6.3 Bek



- **Logo**
- **Direct competition I Target:** People 22-60s, who care about aesthetics but doesn't care about where primary sources of material comes from.
- They may prioritise quality, authenticity, and craftsmanship in their purchasing decisions and seek products that align with their lifestyle and interests.
- **Website** <https://bek.mx/> | **Products:** Outdoor, umbrellas, decoration, benches, Interior.
- **Pakcaging:** There is absence of information pertaining to the packaging specifications for the delivery of their product.
- **Sales point:** Online, and physical store at Edo. de Mex and Cuernavaca.
- **USP:** Accessible prices
- **Colour Palette:**

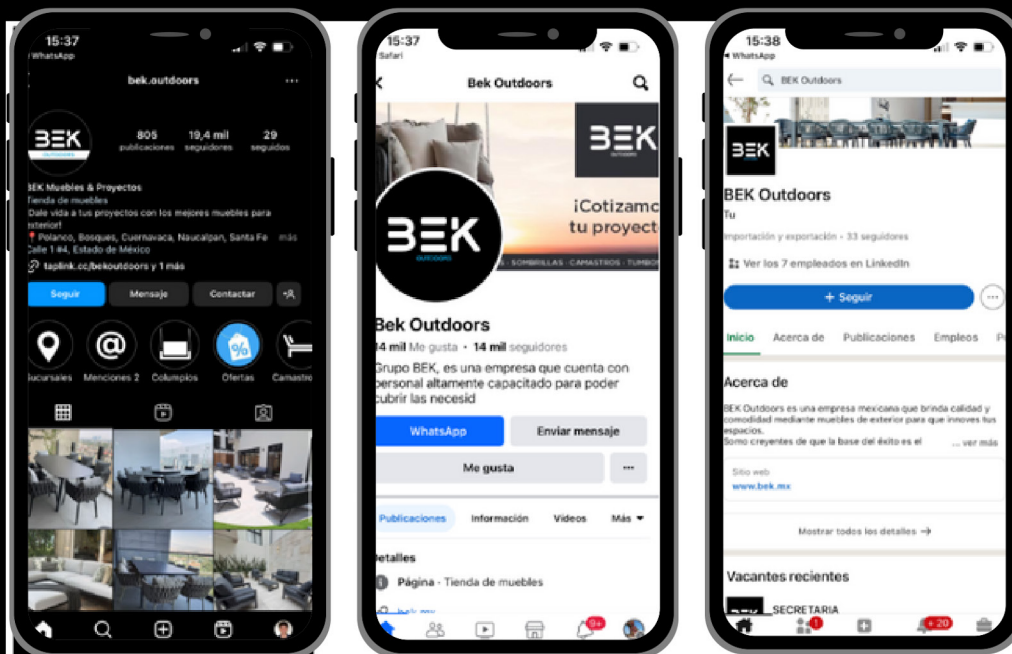


Image 11. Screenshot from Facebook, LinkedIn and Instagram. Own source. (2024)

1.2.6.3 Addrede

ADDREDE

- **Logo**
- **Indirect competition | Target:** People 22-60s, who value most design over price.
- **Website** <https://www.addrede.com/> | **Products:** Outdoor seating, Chairs, Armchairs, Sofas, Poufs, Benches, Stools, Sun, loungers, Outdoor tables, Dining, High, Auxiliary, Outdoor beds, Parasols and umbrellas, Swings, Outdoor rugs, Outdoor lamps, Planters, Outdoor accessories.
- **Packaging:** There is absence of information pertaining to the packaging specifications for the delivery of their product.
- **Sales point:** Online, and physical store at CDMX.
- **USP:** Design, quality, exclusivity.
- **Colour Palette:**

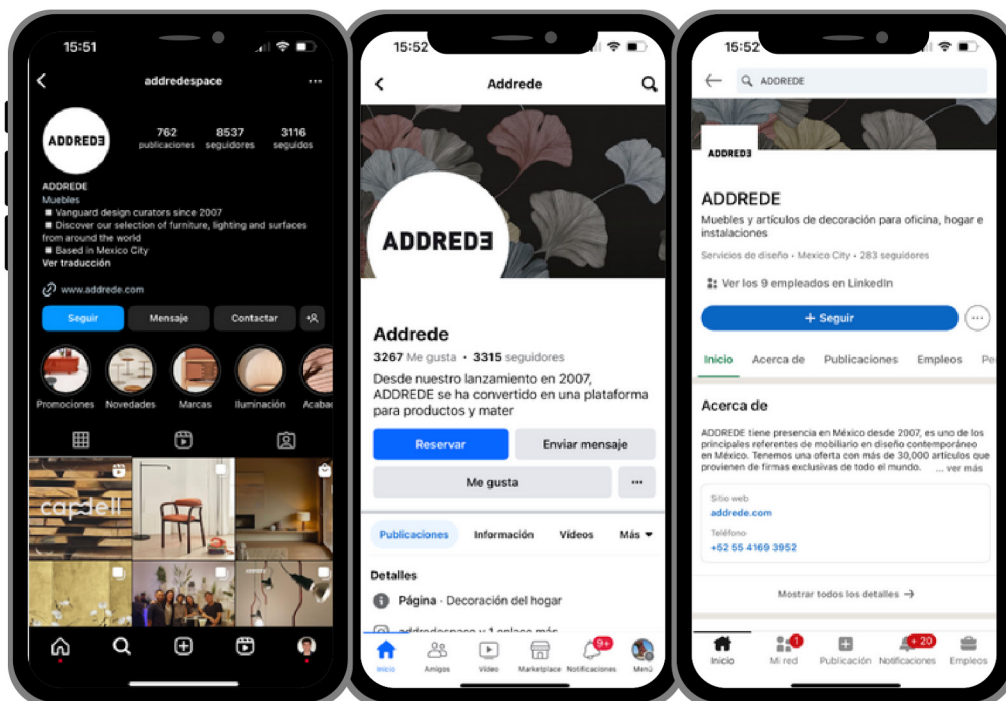


Image 12. Screenshot from Facebook, LinkedIn and Instagram. Own source. (2024)

1.2.6.5 IKEA



- **Logo**
- **Indirect Competition I Target:** People 22-60s, upper-middle-class households seeking affordable yet stylish furniture solutions
- **Website** <https://www.ikea.com/mx/es/> | **Products:** wide range of products, including furniture for the living room, bedroom, kitchen, and outdoor spaces, as well as home accessories and textiles.
- **Packaging:** Easy to build. Cardboard packaging with logo and labels about the product. It is confirmed since 2021, that Erick Olsen and his team are looking for alternative raw materials, and still working on it. According to Adele Peters, from an interview with Maja Kjellberg, Ikea affirms that "By 2025, all new Ikea products will come in plastic-free packaging, with the exception of some food products that need to use it for food safety and to prevent food waste. By 2028, all existing products will also be packaged without plastic, part of Ikea's larger goal to transition to become a fully "circular" company."
- **Sales point:** Online, and physical store at CDMX.
- **USP:** Lies in its combination of affordability, design, and functionality.
- **Colour Palette:**

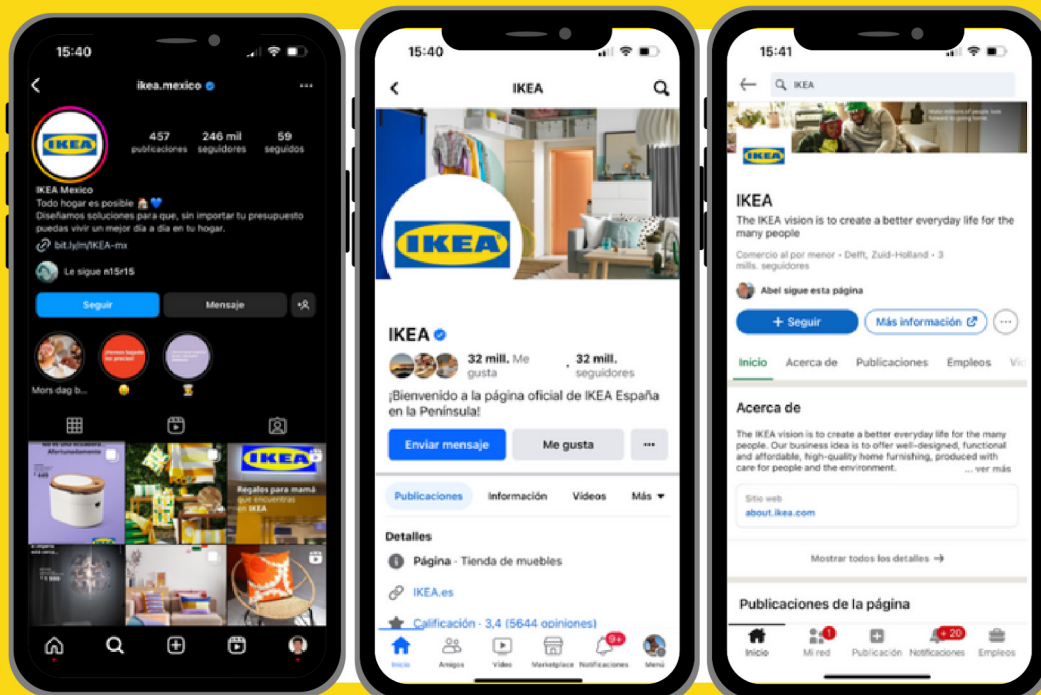


Image 13. Screenshot from Facebook, LinkedIn and Instagram. Own source. (2024)

1.4 Market Opportunity

A more comprehensive understanding of how dilegno can leverage its strengths and unique attributes to capitalise on the market potential in Mexico effectively are the following:

- *Emotional Connection*: as this is a one-time purchase brand, mostly, an emotional creation has to be created through values and shared content so that customers select this brand instead of others. This emotional connection will be portrayed through media channels and the branding, as well as the brand voice.
- *Consumer Trends*: Satisfy current consumer insights and upcoming trends related to a relaxing lifestyle, preferences for sustainable materials, eco-friendly practices, or emerging design trends that could align with dilegno's offerings.
- *Competitive Landscape*: dilegno can explore strategic partnerships and collaborations with complementary brands, designers, or influencers to enhance its brand image, reach new audiences, and create innovative product offerings. By leveraging the strengths and networks of strategic partners, dilegno can amplify its brand presence, generate buzz, and foster brand loyalty among customers. Differentiate itself through integrating eco-friendly practices across its supply chain and operations.
- *USP / Value Proposition*: Emphasise the brand's commitment to craftsmanship, local design, and sustainability from teak and tzalam wood (and its properties), highlighting how these attributes differentiate dilegno from competitors; give a more humanistic tone to the brand through the digital platforms.
- *Participating in professional fairs and designers events* : in order to promote the name of the brand as innovating, but also widen its social network to niche markets, as well as to reallocate it inside the high-quality market.



2. OBJECTIVES

The main objective is to **improve visual coherence across digital platforms**, maintaining consistency in language following the style guide. Promote engagement. Through digital channels, along with other offline components, collectively enhance the customer journey experience. This ensures an improvement in the digital reputation, focusing on the quality of service the customer receives, and its sustainability unique selling proposition. Together, value is added to the product through a brand rebranding.

2.1 Strategic Objectives

Following the SMART strategy, these are the following objectives to aim along this communication plan and the rebranding of dilegno.

2.1.1 Brand consolidation (focused on digital platforms)

An increase in **brand recognition** and **audience engagement** among target audience through targeted channels. Will be measured through digital tools to recall social media engagement (comments, likes, follows), website traffic, and through customer surveys. This will all be carried out by means of the creation of an identity book, and following a content schedule that will be planned through this communication plan. Time-bound defines an increase in digital brand recognition by 15% during the following 12 months starting August (This will be compared with a second survey at October).

2.1.2 Improved Customer Journey

Enhanced **customer satisfaction** at each touchpoint of the journey. Achieve a 15% increase in Net Promoter Score during the following 12 months. This will be done through the improvement of brand identity, at the different touchpoints (online and offline). A detailed customer data base will be created, and it will be followed through e-mail marketing and survey creation after each purchase; things to be valued:

- *Awareness*: website traffic, social media engagement
- *Consideration*: conversion rate
- *Decision*: Lead generation
- *Purchase*: Sales revenue
- *Post-purchase*: Customer satisfaction
- *CLV*: Loyalty engagement.

Time-bound defines an increase in an improvement for 12 months, starting from August.



3. AUDIENCE

Currently, social media is the most widely used communication medium among the young audience, including young adults, who are starting to form households. Sharing information or creating content about a product provides **visibility and credibility**—if it worked for someone, it's likely to work for others too.

3.1 Primary target audience

Consumers who value quality, innovation, and integrity in their furniture choices. Customers who appreciate innovative design and are willing to invest in **long-lasting**, quality products. These could be people furnishing their *second or principal homes*. These types of customers value the creation of exterior spaces, as well as the sharing of moments with loved ones.

Example of a primary target: Couples, Parents, Individuals which enjoy time with friend groups.

3.2 Secondary target audience

Eco-conscious consumers, owners of hospitality spaces. Customers looking for personalised and attentive customer service, including assistance in choosing the right furniture pieces to suit their needs and preferences. Homeowners or interior designers who value versatile, functional furniture solutions that enhance both **aesthetic** appeal and **practicality** in living spaces, and last but not least, provenience form **high resistance** materials.

Example of secondary target: retail stores, specialised (niche) stores and contract (hotels, restaurants, commercial projects).

3.3 Buyer persona

These points will be considered in crafting the buyer persona: Demographically, the team will analyse age, location, and purchasing power to gain insights into the target audience's economic status and geographic spread. The persona will delve into the individual's familial situation, occupation, level of education, and hobbies, providing a comprehensive understanding of their lifestyle and interests. Understanding potential customer behaviour is essential, including their search engine keywords, email reading frequency, preferred sources for product information, social media activity, and preferred communication method. Lastly, the persona will outline the main objectives and challenges of the ideal.

3.3.1.1 BUYER PERSONA 1

Newlywed Navigators:



- **Demographics:** Ana and Javier, a 28 year old couple, recently married and starting their life together. Residing in urban areas of Querétaro with moderate purchasing power.
- **Who are they and what they do:** Both partners are professionals in early stages of their careers: teaching and engineering. They hold bachelor's degrees and enjoy exploring new hobbies together, from cooking classes to hiking adventures all over the world.
- **Behaviour:** Search for terms like "*mesas modernas de teca*" or "*mesas de terraza exterior*" Check emails regularly, especially during breaks at work. Seek information from lifestyle blogs, home decor magazines, and recommendations from friends who recently married. Active on social media: Instagram and YouTube Shorts, where they follow lifestyle influencers and share moments from their newlywed life; Ana likes to constantly post their highest moments as a couple, and how married life is going, while on the other hand, Javi just likes to consume it.
- **Objectives and challenges:** Their decision's main objective is to create a cosy outdoor retreat where they can relax and bond as a couple. Secondary objective is to consume from sustainable sources due to the concern of deforestation. Their main challenge is navigating the overwhelming options available and making that reflect their shared style and preferences, and choose a long lasting option for the future family they aspire for.

3.3.1.2 BUYER PERSONA 2

Family-Focused Franciscos:



- **Demographics:** Joel and Paola, a 40 year old married couple, residing in suburban areas with moderate to high purchasing power.
- **Who are they and what they do:** Both partners work in professional fields such as healthcare and finance. They hold bachelor's and master's degrees and MBA. Their free time revolves around family activities like sports games, movie nights, and backyard barbecues.
- **Behaviour:** Use search terms like "*muebles de exterior duraderos para terrazas*" or "*comedor extensible para exteriores*" Seek information from parenting forums, family-oriented websites, and recommendations from other parents. Active on social media platforms like Facebook and Pinterest, where they join parenting groups and share tips with other families; however they are both actively consuming from social media to monitor their friends and family and at the same time get inspiration for decorating their home and life hacks.
- **Objectives and challenges:** Their main objective is to curate elegant and inviting outdoor space where their family can relax and create lasting memories together. Secondary goals include finding furniture that is not only aesthetically pleasing but also durable and weather-resistant. Their main challenge is balancing their family's needs and preferences while ensuring that every piece of furniture meets their high standards of quality and design.

3.3.1.3 BUYER PERSONA 3

Social Butterfly Sophias:



- **Demographics:** Marc, a 28-year-old individual from England, living in urban areas of Guadalajara with moderate to high purchasing power.
- **Who is he and what does he do:** A socialite who enjoys hosting gatherings and entertaining friends. He holds leadership positions in the

finance sector. Marc is a finance graduate and values lifelong learning and cultural experiences. His hobbies include attending art exhibits, trying new restaurants, and traveling with international friends.

- **Behaviour:** Marc uses search terms like "Outdoor furniture for entertaining" or "high-end outdoor furniture for entertaining". He checks emails daily, especially for event invitations and updates from his favorite brands. He seeks information from lifestyle magazines, event planning websites, and recommendations from his social circles. Active on social media platforms like Instagram and Twitter, he follows event planners and influencers in the entertainment industry.
- **Objectives and challenges:** His main objective is to create an outdoor oasis that impresses his guests and enhances his reputation as a gracious host. Secondary objectives include finding furniture that complements his upscale lifestyle and reflects his appreciation for quality craftsmanship. His main challenge is finding furniture pieces that strike the right balance between style, comfort, and durability to withstand frequent use during social gatherings. Additionally, he seeks pieces that blend his English heritage with his current cosmopolitan lifestyle in Guadalajara, making his space unique and reflective of his international background.

3.3.1.4 BUYER PERSONA 4

Hotel Girona:



- **Demographics:** Hotel Girona is a luxury hotel located in a prime area of San Miguel de Allende, attracting high-end domestic and international tourists. The hotel operates in an upscale neighborhood with significant purchasing power and financial resources.
- **Who are they and what they do:** Hotel Girona is renowned for offering an exquisite experience to affluent guests who value quality amenities, personalised service, and aesthetic accommodations. The management team includes seasoned professionals with backgrounds in hospitality management, business administration, and customer service. The hotel aims to provide exceptional guest experiences, maintain high occupancy rates, and uphold its reputation as a top-tier destination in San Miguel de Allende.

- **Potential customer behaviour:** Hotel Girona conducts extensive market research and data analysis to understand guest preferences, seasonal trends, and competitive positioning. They seek partnerships with top-tier suppliers to offer exclusive and high-quality products that enhance the guest experience. The hotel implements integrated marketing campaigns across digital and traditional media, including social media platforms, travel magazines, and luxury travel websites. They engage with guests through personalised communication channels such as email newsletters, loyalty programs, and concierge services.
- **Objectives and challenges:** The main objective of Hotel Girona is to enhance the outdoor spaces of the hotel with premium, durable, and stylish furniture to attract and retain discerning guests. Secondary objectives include optimising supplier relationships to ensure timely delivery and high-quality standards, as well as maintaining a competitive edge by continuously updating and improving the hotel's amenities. Their main challenges involve balancing the need for premium, aesthetically pleasing furniture with durability and sustainability, navigating logistical complexities, and ensuring timely and efficient installation of new furniture. They also need to meet the high expectations of guests for exclusivity while adhering to sustainability commitments.

3.3.2 EMPATHY MAP

The empathy map, developed by Dave Gary in 2017, offers a deeper understanding of your buyer persona. It addresses several key questions: What does the buyer think and feel? What does the buyer see? What does the buyer do and say? Who or what influences the buyer?

3.3.2.1 BUYER PERSONA 1



What do they think and feel?

- Ana and Javier likely think about their future together and the home they're building as newlyweds. They feel excited about the prospect of creating a space where they can relax and bond. They also feel a sense of responsibility towards making sustainable choices due to their concern about deforestation.

What do they see?

- They encounter various visual stimuli in their daily lives. This includes glimpses of their urban surroundings in Querétaro, with its blend of modern and traditional elements. Additionally, they observe the natural landscapes around them, such as local parks or green areas, which could inspire their desire to create an outdoor retreat. At home, they see their living space and envision how they can personalise and improve it, perhaps through browsing home decor magazines or scrolling through design websites. They also view photographs of significant moments together, like their wedding or past adventures, which serve as both inspiration and reminders of their bond as a couple.

What do they do and say?

- Ana and Javier actively search for inspiration online, looking for modern and sustainable furniture options for their outdoor space. They discuss their ideas and preferences with each other, sharing excitement about the prospect of creating a space that reflects their shared style and values. Ana is more vocal about expressing their journey as a couple and the progress they're making in building their home, while Javier shows his support more subtly through his actions.

What/Who do they listen to?

- They listen to lifestyle blogs, home decor magazines, and recommendations from friends who recently married for inspiration and advice on creating their outdoor retreat. They also follow lifestyle influencers on social media platforms like Instagram and YouTube Shorts, where they find ideas and tips for newlyweds like themselves. They pay attention to influencers who advocate for sustainable living and eco-friendly products, aligning with their desire to consume from sustainable sources.

3.3.2.2 BUYER PERSONA 2



What do they think and feel?

- Joel and Paola regularly contemplate their family's happiness and well-being. They feel a strong sense of responsibility towards providing a comfortable and enjoyable environment for their loved ones to gather and make memories. They also feel a desire for their outdoor space to reflect their values of elegance, durability, and comfortness.

What do they see?

- Joel and Paola encounter various visual similitudes in their daily lives that influence their decisions regarding their outdoor space. This includes browsing through parenting forums and family-oriented websites to gather ideas and recommendations. They also see photographs of beautifully decorated outdoor spaces on social media platforms like Facebook and Pinterest, inspiring them to create something similar for their own family. Additionally, they observe the natural landscapes around them, perhaps finding inspiration in the beauty of their suburban surroundings or seeking out durable and weather-resistant furniture options that can withstand the elements in their backyard.

What do they do and say?

- Joel and Paola actively search for information and inspiration to curate an elegant and inviting outdoor space for their family. They discuss their ideas and preferences with each other, emphasising the importance of finding furniture that is not only aesthetically pleasing but also durable and practical for their family's needs. They also share tips and recommendations with other parents in parenting groups on social media platforms, highlighting their own experiences and seeking advice from others in similar situations.

What / Who do they listen to?

- They listen to advice and recommendations from other parents, as well as gather inspiration from family-oriented websites and social media platforms. They also pay attention to reviews and testimonials from other customers when considering furniture options for their outdoor space. Additionally, they seek guidance from professionals in fields such as healthcare and finance, drawing on their expertise to make informed decisions about their family's well-being and financial investments.

3.3.2.3 BUYER PERSONA 3



What does Marc think and feel?

- Marc consistently considers creating memorable experiences for his friends and guests, along with upholding his reputation as a gracious host. He feels a sense of pride in his ability to entertain and a desire to continually elevate his hosting skills and outdoor space.

What does Marc see?

- Marc sees opportunities to enhance his outdoor space and impress his guests by searching for high-end outdoor furniture specifically tailored for entertaining. He observes the latest trends and styles in outdoor furniture through lifestyle magazines, event planning websites, and recommendations from his social circles. Additionally, he visualises his outdoor oasis through the lens of upscale living, seeking furniture pieces that complement his sophisticated lifestyle and appreciation for quality craftsmanship.

What does Marc do and say?

- Marc actively seeks out information and inspiration for his outdoor space by using specific search terms related to entertaining and high-end outdoor furniture. He stays updated on event invitations and brand updates through daily email checks, expressing excitement and enthusiasm for upcoming gatherings. He discusses his plans and preferences with his social circle, emphasising the importance of finding furniture that balances style, comfort, and durability for frequent use during social gatherings.

What / Who does Marc listen to?

- Marc listens to recommendations from his social circles, as well as insights and advice from lifestyle magazines, event planning websites, and social media influencers in the entertainment industry. He values the opinions of event planners and influencers who specialise in creating memorable experiences, seeking their expertise to enhance his outdoor space and hosting skills. Additionally, he pays attention to updates and promotions from his favourite brands, ensuring he stays informed about the latest offerings in high-end outdoor furniture for entertaining.

3.3.2.3 BUYER PERSONA 3



What does Hotel Girona think and feel?

- The management team at Hotel Girona thinks strategically about enhancing their guest experience by integrating premium, durable, and stylish outdoor furniture into their spaces. They feel a strong sense of responsibility to meet and exceed the high expectations of their affluent guests, ensuring that every aspect of the hotel exudes luxury and exclusivity. They are also committed to sustainability and feel the pressure to balance aesthetic appeal with eco-friendly practices.

What does Hotel Girona see?

- The team at Hotel Girona sees numerous opportunities for growth and guest satisfaction through the enhancement of their outdoor spaces. They observe the latest trends in outdoor furniture, noting the preferences of their high-end clientele. They also see the potential for building strategic partnerships with top-tier suppliers who can provide the quality and quality they require. Additionally, they keep a close eye on their competitors to stay ahead in the market.

What does Hotel Girona do and say?

- Hotel Girona actively utilises market research and data analytics to inform their purchasing decisions and enhance their guest experience. They engage in strategic partnerships with suppliers to source exclusive, high-quality furniture. Through integrated marketing campaigns, they communicate their commitment to luxury and sustainability across digital and traditional media platforms. They prioritise guest engagement by offering personalised services and maintaining a strong presence on social media and other communication channels.

What / Who does Hotel Girona listen to?

- The management team at Hotel Girona listens to their guests' feedback, industry trends, and insights derived from extensive market research. They value the expertise and advice of their strategic partners and suppliers in the luxury furnishings industry. They also seek guidance from industry experts and consultants to address challenges, innovate, and adapt to shifting market dynamics while maintaining their reputation for quality and exclusivity.

4. KEY MESSAGES

The key message of the communication plan is directed towards newly navigated couples, families with children, individuals who value social connections, niche markets, hostelry businesses, and retail stores. The aim is to portray dilegno as a **human brand, promoting a tranquil lifestyle and fostering moments of connection and self-reflection**. The goal is to transition from an *informative and distant* brand to one that is humanistic, approachable, and professional, embodying values of honesty, hard work, community support, and Mexican heritage. Dilegno prioritises **quality over quantity**, offering post-sale service to ensure the longevity of its pieces and advocating for a slower pace of life. The message will primarily be delivered through online platforms, leveraging these as key touchpoints and opportunities for expansion.

On the other hand, to enhance this perception, a slogan must be created too. Slogans are essential in encapsulating the essence of a brand and communicating its unique value proposition concisely and memorably. They serve as powerful tools in branding and marketing efforts, helping to differentiate a brand from its competitors, resonate with target audiences, and evoke emotional connections, which is what we are aiming for. The chosen slogan "*Confort Exterior*" will help to be clear on the brand's mission, and will evoke this emotional connection.

The objective is to establish dilegno as a **relatable brand**, ingraining a position in the minds of clients and a place in the hearts of existing customers, while also leaving a lasting impression on those who are just becoming aware of the brand. Through the enhancement of our **visual identity via rebranding**, our goal is to boost engagement and expand our reach to a broader audience, thereby elevating brand awareness among new users.

5. STRATEGY

The strategy content of the communication plan aims to integrate actions that align with the proposed objectives, ultimately shaping the brand's conceptual framework. To effectively convey this message, a series of initiatives will be undertaken to solidify the brand's identity and enhance its **digital exposure**, ultimately strengthening its market position through improved brand reputation and enhanced **customer journey**, both **online and offline**. This approach will be realised through the implementation of a comprehensive content creation, accompanied by a structured timeline starting in August 2024. Online channels such as LinkedIn, Instagram, Website, WhatsApp Business and Facebook will serve as *primary platforms* for engagement. Additionally, the plan includes the implementation of a *newsletter* and the creation of a *blog* to augment online presence. Offline efforts will focus on providing quality customer service before, during, and after purchase, optimising packaging, manuals, tags, etc, to promote brand visibility and website referrals, and actively monitoring product presence in retail stores. By executing these strategies cohesively, dilegno aims to cultivate a strong brand presence, foster customer engagement, and drive sustained growth.

5.1 Positioning

5.1.1 Brand positioning map

A brand positioning map serves as a visual representation of where a brand stands relative to its competitors in the minds of consumers.

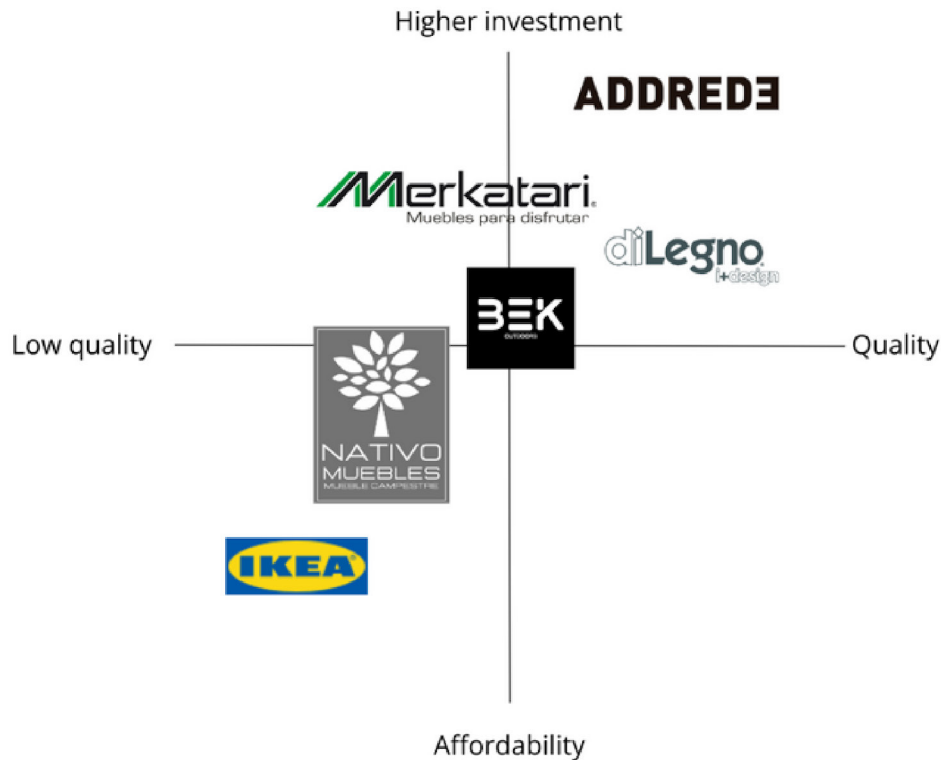


Figure 5. Brand positioning map inspired from Bassat (1999). Own source (2024)

In comparison, we can see that dilegno's furniture is 100% adapted for outdoor climates, as teak and tzalam wood are differentiating factors, as it withstands high temperatures and sunlight with proper maintenance. On the other hand, the competition is not solely focused on this type of furniture, but rather offers complementary lines of decoration and works with other materials such as pine, plastic, and MDF, making it indirect and direct competition.

Dilegno is a brand for an audience with medium to high spending, as its pieces are not cheap. Dilegno is a brand that can enhance its metrics as sustainable and advocates for 100% Mexican design and production, compared to the competition, which is international in order to reduce costs. Our target audience digitally navigates sites like Instagram, Facebook, LinkedIn, and uses email and WhatsApp to clarify doubts.

The positioning of the brand helps us identify the following points to establish a good communication strategy. The brand that would be most inspiring and also indirect competition is "Addrede", as it is of quality and has high design; however, it is important to consider that it plays with various materials and its main sector is not outdoor furniture.

5.2 Communication Channels and Tactics

As shown in the survey results, Interaction with digital media is over an 85% percent off from interaction with the brand through digital platforms. This divided into occasionally and never using it. This is why it is very important for dilegno to *activate* these communication points, **create engagement** and to create an **emotional connection** form part of the audience and an aspiration for them to follow, as for inspiration too, as dilegno is an innovative brand.

5.2.1 Internal Communication

To enhance the brand rebranding and allocate it internally within the team, several strategies will be implemented. Weekly meetings will be scheduled to keep the entire team updated on relevant information. Recognizing the need for a dedicated communication and marketing department, one will be established, ensuring that all information from this communication plan is effectively conveyed. Additionally, morning sessions will be conducted upon arrival to familiarise the internal production team with the brand's values and mission, **promoting internal engagement**. Uniforms will be provided to *foster integration* and cooperation among employees. Sustainable practices will be introduced to streamline the furniture creation process. Moreover, posters displaying messages such as "cuida el agua" and "recicla" will be strategically placed throughout the facility, along with corporate messages reinforcing teamwork and company pride, as: "una empresa es tan buena como la gente que trabaja en ella", contributing to a positive work environment and external perception.

5.2.2 External Communication

5.2.2.1 LinkedIn

LinkedIn is a very important social network, as it can attract clients from our **secondary target** (retail stores and hospitality businesses). In this way, we will share **valuable and inspiring content**, whether it's interesting information about raw materials, internal projects with the team, new product lines in the market, or valuable information about the importance of well-being and mental health (addressing topics such as coexistence, tranquillity, etc.). The content will be both **visual and written**. Posts from other social networks such as Instagram and Facebook may be selectively recycled; however, we will change the tone of the message to a more business-like one to effectively reach the target audience.

5.2.2.2 Instagram

In terms of Instagram, visual content plays a pivotal role. We'll include a mix of **video and photographic content**, ensuring its value by offering tips for *furniture maintenance, decoration ideas, images that evoke tranquillity, updates on our latest product lines, guidance on online purchases*, haiku inspired quotes, and how to reach out to us. **Consistency in visual aesthetics is crucial.**

When it comes to art direction, targeting an audience that appreciates design and craftsmanship demands careful attention to **colour palettes, brand identity, tone, and style**. A curated Pinterest mood board (Image 14) was created to seamlessly integrate this identity into dilegno's account. Content will be shared in various formats including *stories, posts, reels, and multi-posts*. Additionally, we'll adapt the account's biography, update the brand slogan, and add a cover to the brand's highlights. These efforts aim to establish a more professional corporate image, fostering trust and closeness with our audience while driving engagement.

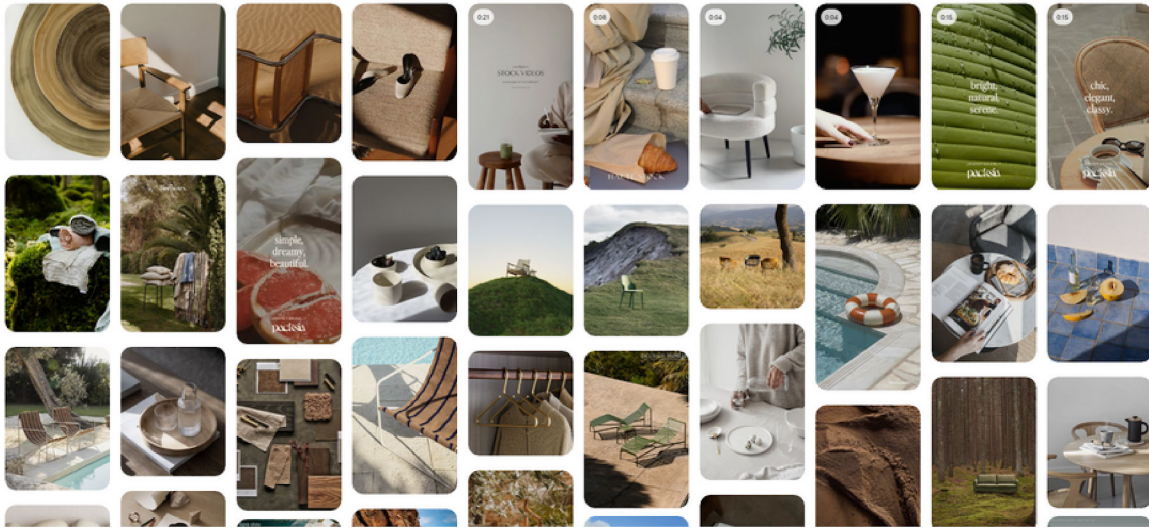


Image 14. Screenshot of pinterest board. Own source (2024).
<https://www.pinterest.com.mx/paonopau/dilegno-art-direction-inpiration/>

5.2.2.3 Facebook

In Latin America, Facebook serves primarily as a platform for promoting local products and events. Groups and communities are extensively used to reach a *leisure-oriented audience*, sharing everything from memes to the sale of homemade dishes, service information, and product resale. This demographic typically has lower purchasing power, making direct sales inappropriate for our brand's objectives. Instead, we'll engage with this audience by *integrating our brand into special occasions*, sharing occasional photos that promote well-being and relaxation, and primarily by building our presence and enhancing our digital reputation. While we may repost content from Instagram, maintaining *consistent tone and style*, we'll also create specific content tailored to Facebook. Throughout, we'll ensure our visual identity remains consistent and our messaging aligns with the brand's tone.

5.2.2.4 WhatsApp business

Through the WhatsApp Business social network, which will be provided via links on social media (Instagram and Facebook) and through the website, the description will include **customer service hours**, link to website, and a bot will be programmed for **repetitive questions**. This will help the CEO maintain his private number for personal matters and have a *separate channel* for the company. Nevertheless, it will continue to promote the **closeness** and **immediacy** of customer inquiries.

5.2.2.5 Web

For the website, different methods of interaction with customers will be implemented. Firstly, the website structure will be revamped, and the remaining valuable content, such as the company's values, mission, and vision, will be added. Images and the logo will be **updated**, and the texts will be adapted to the tone and voice of the company, always following an SEO strategy.

5.2.2.5.1 SEO

According to Semrush team (2023), the steps to follow for an ideal SEO website are the following:

1. Conducting a keyword research
2. Understanding the difference between navigational, informational, commercial and transactional.
3. Easy-to-Scan content: H1, H2, H3
4. Illustrated with icons to easy the user experience

5.2.2.5.2 Newsletter

A newsletter will be developed to capture each customer's purchase history, allowing us to remind them to buy furniture maintenance oil after a certain period. Additionally, the newsletter will feature promotions, new product lines, and content from our blog. Providing valuable content is crucial for fostering a sense of community and engagement among our customers. Mailchip will be the platform to perform this through the free version. Will be send bi-weekly, aligned with the website's blog.

5.2.2.5.3 Blog

Likewise, our blog will include a variety of articles on topics such as sustainable decoration ideas, wood maintenance tips, design trends, event improvement ideas, and information about outdoor durability. Initially, content will be published bi-weekly to accommodate the new marketing department's training needs. At the end of each month, we will analyze lead generation results to refine our strategy and ensure maximum effectiveness.

These initiatives will improve the customer journey by keeping customers informed and engaged, while also enhancing dilegno's digital presence and reputation through the consistent delivery of valuable and relevant content.

5.3 Media planning

This section will offer ideas on various topics for planning, outline the frequency of content, and present a detailed calendar specifically for the next two months. This calendar will serve as **inspiration and a foundational guide** for planning the following year's media activities.

5.3.1 LinkedIn

1. Posting Frequency: 2 times per week, on average
2. Type of Content: Post or Article
3. Content: Industry insights, company updates, employee spotlights, behind-the-scenes content, product features.

5.3.2 Instagram

1. Posting Frequency: 4 times per week
2. Type of Content: Mix of posts, reels, and stories
3. Content: High-quality images of furniture, videos showcasing product features, reels highlighting customer testimonials, stories providing maintenance tips, behind-the-scenes glimpses. *Including an influencer campaign for the Christmas season as a trial.*

5.3.3 Facebook

1. Posting Frequency: 3 times per week, on average.
2. Type of Content: Post and stories
3. Content: Similar to Instagram but adapted for Facebook audience, including posts with longer captions, product promotions, customer reviews, and community engagement posts.

5.3.4 Web

5.3.4.1 Newsletter

1. Sending Frequency: Bi-weekly
2. Content: Updates on new products, promotions, maintenance tips, customer testimonials, links to blog articles, and other relevant content.

5.3.4.2 Blog

1. Posting Frequency: Bi-weekly
2. Content: In-depth articles on topics related to furniture, home decor, design trends, sustainability, maintenance tips, and customer stories.

5.4 Budget

Allocating a budget of \$639.600 for the **Marketing and Communication Director position**, including all additional responsibilities and costs, will provide our company with a dedicated professional to lead our marketing efforts, create high-quality content, and drive engagement and growth. This investment is essential for maintaining our competitive edge in the market and achieving our business goals. **Annual Marketing and communication Director Budget Proposal**

ANNUAL MARKETING DIRECTOR BUDGET PROPOSAL	
Location Responsibilities	<ul style="list-style-type: none"> • Tequisquiapan, Querétaro - Hybrid • Oversee marketing strategies and campaigns • Handle content creation (audiovisuals) for social media monthly
Salary breakdown <ul style="list-style-type: none"> • <i>Base salary</i> • <i>Additional Compensation for Content Creation</i> 	\$480.000 \$144.000
Monthly Salary <ul style="list-style-type: none"> • <i>Breakdown</i> • <i>Minimum month salary</i> • <i>Maximum month salary</i> 	MXN \$40.000 MXN \$52.000
Budget Justification <ul style="list-style-type: none"> • <i>Expertise</i> • <i>Content Creation</i> • <i>Community Building</i> • <i>Return investment</i> 	<ul style="list-style-type: none"> • The Marketing Director will bring extensive experience in marketing strategies and content creation, vital for enhancing our brand presence and engagement. • Managing content creation ensures a consistent and professional online presence, crucial for modern digital marketing. • Regular, high-quality content will help build a strong community around our brand, improving customer loyalty and engagement. • Effective marketing strategies and content will significantly boost market reach and sales, providing a high return on the salary investment.
Additional Costs <ul style="list-style-type: none"> • <i>Software tools</i> • <i>Marketing campaigns</i> 	Canva: MXN \$2.400; Adobe pack (Illustrator, LightRoom & Photoshop): MXN \$7.200 MXN \$6.000
TOTAL ANNUAL BUDGET	\$639.600

Table 8. Budget. Own source (2024).

6. ACTIONS

6.1 Online

6.1.1 LinkedIn

1. Optimise the LinkedIn company page with up-to-date information, logos, and images.
2. Share industry insights, company news, and thought leadership content to engage with professionals in the field.
3. Connect with industry influencers and participate in relevant LinkedIn groups or discussions.
4. Monitor engagement metrics and adjust content strategy as needed.

6.1.2 Instagram

1. Develop a content calendar for regular posting (3-5 times per week) (during 3 months).
 - a. Create engaging visual content including posts, stories, and reels.
 - b. Engage with followers through comments, direct messages, and interactive features.
2. Encourage user engagement through polls, questions, and interactive posts.
3. Collaborate with influencers or brand ambassadors for promotion (December campaign).
4. Monitor analytics to track engagement and adjust strategy as needed.

6.1.3 Facebook

1. Develop a content calendar for regular posting (2-3 times per week).
2. Share a mix of curated content, company updates, and user-generated content.
3. Respond promptly to comments, messages, and inquiries from followers.

6.1.4 WhatsApp Business

1. Download and Install WhatsApp Business.
2. Set Up Business Account.
3. Set Up Automated Messages.
4. Implement Bots for Immediate Response.
5. Promote Your WhatsApp Business Account.

6.1.5 Website

1. Ensure content is optimised for SEO with relevant keywords and meta tags.
2. Create and publish informative articles, product descriptions, and blog posts related to furniture, design, and lifestyle topics.

6.1.5.1 Written content

1. Conduct keyword research to identify relevant search terms and optimise website content accordingly.
2. Implement on-page SEO techniques such as optimising meta titles, descriptions, and headings.
3. Monitor website performance using analytics tools and make adjustments to improve SEO rankings.

6.1.5.2 SEO application

1. Follow the use ON-page optimisation
 - a. Application of keywords
 - b. Applying: navigational, informational, and transactional CTAs and Keywords.
 - c. Update content to: H1, H2, H3
 - d. Apply visual identity

6.1.5.3 Design

1. Apply cooperative colours and integrate designated fonts to maintain brand consistency.
2. Update website design to improve user experience and visual appeal.

6.1.5.4 Oil maintenance Video

1. Set date for filming day
2. Prepare camera, SD Card.
3. Filming script

SCENE	DESCRIPTION	FILM SHOT	SOUND	
1	Mauricio sat introducing himself and dilegno	Medium shot	Corpo rative music	Entrance
2	Process shots	Close up		While he is still speaking
2	Back to him speaking	Medium shot		
4	Complete furniture and shots of the client using it.	Full shot		

Table 9. Filming script for oil maintainance. Own source (2024).

1. Edition
2. Uploading to website
3. QR creation
4. Implementation of QR in manuals

6.1.6 Digital Catalogue (presentation)

1. Create a digital catalogue showcasing the latest products and collections (specifically for *Palacio de Hierro*).
2. Include high-quality images, product descriptions, and pricing information.
3. Ensure the catalogue is user-friendly.

6.2 Offline

6.2.1 Packaging

1. Design packaging with new identity items.
2. Implement QR codes on packaging linking to tutorials or guides for maintaining furniture with oil application, and promoting website traffic.

6.2.2 Uniform creation for staff

1. Design and produce uniforms for staff members to create a cohesive and professional appearance.
2. Ensure uniforms are comfortable, durable, and reflect the brand's visual identity.
3. Incorporate branding elements such as logos or colours to reinforce brand recognition.

6.2.3 Visiting retail stores every four months to check in with staff

1. Schedule regular visits to retail stores to meet with staff members and assess product displays, inventory levels, and customer interactions.
2. Gather feedback from retail staff on customer preferences, product performance, and market trends to inform future marketing and product development strategies.

7. IMPLEMENTATION TIMELINES

7.1 Social Media content 3 months

August 2024								
Date	Time	Hook	Copy	Content Type	Format	Social Media		
						LinkedIn	Instagram	Facebook
Week 1								
01/08/24	11:00	Descubre el secreto de los hogares felices	(ENG+ESP) Nuestros clientes disfrutan de momentos únicos al aire libre con nuestros muebles	Inspirational	Reel	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
02/08/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
03/08/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
04/08/24	11:00	Transforma tu jardín en un paraíso	(ENG+ESP) Nuestros diseños atemporales convierten cualquier espacio exterior en un lugar de ensueño. #dieigno	Inspirational	Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
05/08/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
06/08/24	13:00	¿Sabías que nuestros muebles son de madera sostenible?	(ENG+ESP) En Dieigno, nos preocupamos por el medio ambiente. Descubre el proceso detrás de nuestros muebles sostenibles.	Informative/Value	Multipost	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
07/08/24	10:00	Tips para decorar tu terraza este verano	(ENG+ESP) Aquí te dejamos 5 tips para que tu terraza sea el lugar perfecto para relajarte y disfrutar del sol.	Value	Reel	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Week 2								
08/08/24	11:00	Conoce la historia detrás de Dieigno	Desde 2009, Dieigno ha sido sinónimo de calidad y diseño mexicano. Conoce más sobre nuestra historia y valores.	Inspirational	Stroy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
09/08/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10/08/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11/08/24	11:00	El antes y después de un espacio exterior	(ENG+ESP) Mira cómo transformamos este espacio aburrido en un oasis con nuestros muebles de teca. #AntesYDespués	Entertainment	Multipost	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
12/08/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13/08/24	13:00	¿Por qué elegir muebles de teca?	(ENG+ESP) La teca es conocida por su durabilidad y resistencia. Aquí te contamos todas sus ventajas.	Informative	Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
14/08/24	10:00	5 razones para invertir en muebles de calidad	(ENG+ESP) Tu hogar merece lo mejor. Aquí te dejamos 5 razones por las que nuestros muebles son la mejor opción.	Value	Post	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Week 3								
15/08/24	11:00	Historias de clientes felices	Nuestros clientes comparten sus experiencias y cómo nuestros muebles han transformado sus espacios.	Inspirational	Stroy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
16/08/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17/08/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18/08/24	11:00	Cómo mantener tus muebles de teca impecables	(ENG+ESP) Te damos los mejores consejos para que tus muebles de teca luzcan como nuevos durante años.	Informative	Multipost	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
19/08/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20/08/24	13:00	Dale un toque moderno y minimalista a tu jardín	(ENG+ESP) Nuestros diseños minimalistas y atemporales son perfectos para cualquier estilo de jardín. #DiseñoMinimalista	Inspirational	Post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
21/08/24	10:00	Beneficios de pasar tiempo al aire libre	(ENG+ESP) Disfrutar del exterior mejora tu salud mental y bienestar. Crea el espacio perfecto con nuestros muebles.	Inspirational / Informat	Post	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Week 4								
22/08/24	11:00	Detalles que hacen la diferencia	Desde la selección de la madera hasta el diseño final, cada detalle en nuestros muebles está pensado para ti.	Value	Stroy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
23/08/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24/08/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25/08/24	11:00	¡Nuevo en nuestro catálogo!	(ENG+ESP) Presentamos nuestras nuevas piezas que combinan diseño y funcionalidad. ¡Descúbrelas!	Informative	Post	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
26/08/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27/08/24	13:00	La importancia de elegir muebles sostenibles	(ENG+ESP) Conoce cómo puedes hacer una diferencia eligiendo muebles sostenibles. #MueblesSostenibles	Informative/Value	Multipost	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
28/08/24	10:00	Transforma tu terraza en un lugar de reunión perfecto	(ENG+ESP) Nuestros clientes disfrutan de momentos únicos al aire libre con nuestros muebles	Inspirational	Post	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Week 5								
29/08/24	11:00	La calidad que puedes sentir	(ENG+ESP) Nuestros muebles de teca no solo se ven bien, sino que también se sienten increíbles. Ven y compruébala.	Inspirational	Reel	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
30/08/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31/08/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
September 2024								
01/09/24	11:00	15th Anniversary	Queremos agradecerle por ser parte de nuestra familia.	Entertainment	Stroy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

FINAL DEGREE PROJECT - ANNEXES

02/09/24							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
03/09/24	13:00	Creando espacios con amor y dedicación	(ENG+ESP) Cada mueble es una obra de arte hecha con pasión y atención al detalle. #HechoConAmor	Inspirational	Post		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
04/09/24	10:00	Decoración navideña para tu jardín	(ENG+ESP) Inspírate con estas ideas para decorar tu jardín estas fiestas patrias.	Value/Inspirational	Stroy		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Week 6									
05/09/24	11:00	La madera de teca: resistencia y belleza	(ENG+ESP) Descubre por qué la teca es la elección perfecta para tus muebles de exterior. #MaderaDeTeca	Informative	Post		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
06/09/24							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
07/09/24							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
08/09/24	13:00	Convierte tu jardín en un lugar de ensueño	(ENG+ESP) Nuestros diseños harán de tu jardín el espacio favorito de tu hogar.	Inspirational	Reel		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
09/09/24							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10/09/24	10:00	Por qué nuestros clientes nos eligen	(ENG+ESP) La combinación de calidad, diseño y sostenibilidad nos hace la elección preferida. Lee sus testimonios.	Value	Multipost		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
11/09/24	11:00		No te pierdas nuestras últimas novedades ¡Síguenos!	Call-to-Action	Stroy		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Week 7									
12/09/24	10:00	¡Síguenos para más ideas de decoración!	Te ayudamos a elegir el mobiliario perfecto para tu terraza. Lee nuestros tips.	Informative	Post		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
13/09/24							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14/09/24							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15/09/24	11:00	Cómo elegir el mejor mobiliario para tu terraza	Cada mes seleccionamos sus piezas favoritas. ¡Descúbrelas!	Inspirational	Story		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
16/09/24							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17/09/24	11:00	Nuestras piezas favoritas del mes	En dieigno, nos preocupamos por ti incluso después de la compra. Conoce nuestro servicio post-venta.	informative	Post		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
18/09/24	12:00	La importancia de un buen servicio post-venta	Transforma tu espacio exterior con estas ideas inspiradoras. #EspacioExterior	Inspirational	Post		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Week 8									
19/09/24	11:00	Inspiración para tu espacio exterior	Te damos los mejores consejos para cuidar tus muebles de teca. #CuidadoDeMuebles	Informative	Story		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
20/09/24							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21/09/24							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22/09/24	13:00	Pasos para mantener tus muebles como nuevos	Desde la selección de la madera hasta el producto final, descubre el proceso detrás de nuestros muebles.	Informative	Multipost		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
23/09/24							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24/09/24	11:00	Cómo hacemos nuestros muebles	El diseño minimalista ofrece elegancia y funcionalidad. Descubre sus beneficios. #DiseñoMinimalista	Value	Post		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
25/09/24	10:00	Beneficios de elegir diseño minimalista	Estamos emocionados de compartir nuestro último proyecto. ¡Mira cómo quedó!	Inspirational	Story		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Week 9									
26/09/24	10:00	¡Nuevo proyecto completado!	Nuestros muebles harán de tu jardín un lugar vibrante y acogedor.	Inspirational	Post		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
27/09/24	13:00	El impacto del diseño de exteriores en la satisfacción del cliente	El diseño de exteriores juega un papel vital en la experiencia del cliente. Descubre cómo los muebles de teca de alta calidad de Dieigno pueden elevar la satisfacción de tus huéspedes, creando ambientes que invitan al relax y la interacción.	Value / Inspirational	Article		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28/09/24							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29/09/24	11:00	Dale nueva vida a tu Jardín	Nuestros muebles combinan diseño, comodidad y sostenibilidad. ¡Descúbrelos!	Inspirational	Reel		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
30/09/24							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
October 2024									
01/10/24	11:00	La mejor opción para tu espacio exterior	Acompáñanos en un recorrido detrás de los escenas de nuestros procesos de diseño. #HistoriasDeDiseño	Informative	Multipost		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
02/10/24	10:00	Historias de diseño: detrás de las escenas	Nuestros muebles son perfectos para una decoración sostenible y amigable con el medio ambiente.	Inspirational	Post		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Week 10									
03/10/24	10:00	Decoración eco-friendly	Escucha lo que nuestros clientes tienen que decir sobre sus muebles de Dieigno.	Value	Stroy		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
04/10/24	10:00	5 claves para elegir el mobiliario de exterior perfecto para tu negocio	Elegir el mobiliario adecuado es crucial para el éxito de cualquier espacio exterior en la hostelería. Aquí te presentamos cinco claves para tomar la mejor decisión, asegurando diseño, comodidad y sostenibilidad con Dieigno.		Article		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
05/10/24							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
06/10/24	11:00	Testimonios de nuestros clientes felices	Crema un espacio donde puedas relajarte y disfrutar de la naturaleza con nuestros muebles de teca.	Value	Post		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
07/10/24							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
08/10/24	10:00	Haz de tu jardín un refugio de paz	Cada pieza es hecha a mano con dedicación y cuidado. Descubre nuestro proceso artesanal.	Informative	Multipost		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
09/10/24		El proceso artesanal de nuestros muebles	Aquí te dejamos algunas ideas para que tu terraza sea el lugar perfecto para relajarte y disfrutar.	Inspirational	Post		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
10/10/24							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Week 11									

FINAL DEGREE PROJECT - ANNEXES

11/10/24	10:00	Inspiración para tu terraza	En dielgno, nos comprometemos a usar madera sostenible y procesos eco-friendly.	Informative	Story	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
12/10/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13/10/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14/10/24	11:00	Nuestro compromiso con la sostenibilidad	(ENG+ESP) Nuestros muebles transformarán cualquier espacio exterior en un lugar acogedor y único.	Inspirational	Post	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
15/10/24	10:00	Innovación y tradición: La historia de Dielgno y nuestra misión	Desde nuestro inicio en 2009, hemos combinado la innovación con la tradición artesanal mexicana. Descubre la historia de Dielgno y cómo nuestros valores de compromiso, responsabilidad, e innovación nos han guiado en la creación de muebles de exterior excepcionales.	Inspirational	Article	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16/10/24	13:00	Creación de un espacio exterior único y acogedor	(ENG+ESP) Respondemos tus preguntas más frecuentes sobre nuestros muebles de teca. #FAQ	Value	Multipost	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
17/10/24	10:00	Preguntas frecuentes sobre nuestros muebles	(ENG+ESP) Te ayudamos a elegir los muebles ideales para tu jardín con estos consejos.	Value	Post	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Week 12								
18/10/24	10:00	Cómo elegir los muebles perfectos para tu jardín	(ENG+ESP) Conoce a las talentosas manos mexicanas detrás de cada uno de nuestros muebles. #HechoEnMexico	Inspirational	Story	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
19/10/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20/10/24	10:00	Cómo la sostenibilidad puede transformar tu negocio de hostelería	En un mundo donde la sostenibilidad es clave, elegir muebles de exterior hechos con madera de teca sostenible no solo mejora tu espacio, sino también tu reputación. Descubre cómo nuestra marca mexicana Dielgno puede ayudarte a transformar tu negocio con responsabilidad y compromiso.	Valor/Inspiracional	Article	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21/10/24	11:00	Nuestro equipo de artesanos		Value	Story	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
22/10/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23/10/24	13:00	Cómo nuestros muebles transforman espacios	(ENG+ESP) Mira los increíbles antes y después de espacios decorados con nuestros muebles. #Transformación	Inspirational	multipost	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
24/10/24	10:00	Decoración de exteriores para cada temporada	(ENG+ESP) Te damos ideas para decorar tu espacio exterior en cada temporada del año.	Inspirational	post	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Week 13								
25/10/24	10:00	Consejos para crear un espacio acogedor al aire libre	(ENG+ESP) Descubre cómo crear un espacio exterior acogedor y funcional con nuestros muebles	Value	post	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
26/10/24	10:00	El arte de crear espacios exteriores inolvidables en la industria hotelera	Desde 2009, en Dielgno nos dedicamos a diseñar muebles de alta calidad que crean experiencias inolvidables. Aprende cómo nuestros diseños minimalistas y atemporales pueden transformar cualquier espacio exterior en tu hotel o restaurante.	Inspirational/Entertainment	Article	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27/10/24						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28/10/24	10:00	Nuestra misión y visión	(ENG+ESP) Conoce la misión y visión que guían a Dielgno en cada paso que damos. #NuestraHistoria	Informative	Story	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

8. MEASUREMENT AND EVALUATION

It is important to highlight that these are suggestions, intended as a handover after specifying how the different channels of communication will be utilised. To ensure the success of our communication plan and continuously improve our strategies, we will implement a comprehensive measurement and evaluation process. This process will include both quantitative and qualitative metrics to provide a holistic view of our performance.

Key Performance Indicators (KPIs)

We will measure changes in brand recognition through surveys and brand recall studies after incorporating the rebranding assets. This will involve tracking the increase in website traffic, social media followers, likes, comments, and overall engagement across platforms such as Instagram, Facebook, LinkedIn, and our website. Additionally, we will monitor conversion rates by assessing the percentage of audience interactions that lead to desired actions, such as newsletter sign-ups, product inquiries, and purchases. These findings will be presented to internal communications monthly. Lastly, content performance will be evaluated by analyzing the views, shares, and feedback of individual content pieces.

Feedback and Surveys:

We will regularly conduct customer satisfaction surveys to gauge customer satisfaction and gather feedback on their perception of the brand. This will be planned for three months after actively posting on social media and communicating the rebranding of Dilegno.

Website Analytics:

It is crucial to update the website by implementing the proposed template and incorporating Wix recommendations to enhance the SEO of the website. We will monitor traffic sources to understand where website visitors are coming from, thereby assessing the effectiveness of different communication channels. Furthermore, we will analyze behavior flow to understand how users navigate the website, identifying popular content and potential areas for improvement.

Regular Reporting:

We will generate monthly reports to track progress against KPIs and adjust strategies as needed. In addition, in-depth quarterly reviews will be conducted to evaluate the overall impact of the communication plan and make data-driven decisions.

Benchmarking:

We will compare our performance against industry standards and competitors to identify strengths and areas for growth. By using historical data, we can set realistic goals and measure progress over time.

By systematically measuring and evaluating our communication efforts, we will ensure that our strategies remain effective and aligned with our goals, enabling us to make informed decisions and drive continuous improvement.

IDENTITY BOOK

1. BRAND OVERVIEW

The registered name of the brand is diLegno i+design, nevertheless it is used as dilegno. "Di Legno" means "of wood" in Italian, which reflects direct association with wood as a primary material. Additionally, the inclusion of "di" implies craftsmanship, quality, and a sense of artistry or design. Considering the brand's focus on design, the name "dilegno" conveys a connection to wooden products that are not only functional but also aesthetically pleasing and thoughtfully designed.

1.1 Mission, Vision and values

The brand's mission, vision, and values were established through a series of interviews and responses to questions outlined in the sub annex. This process was necessary because the CEO did not have a clear definition of these elements.

Brand **mission statement** articulates the purpose and reason being of the brand itself. dilegno's mission is to **inspire a lifestyle based on relaxation, comfort, and togetherness, work life balance**, offering furniture that promotes tranquillity in homes. The company strives to meet the economic and emotional needs of its customers by providing a fresh proposal in design and quality furniture that helps furnish spaces for socialising and resting. Dilegno seeks to address its customers' basic needs by manufacturing chairs, tables, armchairs, and loungers that enhance their lives by providing spaces for relaxation and socialising. Additionally, the brand contributes to improving the world by promoting well-being in the population through the creation of accessories that facilitate daily life, fostering employment in the community, and committing to environmental sustainability by using raw materials from sustainable sources and promoting forest conservation.

The brand **vision statement** of the company is to continue advancing towards the future, maintaining our focus on manufacturing high-quality furniture and exploring new opportunities in the digital market. We strive to achieve profitability while maintaining a strong commitment to the environment and generating wealth and well-being for all individuals who are part of our organisation. In five years, we envision our company as a more consolidated entity, with an expanded **team** and a greater market share, driven by our dedication to excellence and **constant innovation**.

Dilegno's brand values **innovation, integrity, commitment, responsibility, and cooperation**. These are portrayed by the following: Integrity, reflected in the company's commitment to transparency and ethical business practices. Commitment, portrayed through the high-quality products and customer satisfaction, plus personalised customer service 24/7. Innovation throughout the constant new product line, which is constantly updated. Responsibility is portrayed through effort and hardwork for every peice. Cooperation to the local community, working team and suppliers.

1.2 Brand History

Dilegno traces its roots back to a passion for craftsmanship and a dedication to quality. Born in 2009 as an evolution of over a decade's worth of experience in interior furniture design, the company emerged from a desire to offer something unique and tasteful in the realm of outdoor furniture. Drawing inspiration from the natural beauty of outdoor settings and a growing demand for timeless design, dilegno set out to redefine the concept of **outdoor living**. With a commitment to innovation and a keen eye for detail, each piece of furniture is meticulously crafted to embody both elegance and durability. As the brand continues to grow and evolve, it remains steadfast in its mission to enhance outdoor spaces and create memorable moments for those who value both style and substance.

1.3 Brand Positioning

The positioning of a brand is the space it occupies in the consumer's mind. It's the most crucial decision in the history of a brand. Dilegno's positioning should be based on the benefit it provides to the customer. As **comfortable, reliable, elegant and relaxing**.

Dilegno stands as a frontrunner in our nation's industry, fostering trust and authenticity through a steadfast commitment to **innovation, reliability and sustainability**. Its mission is to cultivate a lifestyle defined by relaxation, attention to detail, harmonious coexistence, and a profound appreciation for life's memorable moments. Always prioritising comfort and design, we aim to instil a sense of pride in one's personal space, whether as homeowners or hosts.

1.3.1 Brand positioning statement

For individuals seeking quality, innovation, and integrity in their furniture choices, dilegno stands as a beacon of excellence. With a steadfast commitment to honesty, transparency, and ethical business practices, we deliver high-quality products that exceed expectations. Through continuous innovation and commitment, we ensure our offerings remain at the forefront of design and functionality, always evolving to meet the changing needs of our customers. Dilegno: Where innovation meets integrity, and commitment meets craftsmanship.

F1.3.1.1 Shorter version

Dilegno aims to cultivate a lifestyle of relaxation, attention to detail, and appreciation for life's moments, offering premium products while being innovative and sustainable.

1.3.2 Brand Territory

Dilegno's appealing to discerning customers who appreciate quality, design, and sustainability. The brand DNA (Schwab, 2023), is portrayed as: *High-quality, sustainable, elegant Mexican Heritage, Outdoor Living and Natural and authentic*. Its brand territory distinguished by:

- *High-Quality*: Expert craftsmanship in teak wood furniture that is not only functional but also aesthetically pleasing, blending classic elegance with contemporary trends.
- *Sustainable*: The use of natural teak from sustainable certificated forest wood highlights the brand's commitment to maintaining the integrity and beauty of nature. This commitment to sustainability resonates with eco-conscious consumers.
- *Made in Mexico*: Dilegno integrates its cultural heritage into its brand identity, showcasing the richness of Mexican craftsmanship, production and design.
- *Outdoor living*: Designed to enhance outdoor living spaces, providing comfort, style, and durability. This focus caters to customers who value their outdoor areas as extensions of home.
- *Natural and authentic*: The natural beauty of teak wood, preserving its authentic grains and textures by not coat painting it. This natural aesthetic not only adds to the visual appeal of the furniture but also promotes a tranquil, organic living environment.

1.4 Brand personality

Dilegno is a sophisticated, trustworthy, and eco-friendly brand that values craftsmanship and authenticity, appealing to customers who seek high-quality, comfortable-stylish, and sustainable furniture.

We define our attributes as the following:

Authentic but elegant.

Craftsman but reliable.

Natural but constantly innovative.

Welcoming and proudly Mexican comfort.

1.4.1 Brand archetypes

Archetypes are powerful tools for brands to connect with their audience on a deeper, more intuitive level. By embodying a particular archetype, a brand can consistently convey its core identity and values. (Findlay & Chiaravalle, 2007).



Figure 4. Pie chart archetype illustration.
Own source (2024).

Primary Archetype (90%): The Creator

This archetype is characterized by ingenuity, creativity, and a relentless pursuit of new and exciting projects. The Creator is often associated with artistic traits and a desire to leave a lasting mark on the world. Key qualities of the Creator include: Ingenuity, Non conformity, Sharing Knowledge, Valuing Ideas.

Secondary Archetype (10%): The Everyperson

Also known as "the common guy/girl" or "the boy/girl next door," complements the Creator by providing a sense of relatability and approachability. Key attributes of the Everyperson include: Integration, affinity to routine, unpretentiousness.

1.4.2 Brand Voice

While the brand voice remains consistent and reflects our **overall personality**, the tone may adapt to suit different situations or emotions. It is important to consider a mix of *English and Spanish* to connect more deeply with our audience's lifestyle.

1.4.1 Brand archetypes

- **Authentic:** Reflecting our genuine commitment to quality.
- **Knowledgeable:** Showcasing our expertise.
- **Elegant:** Mirroring the sophistication of our designs.
- **Approachable:** Inviting customers to engage with us in a warm and welcoming manner.
- **Passionate:** Demonstrating our dedication to creating memorable outdoor living experiences.

1.4.2.2 Tone

To effectively communicate our brand voice, we adopt various tones tailored to different situations:

- **Informative:** When providing information, our tone offers insights and guidance on topics like furniture maintenance and design.
- **Aspirational:** In moments of inspiration, our tone encourages customers to envision the possibilities of their outdoor spaces.
- **Supportive:** When assisting customers, we offer helpful advice and personalised recommendations, always speaking with empathy and understanding, second person on digital channels, and as for customer service third person as it is used to in Mexico.

Here are some examples in Spanish language:

"En dilegno, creemos en la autenticidad de cada pieza que creamos, reflejando nuestro compromiso con la artesanía genuina y la calidad."

"Explora el mundo de la vida al aire libre con dilegno. Nuestro equipo de expertos está aquí para compartir conocimientos sobre tipos de madera, consejos de mantenimiento y diseños atemporales."

"Eleva tu espacio al aire libre con las colecciones de dilegno, meticulosamente diseñadas para añadir sofisticación y estilo a tu comodidad."

"Descubre la durabilidad de la madera de teca y aprende cómo cuidar tus muebles de exterior con nuestras guías de mantenimiento."

"En dilegno, nuestra pasión por el diseño y dedicación a la excelencia impulsan todo lo que hacemos. Únete a nosotros para crear experiencias memorables al aire libre."

"Crea tu propio oasis con los diseños atemporales de dilegno."

"¿Necesitas ayuda para elegir la pieza perfecta para tu azotea? No dudes en contactarnos."

"Gracias por elegir dilegno. Nos sentimos honrados de ser parte de tu viaje para crear recuerdos duraderos."

"Entendemos la importancia de pasar tiempo de calidad al aire libre. Por eso, en Dilegno diseñamos muebles que no solo son hermosos, sino también duraderos."

2. DESIGN

2.1 Brand Visual Introduction

When Dilegno created its first and only logo, it independently chose a green tone to reflect the essence of nature and the quality of the materials used in its products. The name and typography were selected based on a small survey conducted among family members, without extensive research. The company's legally registered name is "diLegno i+design," but it does not yet have a slogan.



Figure 5. Dilegno's current logo. (2009).



Figure 6. New logo proposal for dilegno. (2024).

The new logo, however, appears fresh, minimal, and modern, featuring a sans-serif typography that makes the letters clear and straightforward, even for a Mexican audience encountering the Italian name. The logo is a vertical, however, to add versatility for future designs applications, a horizontal and imagotype have been created. This logo is inspired by the growth of wood and the flow of nature, centred to depict the yin-yang symbol, as in aiming for balance in life. This represents the company's value of inspiring relaxation and a work-life equilibrium, where moments of tranquillity can be enjoyed with dilegno products. The new slogan proposal is *Pausa Exterior*.

2.2 The brand Flower



Figure 7. Dilegno's brand flower. (2024).

2.3 Colour palette and variations

Green provides mental and emotional balance. Causes a relaxation effect both mentally and emotionally. It represents Earth's abundance and overall nature. It is a combination of yellow sharpness and notes of blue calmness. Western cultures see it as the colour of luck and nature. Japanese cultures see it as eternal life. It evokes peace, rejuvenation and harmony. (Becerra, 2016)

The chosen tone of green is dark, due to the higher perception from the audience in the survey, as it portrays this kind of tranquillity. It will be accompanied by analogous harmony of browns, cream tones and darker ones, all in representation of nature.

2.4 Typography and font usage

Typography needs to reflect the richness of the way we speak (Baines & Haslam, 2002, p.23). Remembering that dilegno new font portrays elegance, simpleness and sustainability, Avenir font is ideal for body font, and for titles Leelawadee, will be the chosen one.

2.5 Brand Assets

Brand assets are minimal, as the portrayal of elegance, and the target audience; although it is not a luxury product, no excessive emojis or icons will be shown; there will be use of simple lines, organic structures from the imagotype.

2.6 Brand Board



Image 15. Dilegno's Full brand board. Own source (2024).

JUNIO 2024

FINAL DEGREE PROJECT - ANNEXES

BRAND IDENTITY BOOK

WHO IS DILEGNO?

Mission

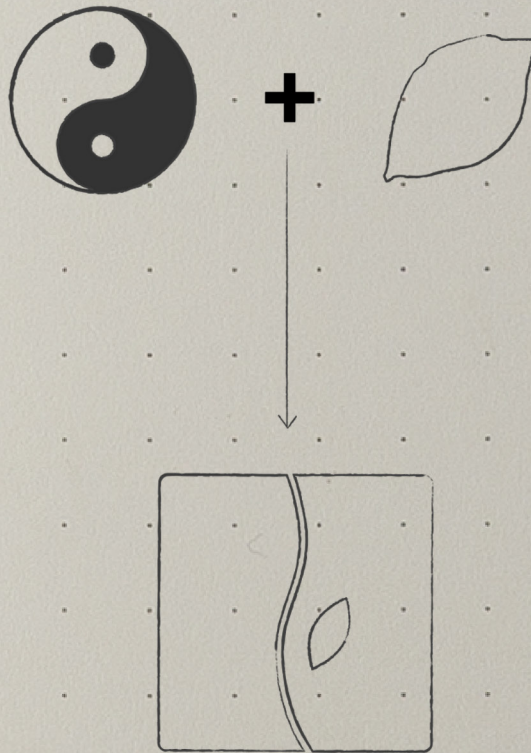
To craft elegant, comfortable and durable outdoor furniture that enhances the beauty of natural spaces and fosters meaningful connections.

Vision

To be the leading brand in sustainable outdoor living, recognized for our innovative designs and commitment to quality craftsmanship.

Values

We take pride in crafted Mexican furniture, using sustainable materials, fostering innovation, supporting local artisans, and upholding the highest standards of honesty and transparency.





LOGO VERTICAL



dilegno
i+design

LOGO VERTICAL



dilegno
i+design

LOGO VERTICAL



dilegno
i+design

LOGO HORIZONTAL



LOGO HORIZONTAL



LOGO HORIZONTAL



IMAGOTYPE



IMAGOTYPE



IMAGOTYPE



WHITE POINTER

#DBD5CC

RGB 219 213 204

CYMK 16 14 20 1

HSL 0.10 0.17 0.83

HSV 36° 7° 86°

LA PALMA

#4D912D

RGB 77 145 45

CYMK 74 20 100 5

HSL 0.28 0.53 0.37

HSV 101° 69° 57°

LA PALMA

#255F1C

R37 G95 B28

C85 Y37 M100 K32

HSL 0.31 0.54 0.24

HSV 112° 71° 37°

BAKER'S CHOCOLATE

#472C09

R71 G44 B9

C47 Y66 M87 K47

HSL 0.09 0.78 0.16

HSV 34° 87° 28°

WHITE SMOKE

#EFEFEE

RGB 239 239 239

CYMK 7 6 5 0

HSL 0.00 0.00 0.94

HSV 0° 0° 94°

BAKER'S CHOCOLATE

#877867

R132 G120 B103

C41 Y41 M51 K27

HSL 0.09 0.13 0.47

HSV 32° 24° 53°

OIL

#292B28

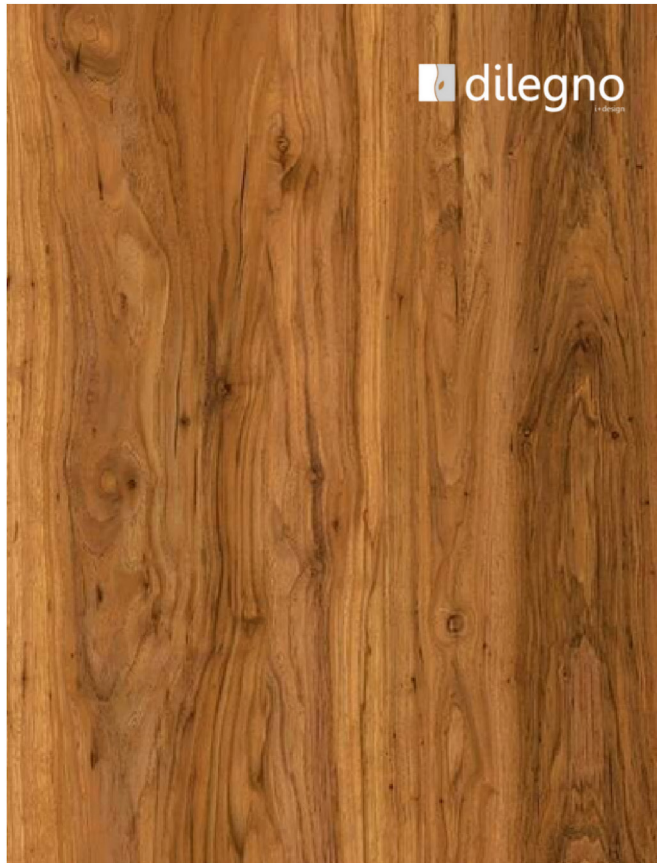
R41 G43 B40

C71 Y60 M61 K72

HSL 0.28 0.04 0.16

HSV 100° 7° 17°

LOGO APPLICATION



Dark background



Neutral background



Light background



INCORRECT APPLICATION



Dark background



Neutral/ colour background



Light background

INCORRECT APPLICATION



FONTS

TITLE FONT

Aa

Leelawadee

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY FONT

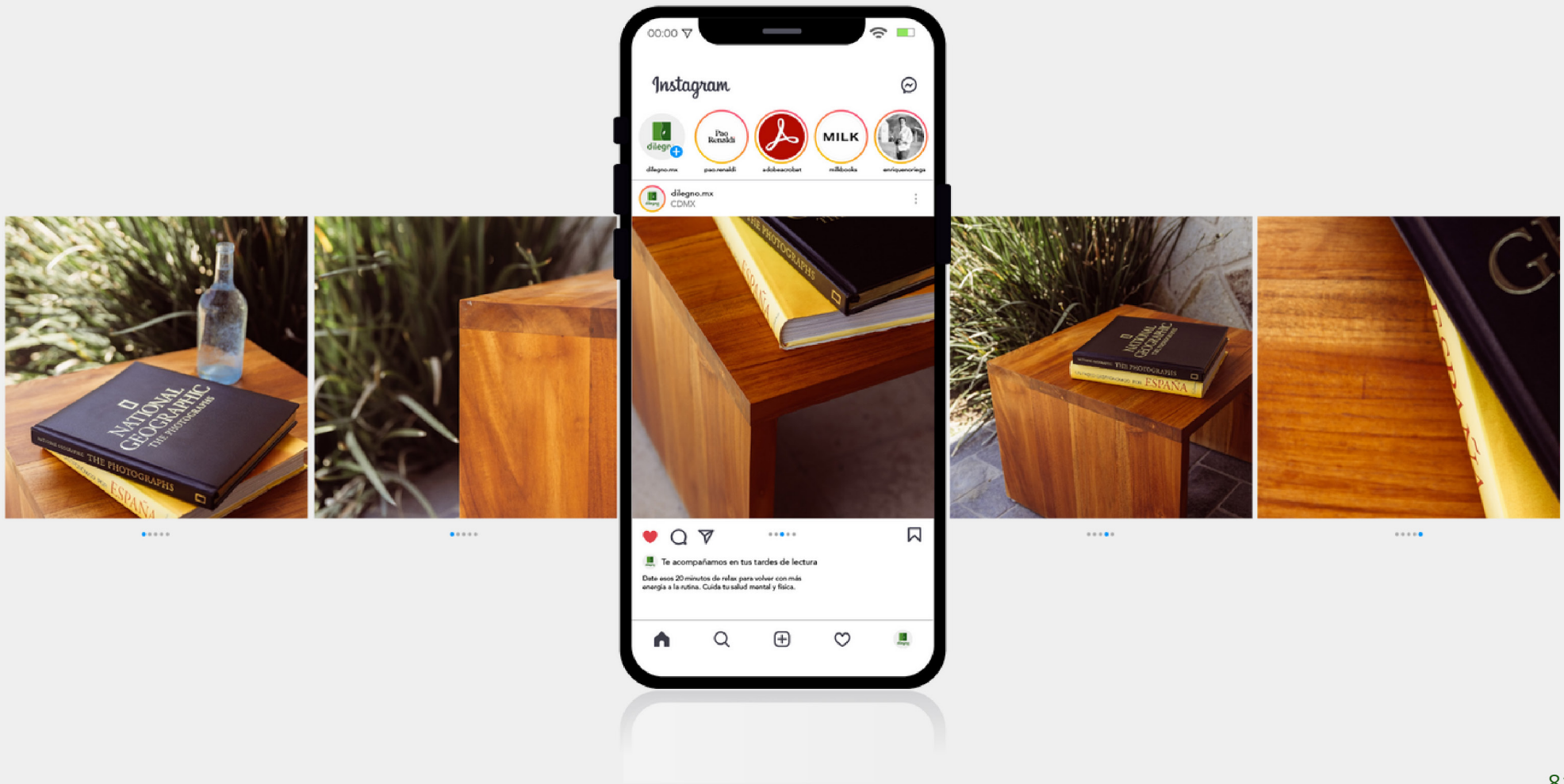
Aa

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

IDENTITY APPLIED ONLINE

INSTAGRAM

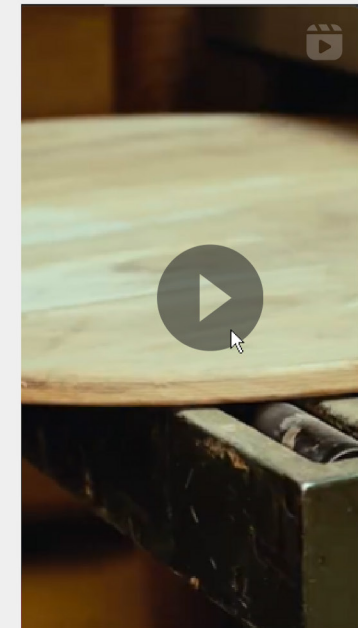
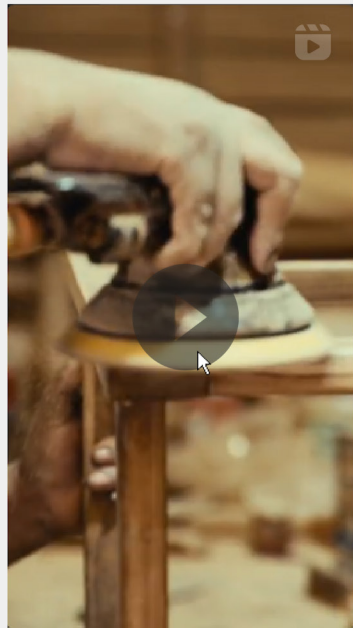


INSTAGRAM



Reels

click here to watch

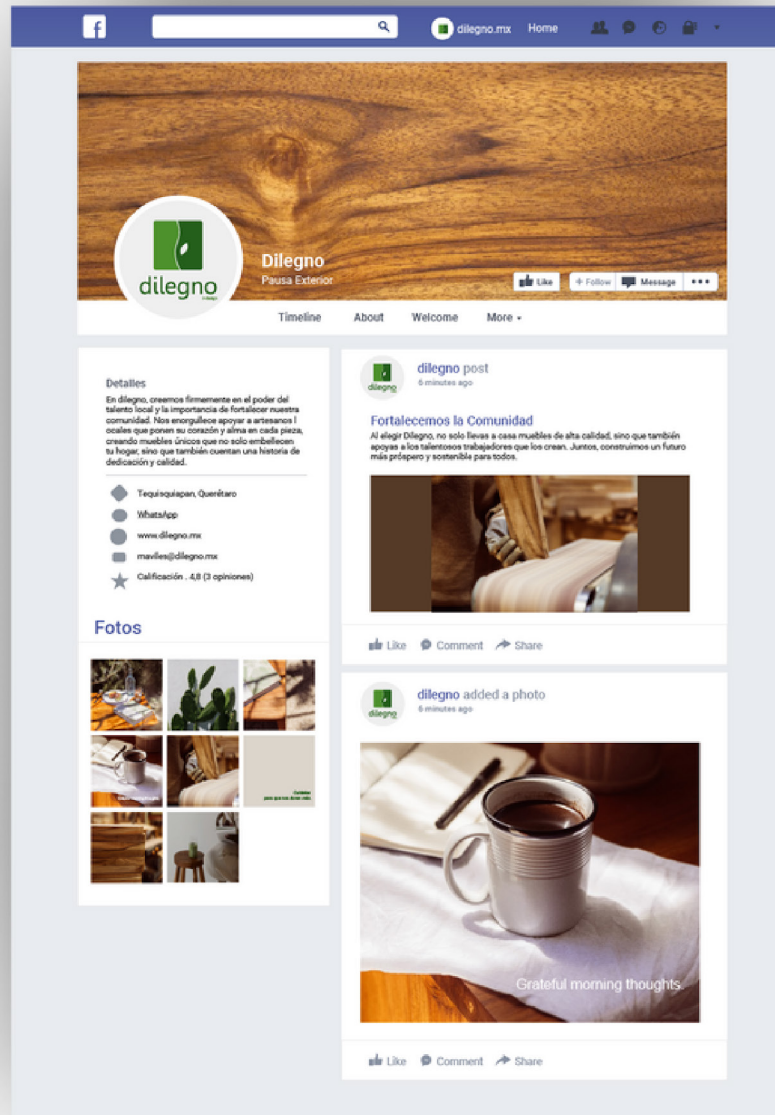


INSTAGRAM

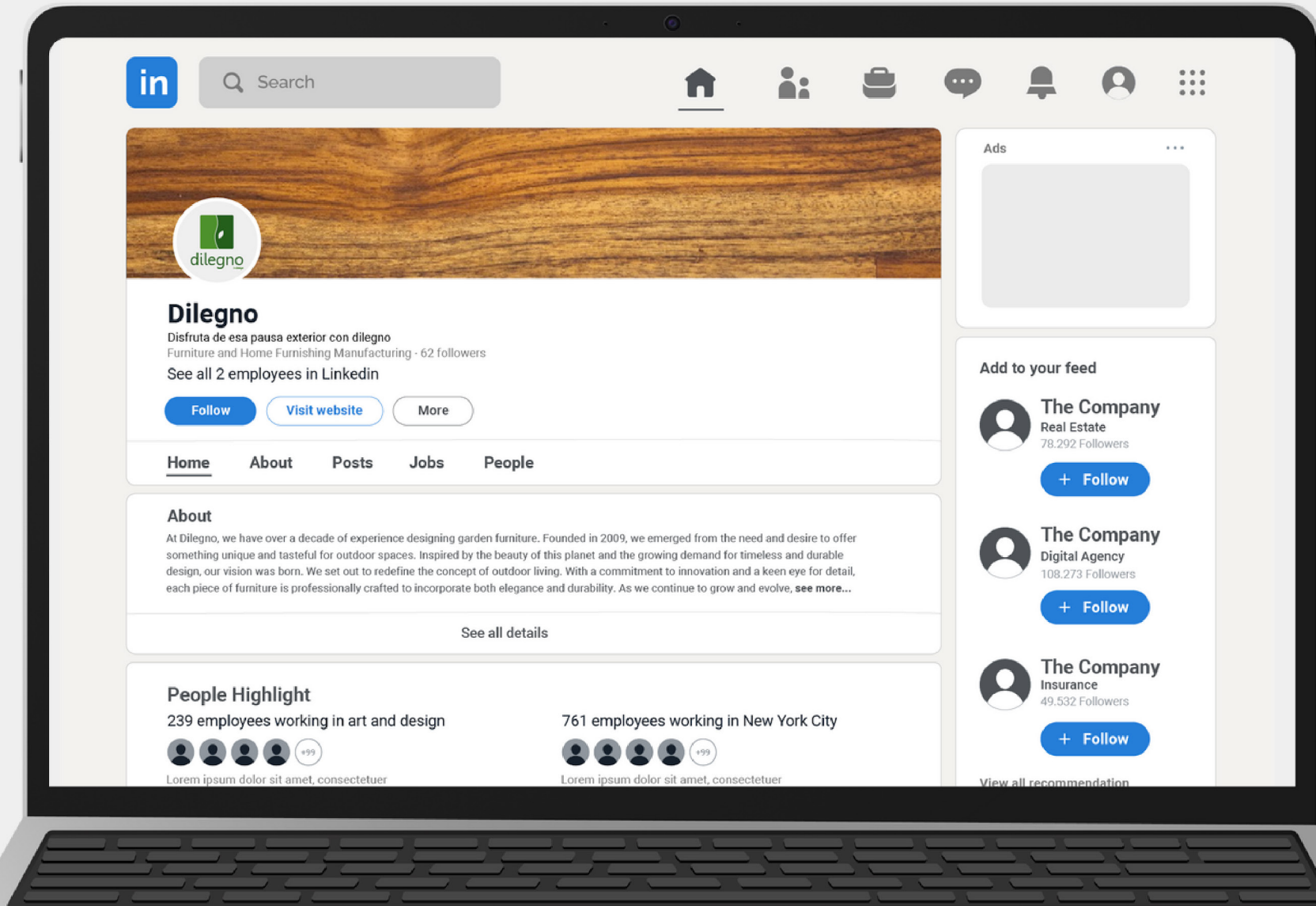
Stories



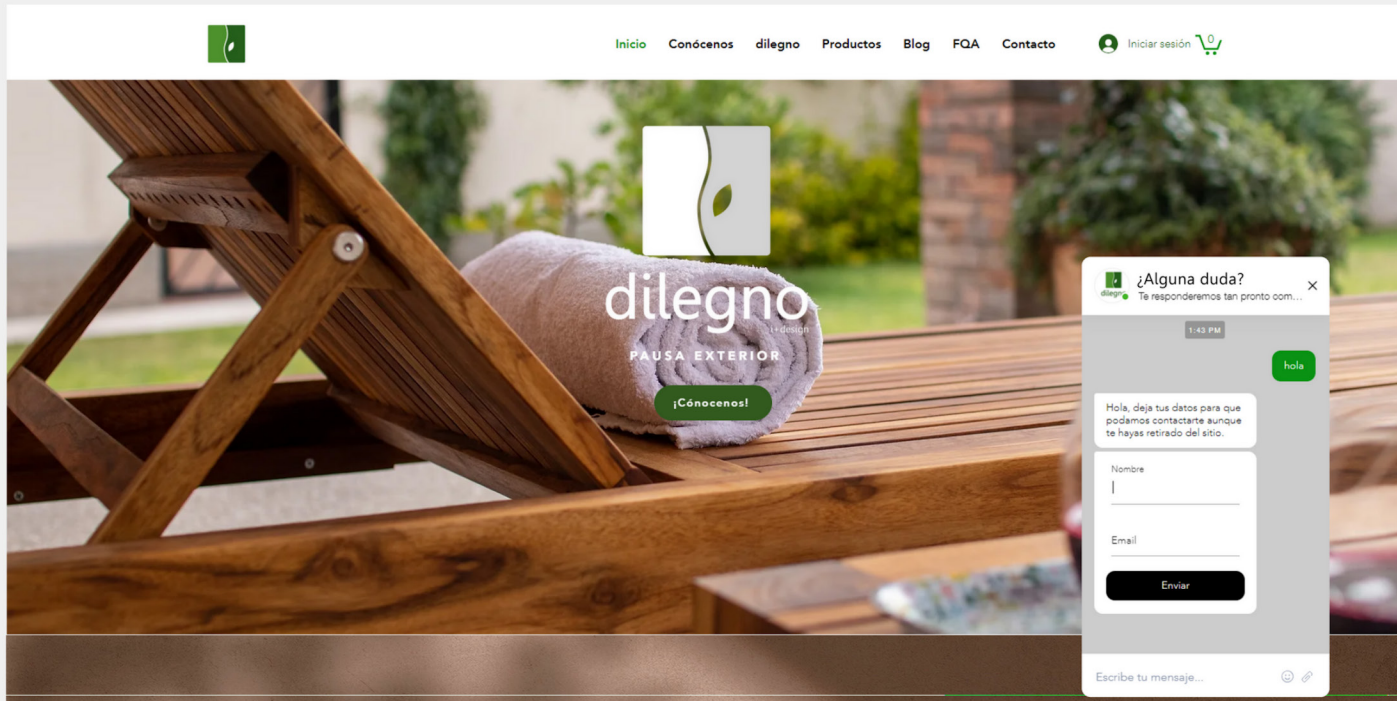
FACEBOOK



LINKEDIN



WEB - INICIO



¿Quiénes somos?

En **dilegno**, contamos con experiencia de más de una década diseñando mobiliario para jardín. Nacidos en 2009, surgimos de la necesidad y deseo por ofrecer algo único y de buen gusto para el ámbito exterior. A través de la belleza de este planeta, y la creciente demanda por un diseño atemporal y duradero, surgió la inspiración. Nos propusimos a redefinir el concepto de *una vida al aire libre*.

Con compromiso por la *innovación* y un ojo atento al detalle, cada pieza de mobiliario es profesionalmente elaborada para incorporar tanto la elegancia como la *durabilidad*. A medida que seguimos creciendo y evolucionando, nos mantenemos firmes en nuestra misión para mejorar los espacios exteriores y *crear momentos memorables* para todos aquellos que valoran: tanto el estilo como la pausa del día a día que tanto nos merecemos.



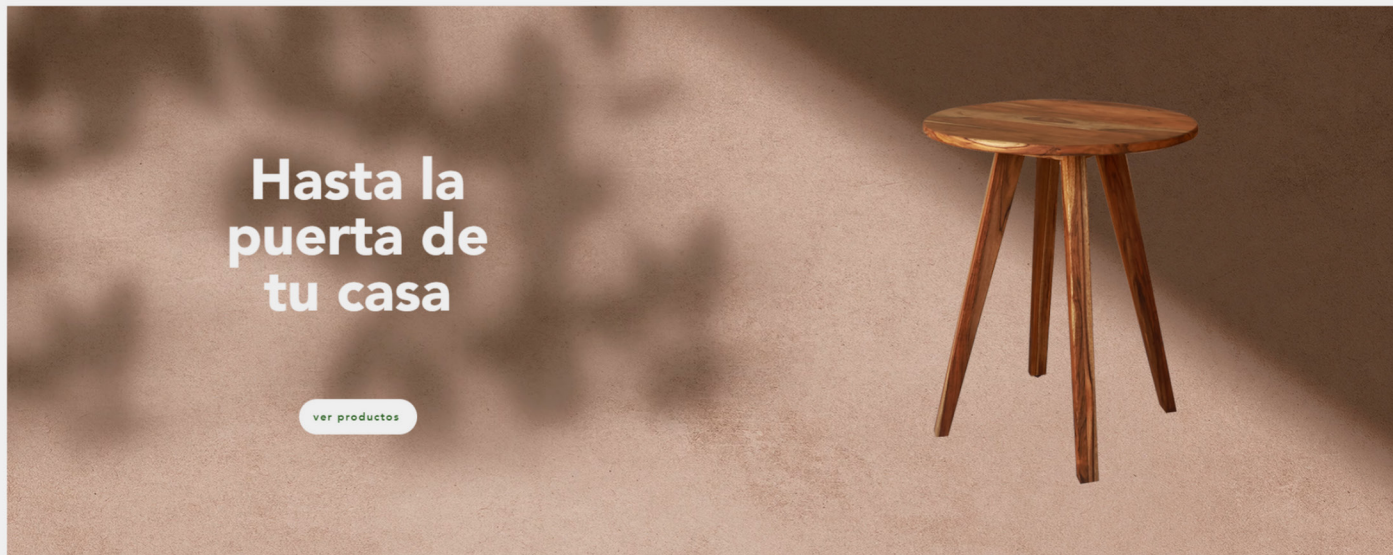
WEB - INICIO

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[Conócenos mejor](#)

☀️ Resistencia 🔄 Calidad 🌿 Fuentes sostenibles



Procedimiento de compra

WEB - INICIO

1

Explora y selecciona

Descubre nuestra gama de muebles aquí en nuestra web. Regístrate, elige los artículos que más te gusten y agrégalos al carrito.

[Tienda](#)

2


Finaliza la compra


Procede al checkout, proporcionando tu información de entrega y completa el proceso de pago de manera segura en línea. Una vez realizado tu pedido, confirmaremos tu compra a través de un correo electrónico, y te proporcionaremos un número de seguimiento.

3


Confirmación y Entrega

Después del pago nos pondremos en contacto contigo, pero si te ha quedado alguna duda pendiente, sin compromiso **pónte en contacto con nosotros** a través de correo electrónico, teléfono o WhatsApp para discutir tus necesidades y preferencias.





Dirección


Zafiro 163, Hacienda Grande,
Tequisquiapan, ORO.



Teléfono

+52 414 2318 441


Email

maviles@dilegno.mx


¡Conecta con nosotros!



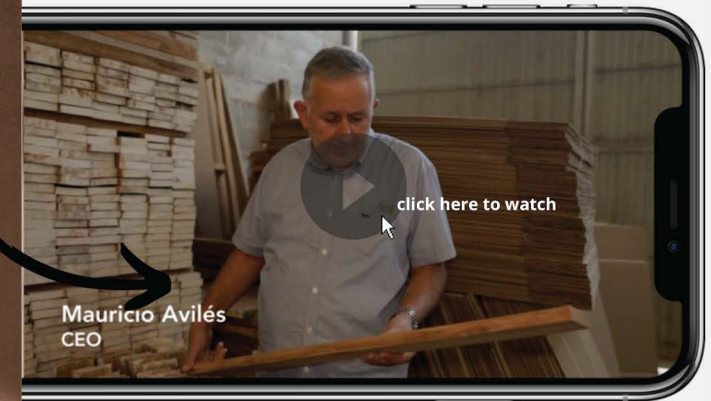
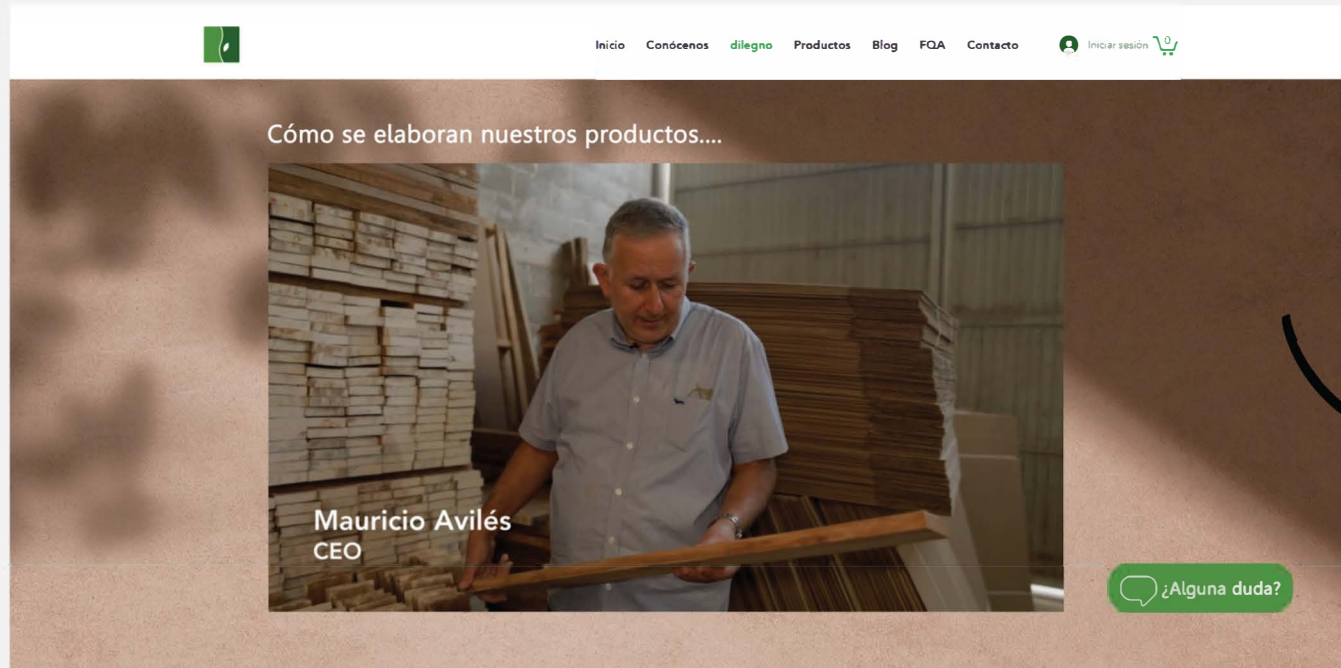
Suscríbete a nuestra newsletter

Sé el primero en actualizarte sobre nuestras novedades

Ingresar tu correo electrónico *

[regístrate](#)

WEB - DILEGNO



WEB - DILEGNO

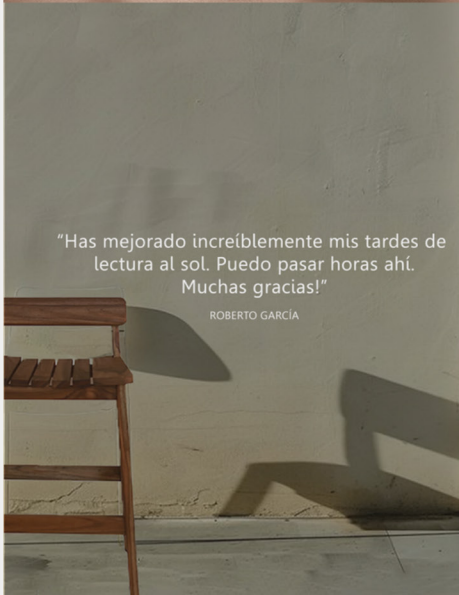
¿Somos
eco-friendly?



En Dilegno, nos enorgullece nuestra autenticidad y transparencia. Aunque no podemos afirmar ser 100% sostenibles, nos comprometemos a no caer en el greenwashing. Nuestra misión es utilizar materiales locales que cumplan su función y que sean fabricados por artesanos locales, apoyando así a nuestra comunidad y fomentando la economía regional.

Aseguramos que la madera de teca y tzalam que empleamos proviene de los bosques de Chiapas, gestionados de manera sostenible al 100%. Nos preocupa profundamente la deforestación, y por ello, seleccionamos cuidadosamente nuestros proveedores para garantizar que nuestros materiales respeten el medio ambiente y promuevan la regeneración forestal.

En Dilegno, creemos que cada paso hacia la sostenibilidad cuenta y estamos comprometidos a seguir mejorando en este camino, siempre con la honestidad y la responsabilidad como nuestros pilares fundamentales.



"Has mejorado increíblemente mis tardes de lectura al sol. Puedo pasar horas ahí. Muchas gracias!"

ROBERTO GARCÍA



"Super cómodos y fáciles de guardar, además se ven increíbles! Mil gracias!!"

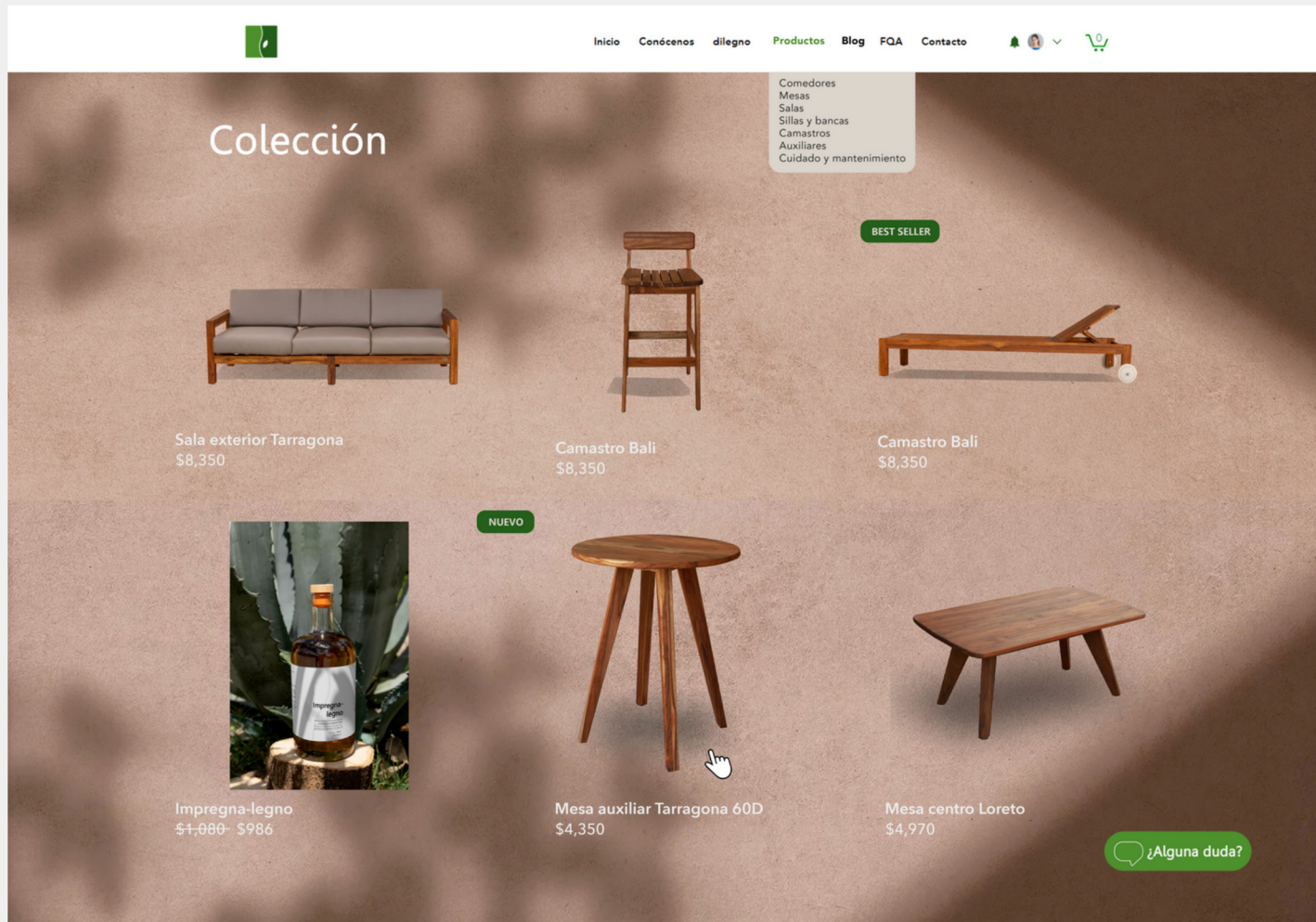
ANA GONZÁLEZ



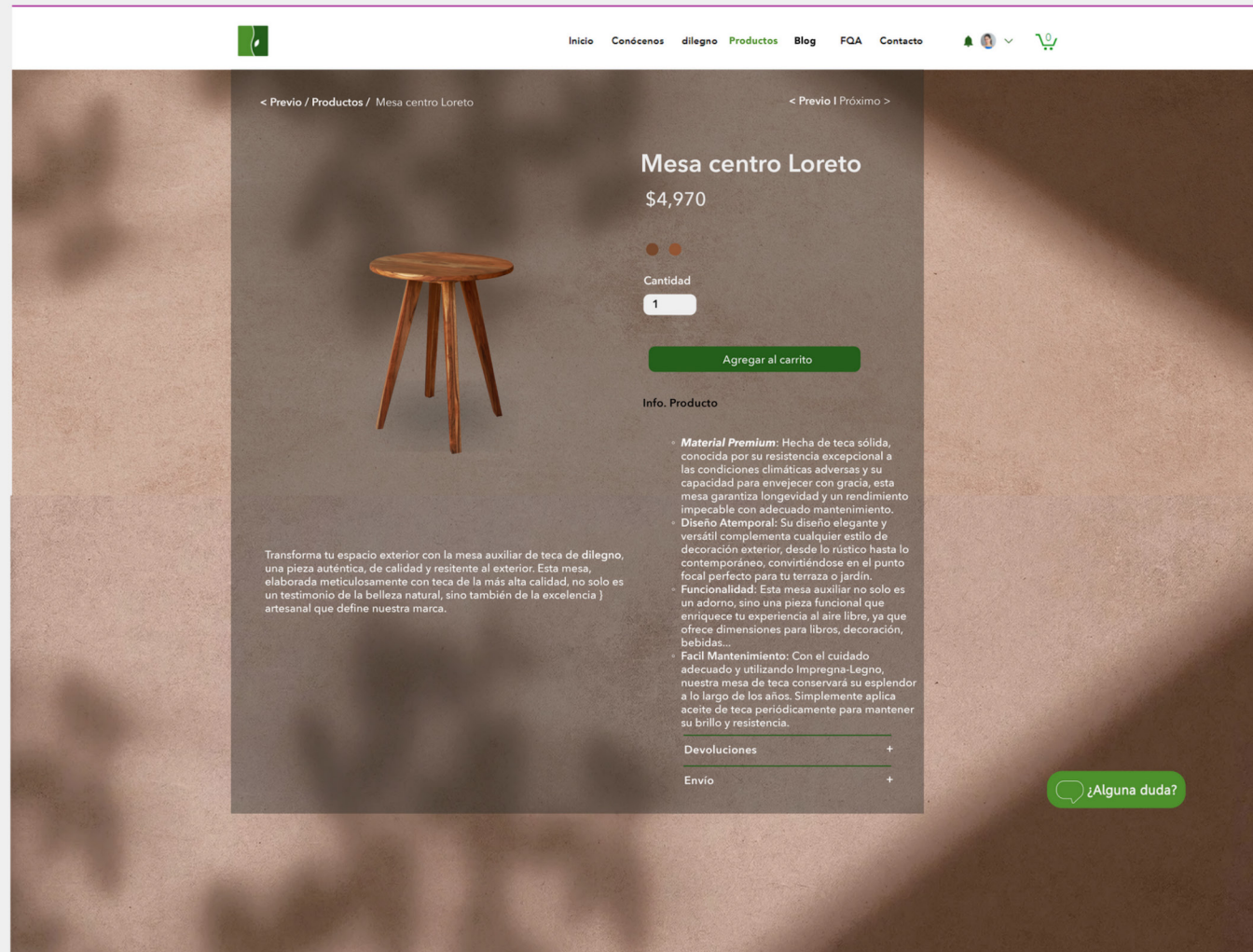
"Gracias por ayudar a mi esposo a armarlo. Muy profesional y comprometido, es un placer apoyar negocios con gente tan seria!"

MARÍA GORTARI

WEB - PRODUCTOS



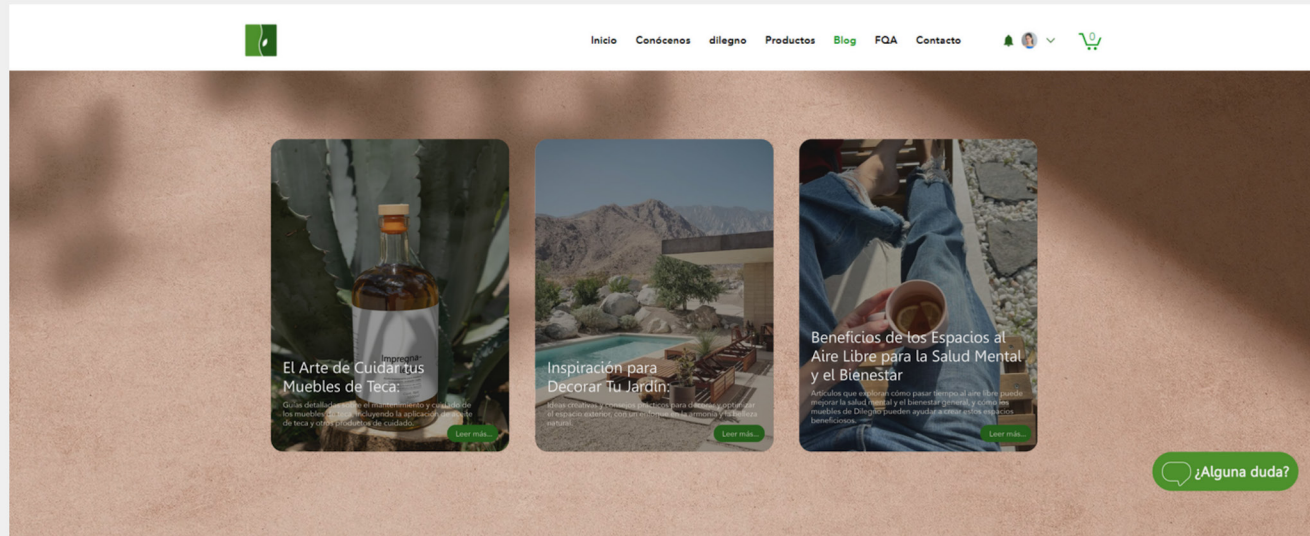
WEB - PRODUCTOS



Suscríbete a nuestra newsletter

¡Cada día al recibir en tu correo electrónico nuestras novedades!

WEB - BLOG



Suscríbete a nuestra newsletter

Sé el primero en actualizarte sobre nuestras novedades

Ingresar tu correo electrónico *

regístrate

¡Resolvemos dudas!

Nombre

Email

Teléfono

Escribe tu mensaje aquí...

Enviar

Planta

Zafiro 163, Hacienda Grande
Tequisquiapan, Querétaro

Tel +52 414 2318 441
maviles@dilegno.mx

WEB - FAQ



IDENTITY APPLIED OFFLINE

PACKAGING



IMPREGNA-LEGNO



PRESENTATION CATALOGUE



El Palacio de Hierro

LINEA TECA 2024

MUEBLES EXTERIOR

MAURICIO AVILÉS DEL RÍO - GERENTE GENERAL

Celular
414 2318 441

Website
www.dilegno.mx

Correo electrónico
maviles@dilegno.mx

Julio 2024

CONTENIDO

LÍNEA PORTBOU
 SKU 41925397 MESA PORTBOU 180X90 TECA
 SKU 41925403 SILLA PORTBOU TECA
 SKU 41925400 MESA AUXILIAR PORTBOU 600 TECA

LÍNEA LORETO
 SKU 41925399 MESA PLEGABLE LORETO 90X90 TECA
 SKU 41925398 MESA PLEGABLE LORETO 160X90 TECA
 SKU 41925401 MESA AUX PLEGABLE LORETO 600 TECA
 SKU 41925404 SILLA PLEGABLE LORETO TECA
 SKU 41925402 TABURETE PLEGABLE LORETO TECA

PORTBOU

Silla



Silla Portbou TECA
 Donec sollicitudin ultramcorper urna. Proin imperdiet, nisl eget mollis laoreet, risus justo pharetra nisi, ac sagittis tunc ante ac diam. Donec convallis, sem sed tristique hendrerit. Nulla quis scelerisque magna. Morbi sed pellentesque lectus.

Dimensiones
 47 x 47 x 80 cm



SKU 41925403

Julio 2024 04

PORTBOU

Mesa 180X90



Mesa Portbou 180X90 TECA
 Donec sollicitudin ultramcorper urna. Proin imperdiet, nisl eget mollis laoreet, risus justo pharetra nisi, ac sagittis tunc ante ac diam. Donec convallis, sem sed tristique hendrerit. Nulla quis scelerisque magna. Morbi sed pellentesque lectus.


Dimensiones
 180 x 90 x 75 cm

SKU 41925397

Julio 2024 03

PORTBOU

Mesa auxiliar



Mesa auxiliar Portbou 600 TECA
 Donec sollicitudin ultramcorper urna. Proin imperdiet, nisl eget mollis laoreet, risus justo pharetra nisi, ac sagittis tunc ante ac diam. Donec convallis, sem sed tristique hendrerit. Nulla quis scelerisque magna. Morbi sed pellentesque lectus.

Dimensiones
 60 x 60 x 75 cm

SKU 41925400

Julio 2024 05

LORETO

Mesa auxiliar plegable



Mesa auxiliar plegable Loreto 600 TECA
 Donec sollicitudin ultramcorper urna. Proin imperdiet, nisl eget mollis laoreet, risus justo pharetra nisi, ac sagittis tunc ante ac diam. Donec convallis, sem sed tristique hendrerit. Nulla quis scelerisque magna. Morbi sed pellentesque lectus.

Dimensiones
 60 x 60 x 75 cm

SKU 41925398

Julio 2024 06



MAURICIO AVILÉS DEL RÍO - GERENTE GENERAL DILEGNO

CONTACTO

Celular: 414 2318 441 | Website: www.dilegno.mx | Email: maviles@dilegno.mx
 Dirección: Calle de la Libertad 100, Centro Histórico, Ciudad de México, CDMX, México

Julio 2024

INSTRUCTIONS MANUAL

CUIDADOS Y MANTENIMIENTO: Colección dilegno en Madera de TECA

Nuestra colección Dilegno, fabricada en madera de Teca de plantaciones sustentables, destaca por su resistencia y belleza natural. La Teca, conocida por su alta dureza y contenido de aceite, soporta las inclemencias del tiempo manteniendo su estructura y estética.

Características de la Madera de Teca

La Teca presenta variaciones en su tonalidad y textura, desde dorados claros hasta oscuros, con nudos y manchas minerales que resaltan su autenticidad y no son considerados defectos. Aunque es ideal para exteriores, recomendamos proteger sus muebles bajo techo para preservar sus características originales de color y textura.

Mantenimiento Recomendado

Para el cuidado óptimo de sus muebles de Teca, es esencial el uso regular de Impregna-Legno, un aceite especializado que protege contra los rayos UV, el agua y los hongos. La aplicación de este aceite debe realizarse cada 3 a 4 meses, ajustándose según las condiciones climáticas de su entorno.

Consejos de Uso

- Protección: Utilice sus muebles bajo techo o cúbralos con fundas especiales cuando no estén en uso.
- Almacenamiento: Almacene en lugares bien ventilados, evitando habitaciones con calefacción.
- Herrajes: Los herrajes, resistentes a la intemperie, deben ser revisados y ajustados periódicamente.
- Limpieza de Textiles: Para elementos tejidos o cojines, limpie con un trapo suave y jabón neutro, evitando el uso de lavadoras, secadoras, cloro o solventes.

Precauciones

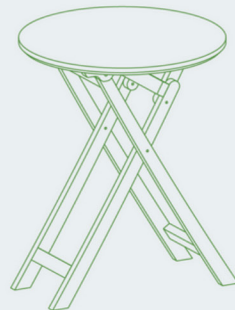
Es crucial limpiar inmediatamente cualquier mancha de aceites, lociones, alimentos o bebidas para prevenir daños permanentes en la madera y los textiles.

Disfrute de la belleza y resistencia de la Teca, cuidando de sus muebles con la misma pasión con la que fueron creados.

Página 2



Mesa Aux. Loreto 60D



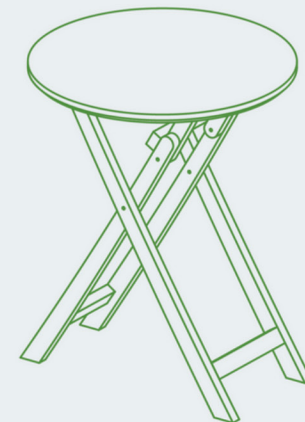
Página 3

La exposición excesiva a condiciones climáticas extremas (incluyendo calor) puede originar decoloración permanente en las telas, tejidos o la misma madera. Se recomienda almacenar los cojines en un lugar limpio y seco cuando no se utilicen.

MUCHAS GRACIAS POR SU COMPRA

Para cualquier información adicional, así como para adquirir fundas y accesorios nos puede contactar en:

ventas.dilegno@gmail.com



7502254080850
Mesa Aux. Loreto 60D

Página 4

Página 1


 Tel. 414 2318441
ventas.dilegno@gmail.com
www.dilegno.mx

INSTRUCTIONS MANUAL



CURRENT OIL APPLICATION MANUAL

(Before filmng tuorial)



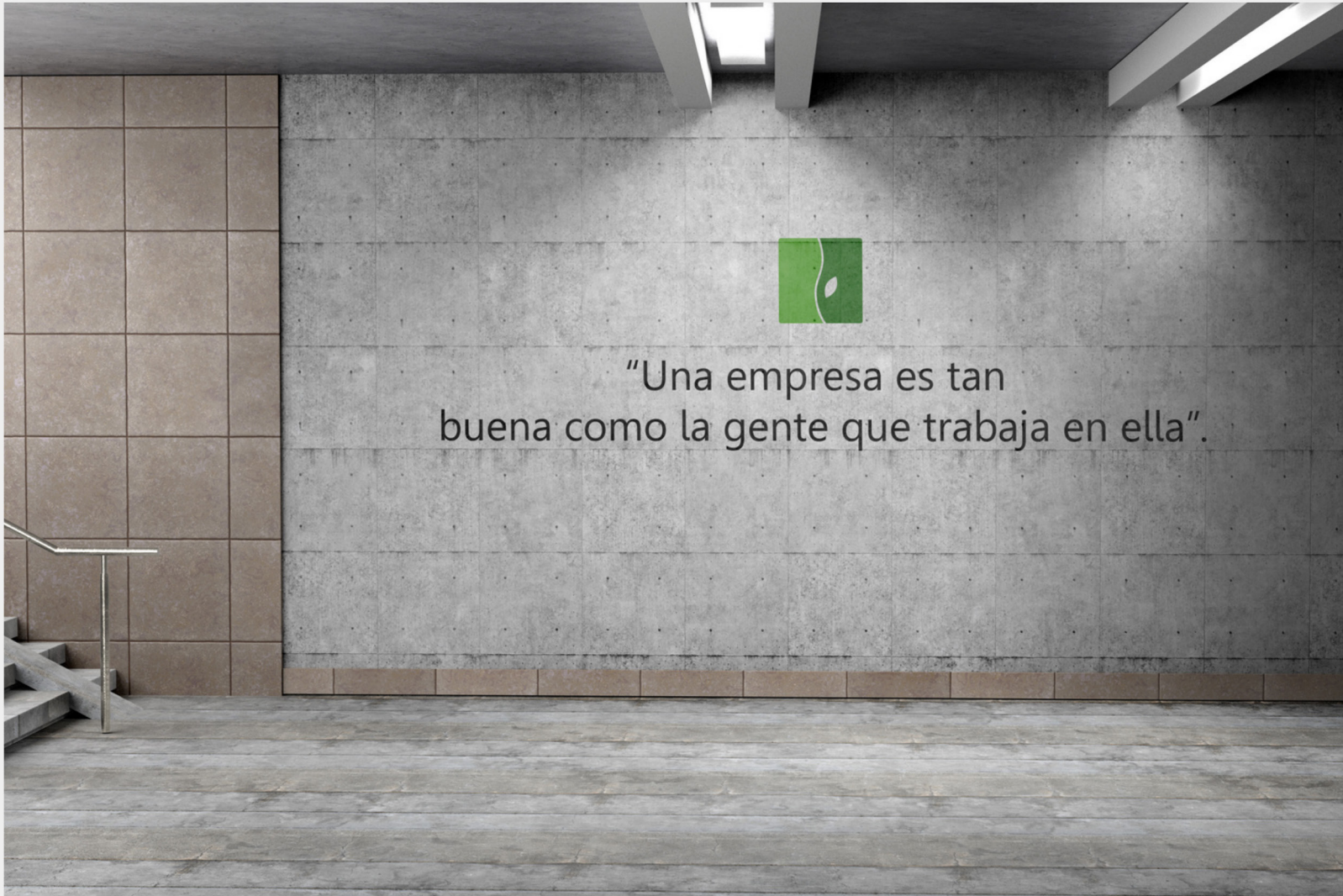
BUSINESS CARD



UNIFORMS



WALL QUOTE



SUB-ANNEXES

INTERVIEWS

A. INTERVIEW CEO - MAURICIO AVILÉS DEL RÍO

In the pursuit of a comprehensive brand analysis for dilegno, the organisation values candid and thoughtful responses to the forthcoming questions. Recognizing the importance of these insights, they acknowledge their significance in shaping the new identity of dilegno. These responses are considered a compass, guiding the rebranding process towards an authentic and resonant brand. The organisation expresses gratitude for the time and dedication contributed to this transformative journey, acknowledging the valuable input.

To find out the MISSION of dilegno, some personal and business related questions have to be asked according to the study.

Mission

Analysing Your 'Whys'

- a. Why is dilegno inspiring?
- b. Why does dilegno do what it does?
- c. How is dilegno helping you accomplish your dreams?
- d. What inspired you to create dilegno?

Analysing the 'Whys' of Your Customers

- a. What problems or needs do your customers have?
- b. How does your company resolve their needs and problems?
- c. What emotional needs does your brand satisfy for them?
- d. What inspiration do you provide? Do you help them overcome their fears?
- e. In what ways does your product improve their lives?

Analysing the 'Whys' of the World

- a. How is your brand contributing to the improvement of the world?
- b. In what ways is your brand enhancing wellness in the population?
- c. How is your brand working towards improving or maintaining the environment?
- d. What aspects of the current brand identity are not resonating with the target audience?

These questions are focused on analysing what the real vision of the company is.

What future situation do you want to have in the company?

How will your company be in the coming years?

Where is your company heading?

What do you want to achieve as a company?

How do you see your company in 5 years?

Values are related deeply into personal life, and sometimes forgotten, so it is important to consider the following questions to go deeply into the CEO's real values and portray them throughout the company.

1. What bothers you in this life?
2. What does your childhood tell you about your values?
3. As a customer, how do you expect to be treated?
4. What do your actions say about us?
 - a) How do we compete in business?
 - b) How do you choose a partner?
5. What is your definition of success?
 - a) Who do you consider successful individuals?
 - b) What do you take into account to consider them this way?
 - c) When do you think you will have succeeded?
 - d) List the values that define you.

Answers

VALUES

¿Qué le molesta en esta vida?

Lo que más me molesta en esta vida son la falta de compromiso, la injusticia y la corrupción. Estos problemas minan la confianza en nuestras instituciones y en nuestras relaciones personales, y dificultan el progreso hacia un mundo más justo y equitativo.

¿Cómo ha influido tu infancia en forjar tus valores?

Mi infancia ha sido fundamental para forjar mis valores, especialmente en lo que respecta a la honestidad, el trabajo, el amor, la preparación, la educación, la responsabilidad, la cooperación y la independencia.

Como cliente, ¿cómo esperas a ser tratado?

Como cliente, espero ser tratado con honestidad, profesionalismo y compromiso. Valoro la excelencia en el servicio, que incluye el cumplimiento de fechas y expectativas, así como una experiencia de compra excelente. Además, espero recibir un servicio de venta y post-venta que satisfaga mis necesidades y brinde soluciones efectivas a cualquier problema que pueda surgir.

¿Cómo compites en los negocios?

En el mundo de los negocios, compito ofreciendo un diseño de productos innovador y atractivo que satisfaga las necesidades de los clientes. Además, priorizo un servicio excepcional, basado en la honestidad, el profesionalismo y la atención a las necesidades del cliente. Mantenerme al tanto de las últimas novedades y tendencias del mercado me permite innovar constantemente y destacarme entre la competencia.

¿Cómo escoges a tu pareja?

A la hora de elegir a mi pareja, valoro la base sólida de una amistad profunda y sincera, así como la compatibilidad de valores y objetivos de vida. La educación y el respeto mutuo son pilares fundamentales en esta decisión, junto con la capacidad de construir y compartir un proyecto de vida en común.

¿Cuál es tu definición de éxito?

El éxito de una empresa es lograr sus metas financieras de ventas para lograr posicionar y mantener su producto en el mercado, logrando bienestar para todos los integrantes de la empresa, para así promover el lograr metas personales y profesionales.

¿A quiénes consideras individuo(s) exitoso(s)? Descríbelo(s), ¿qué tienes en cuenta para considerarlos de esta manera?

Las personas que se plantean metas y trabajan y ponen todo su empeño para lograrlas.

Enumera los valores que te definen como persona

Los valores que me definen como persona incluyen la honestidad, el trabajo arduo, la responsabilidad y la profesionalidad en todas mis acciones y relaciones. Soy leal a mis principios y compromisos, manteniendo la coherencia entre lo que pienso, digo y hago. Estos valores guían mi comportamiento y mis decisiones, construyendo una base sólida para mi carácter y contribuyendo a mi desarrollo personal y profesional.

MISIÓN

¿Por qué dilegno inspira?

Inspira porque ofrece más que simples muebles; representa un estilo de vida donde la relajación, la comodidad y la convivencia se fusionan para crear espacios de tranquilidad en los hogares. Cada pieza está diseñada para promover un ambiente acogedor que invite al descanso y a la conexión con quienes nos rodean, transformando los espacios en lugares de serenidad y armonía.

¿Por qué dilegno hace lo que hace?

Dilegno hace lo que hace por varias razones. En primer lugar, buscamos satisfacer las necesidades de nuestros clientes, ofreciendo muebles de alta calidad que mejoren sus espacios y su calidad de vida. Además, nos impulsa una necesidad económica, ya que buscamos mantenernos rentables y competitivos en el mercado. Pero más allá de eso, nuestra motivación principal radica en nuestra pasión por ofrecer una propuesta fresca en diseño y calidad en muebles, brindando soluciones innovadoras que reflejen nuestro compromiso con la excelencia y la satisfacción del cliente.

¿Cómo dilegno ayuda a cumplir tus sueños?

Dilegno ayuda a cumplir tus sueños al crear piezas que son útiles para amueblar espacios de convivencia y relajación.

¿Qué te inspiró a crear dilegno?

Lo que me inspiró a crear dilegno fue la oportunidad de ofrecer muebles que no solo satisfagan las necesidades prácticas de los clientes, sino que también cuenten con diseños frescos y funcionales. Quería crear una marca que destacara por su capacidad para fusionar la utilidad con la estética, brindando a las personas la posibilidad de disfrutar de espacios bien amueblados que reflejen su estilo de vida y personalidad.

¿Qué problemas y/o necesidades tienen tus clientes?

Nuestros clientes enfrentan necesidades básicas como la de tener muebles para *comer, sentarse y dormir, así como la de amueblar sus espacios para crear ambientes acogedores y funcionales. En dilegno, nos comprometemos a ofrecer soluciones que satisfagan estas necesidades fundamentales, proporcionando muebles de calidad que mejoren su calidad de vida y les permitan disfrutar de sus hogares de manera cómoda y placentera.*

Cómo resuelve tu empresa sus necesidades y problemas?

Nuestra empresa resuelve las necesidades y problemas de nuestros clientes ofreciendo una amplia gama de productos que satisfacen sus requerimientos básicos y de descanso. Para cubrir las necesidades básicas como comer y sentarse, fabricamos sillas y mesas de alta calidad. Además, para satisfacer las necesidades de descanso, ofrecemos sillones, mesas auxiliares y camastros que brindan confort y comodidad a nuestros clientes.

De esta manera, proporcionamos soluciones prácticas y funcionales para mejorar la experiencia y el bienestar en el hogar de nuestros usuarios.

¿Qué necesidades emocionales satisface tu marca para ellos?

Nuestra marca satisface las necesidades emocionales de nuestros clientes proporcionando áreas de convivencia y descanso en sus hogares. Con muebles de diseño fabricados en México, nos enfocamos en brindar comodidad y estilo para amueblar espacios, creando un ambiente acogedor donde puedan relajarse y disfrutar de momentos especiales con sus seres queridos.

¿Qué inspiración brindas? ¿Les ayudas a superar sus miedos?

Nuestra inspiración radica en proporcionar áreas de convivencia que permitan a nuestros clientes recibir a sus invitados y familiares de manera cómoda, creando espacios acogedores donde puedan disfrutar de momentos especiales juntos al exterior. Nuestros muebles están diseñados para promover la comodidad y el bienestar, ayudando así a superar los miedos relacionados con la preocupación por el confort y la hospitalidad en el hogar en las áreas verdes.

¿De qué manera tu producto mejora sus vidas?

Nuestro producto mejora sus vidas al proporcionar un espacio dedicado a la relajación y la convivencia para familiares y amigos.

¿Cómo contribuye tu marca a la mejora del mundo?

Nuestra marca contribuye a la mejora del mundo al proporcionar un espacio de convivencia entre las personas. Al ofrecer muebles que promueven la comodidad y la relajación, invitamos a nuestros clientes a tomar pausas y encontrar momentos de tranquilidad en su día a día. Esta invitación a la convivencia y el descanso no solo beneficia a los individuos, sino que también fortalece los lazos sociales y fomenta un mayor bienestar en la sociedad en general.

¿De qué manera tu marca promueve el bienestar en la población?

La marca promueve el bienestar en la población de diversas formas. Por un lado, se enfoca en diseñar accesorios que buscan mejorar la calidad de vida de las personas, ofreciendo soluciones que atienden necesidades básicas de comodidad y funcionalidad. Además, al ser una fuente de trabajo para la comunidad, contribuye al desarrollo económico local, generando oportunidades de empleo y fortaleciendo el tejido social, lo que impacta positivamente en el bienestar general de la población.

¿Cómo está trabajando tu marca para mejorar o mantener el medio ambiente?

Dilegno se compromete con la protección del medio ambiente mediante la utilización de materias primas provenientes de fuentes sustentables. Además, promovemos activamente la conservación y la utilización sostenible de los bosques, asegurándonos de que nuestras prácticas no solo sean respetuosas con el entorno, sino que también contribuyan a su preservación a largo plazo.

VISIÓN

¿Hacia dónde se dirige tu empresa?

Hacia la expansión y diversificación. Si bien continuaremos fabricando muebles como nuestra base fundamental, también estamos explorando la posibilidad de incursionar en marketplaces para ampliar nuestra presencia en línea y alcanzar nuevos segmentos de mercado. Además, estamos considerando expandir nuestras líneas de producción para ofrecer una gama más amplia de productos y satisfacer las demandas cambiantes de los clientes. La digitalización también es una prioridad, ya que buscamos integrar tecnologías innovadoras en todos los aspectos de nuestro negocio para mejorar la eficiencia y la experiencia del cliente.

¿Qué deseas lograr como empresa?

Como empresa, nuestro objetivo principal es ser rentables, al mismo tiempo que mantenemos un firme compromiso con el medio ambiente. Buscamos generar riqueza y bienestar para todas las personas que forman parte de nuestra organización, promoviendo un ambiente laboral inclusivo y gratificante. Creemos firmemente que el éxito económico debe ir de la mano con la responsabilidad social y ambiental, por lo que nos esforzamos por integrar prácticas sostenibles en todas nuestras operaciones.

¿Cómo ves tu empresa en 5 años?

Como una entidad sólida y consolidada en el mercado, con un equipo ampliado y capacitado. Espero que hayamos ampliado nuestra participación en el mercado, alcanzando una posición más prominente y capturando una cuota aún mayor. Además, espero que hayamos diversificado nuestras operaciones y expandir nuestra presencia a nuevos mercados, lo que nos permitirá seguir creciendo y alcanzando nuevos niveles de éxito.

B. BRAND AND DIGITAL REPUTATION SURVEY

This questionnaire was realised in order to analyse brand reputation, digital interaction and a hint of rebranding opinion with the selection of tones based on values that are aligned with the brand. Also brand recognition between the segmented targets in the Mexican country.

Questions

Age

The sample size selected was determined based on data gathered from estimating the age of existing customers through WhatsApp media, remembered clients and demographics from Instagram (can be confirmed figure 1, p.15) as our only source for this database. After collaborating with the CEO, these percentages were concluded; considering that females accounted for 60% and males for 40%. This decision was influenced by the observation that women exhibit higher engagement levels both online and offline, as they often play a decisive role in purchase decisions. Conversely, while men may also have opinions, they typically serve as the primary economic providers.

AGE RANGE	NO OF PARTICIPANTS		QUOTA
	FEMALE	MALE	
23-35	5	4	13%
36-50	11	10	28%
51-65	23	17	54%
65-75	3	1	5%
	42	32	
TOTAL	74		100%

Table 10. Table showing the sample of survey respondents. Own elaboration. (2024).

Colour palette

However, the group of people was not segmented when selecting the colour. This decision was made because the chosen colour needed to evoke tranquility across all age groups. The tones were categorised into warm darks, lights, and cool darks, drawing inspiration from an image of a forest that embodies the peaceful ambiance dilegno aims to communicate.

This selection was inspired by both the Falcinelli (2019) book, where green is discussed, and Becerra (2016).

Brand Awareness

It is essential to gauge how many individuals within the target audience recognize the brand, especially given its low digital reputation due to existing engagement levels. This analysis helps understand the repercussions within target groups and informs strategies to enhance brand visibility and perception.

Brand Perception

In assessing brand reputation and undergoing a rebranding process, understanding client perceptions of the brand is vital. This insight provides valuable feedback on the existing brand image, strengths, weaknesses, and areas for improvement. By gathering client perspectives, a comprehensive view of the brand's current standing in the market can be obtained, informing strategic decisions for the rebranding efforts. Additionally, client feedback serves as a benchmark to measure the success of the rebranding initiative, ensuring alignment with the desired brand identity and effectively addressing customer needs and expectations.

Online brand experience

Evaluating the online brand experience is crucial in the context of rebranding and enhancing brand reputation, especially if the current experience is perceived as limited. By understanding how customers interact with the brand online, including website usability, social media engagement, and overall digital presence, insights can be gleaned into areas ripe for improvement. Analysing the online brand experience allows for the identification of gaps, inefficiencies, and opportunities to elevate the customer journey, ultimately fostering stronger brand engagement and loyalty in the digital sphere.

Online interaction

Assessing online interaction is paramount in the context of rebranding and brand reputation enhancement, particularly when current engagement levels are minimal and there's a lack of compelling content being shared. This analysis informs the development of targeted content strategies aimed at fostering meaningful connections with the audience, driving increased engagement, and revitalising the brand's online presence.

Frequency of Online Interaction

In the context of rebranding and enhancing brand reputation, evaluating the frequency of online interaction is essential, particularly when current engagement levels are minimal and lack compelling content. Analyzing the frequency of online interactions offers insights into customer interest, engagement patterns, and overall brand visibility in digital channels. By assessing the current state of online interaction and identifying areas for improvement, strategic adjustments can be implemented to increase engagement levels, share captivating content, and cultivate meaningful connections with the target audience. This approach revitalizes the brand's online presence and fosters sustained customer engagement.

Understanding Key Customer Perceptions

Understanding customer perceptions and preferences regarding the brand's key attributes allows for improvements in product or service features, customer experience, and brand positioning. Aligning offerings more closely with customer needs and expectations can be achieved by addressing highlighted aspects such as durability, reliability, design appeal, and personalized attention. This alignment enhances the brand's reputation for quality, value, and customer-centricity, ultimately strengthening its brand identity and fostering positive associations among its target audience.

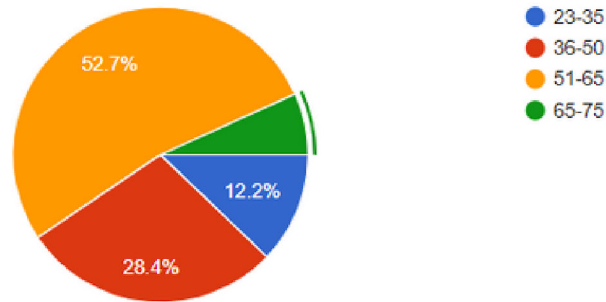
Evaluating Brand Values

By uncovering customer perceptions of the brand's values, such as integrity, innovation, sustainability, or community involvement, the brand can tailor its messaging and actions to resonate more authentically with its audience. This alignment fosters trust, loyalty, and positive brand associations, ultimately strengthening the brand's reputation and establishing a distinctive identity in the market.

Survey and Answers

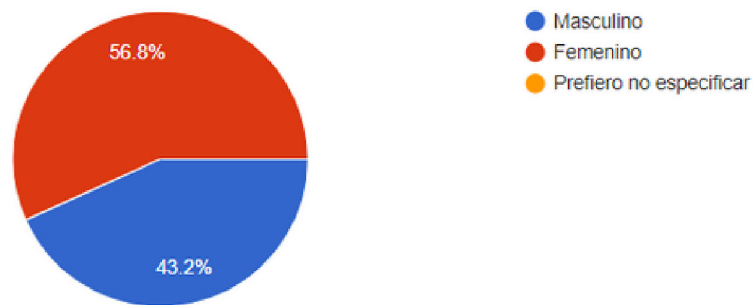
Edad

74 responses



Sexo

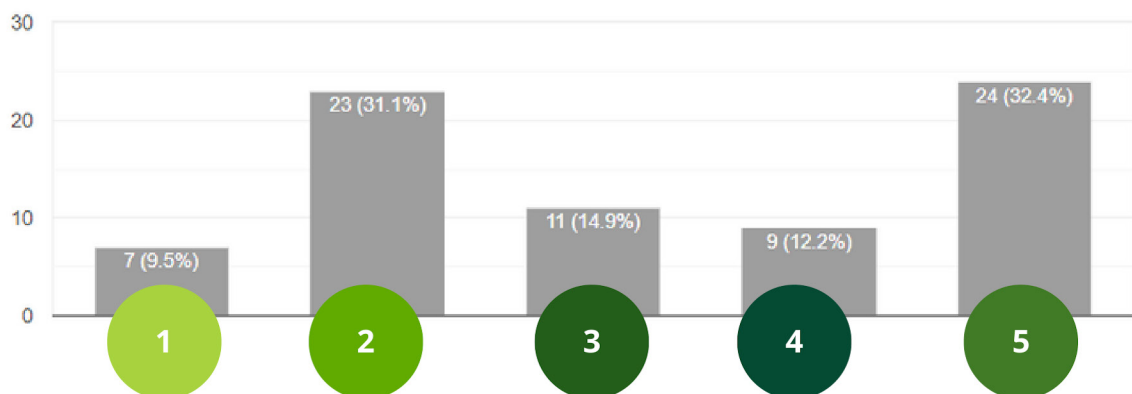
74 responses



¿Qué color representa mejor para ti la tranquilidad y conexión? (Los números representan las tonalidades de la imagen)

[Copy](#)

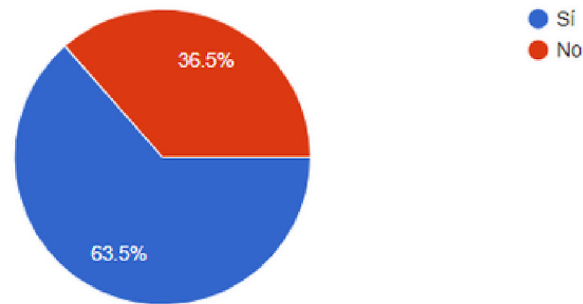
74 responses



Survey and Answers

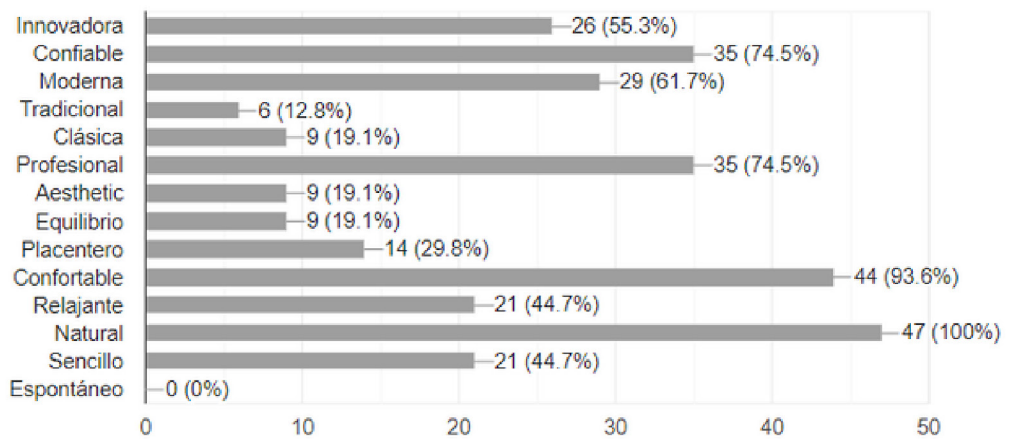
¿Conoces la marca Dilegno?

74 responses



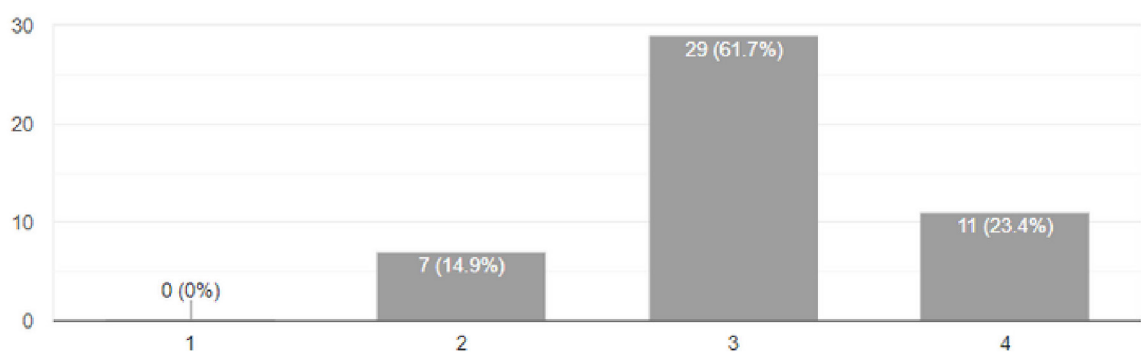
¿Qué palabras o frases describirían mejor tu percepción actual de Dilegno? (puedes seleccionar más de una)

47 responses



¿Cómo describirías tu experiencia general al interactuar con nuestra marca en línea?
(Siendo 1 muy negativa y 4 muy positiva)

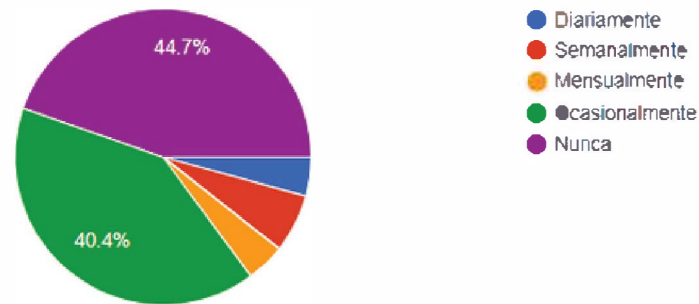
47 responses



Survey and Answers

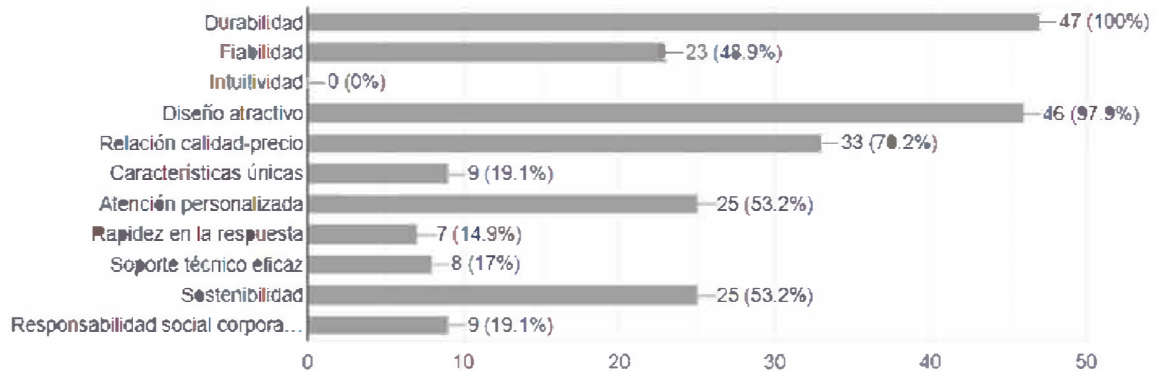
¿Con qué frecuencia interactúas con nuestra marca en línea?

47 responses



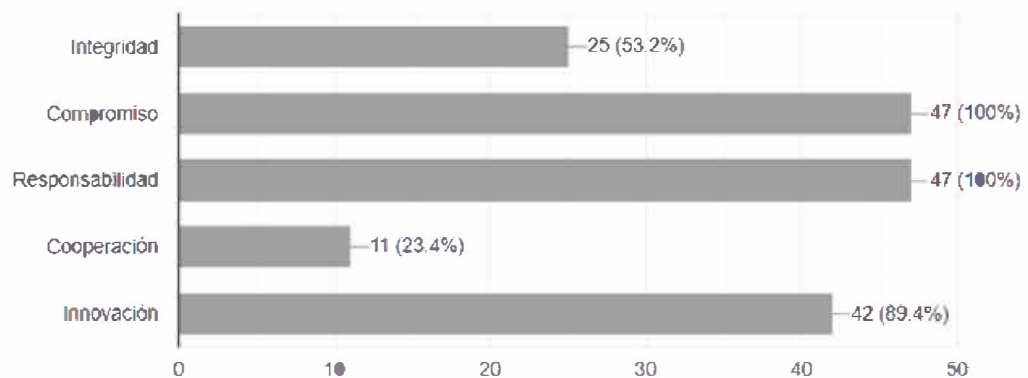
¿Qué aspectos de nuestros productos/servicios encuentras más destacables?

47 responses



¿Qué valores crees que nuestra marca representa?

47 responses



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Analysis

Colour analysis

The colour analysis revealed that colors 2 and 5 were nearly tied, with colour 5 ultimately prevailing. Both choices prominently feature pure green tones, symbolizing balance and wellness. These tones are intrinsically linked to mental and physical health, aligning seamlessly with the brand's commitment to promoting overall well-being. The minimalist aesthetic, which also incorporates green tones, is associated with a quality lifestyle and wellness, making it a fitting choice for rebranding. Consequently, both green tones will be integrated alongside neutral shades to create a cohesive, health-focused brand identity.

Brand Awareness

The analysis indicates a significant concern: nearly 40% of the target audience is unfamiliar with the Dilegno brand. This presents a substantial opportunity to enhance brand awareness. A rebranding initiative will help consolidate the brand's core message, ensuring coherent and effective communication. This underscores the necessity for digital revitalization to modernize the brand presence, engage the audience more dynamically, and ultimately strengthen the market position.

Brand Personality

The brand is perceived as trustworthy, comfortable, professional, and natural. These attributes provide insight into how the brand is currently viewed. However, there is an opportunity to focus on innovation, relaxation, and pleasing aesthetics, further enhancing the brand's appeal and market relevance.

Digital Communication

With 61.7% of respondents rating the digital channels as satisfactory, there is an indication of good performance, albeit with room for improvement. SEO and content analysis pinpoint the primary area for enhancement: the creation of consistent content, rather than the functionality of digital channels.

Digital Engagement

It is concerning that 85.1% of the audience rarely or never interacts digitally with the brand. This underscores a critical need for quality content creation to improve digital reputation and foster better audience engagement.

Unique Selling Proposition (USP)

From the audience's perspective, attractive design and durability are key aspects of the brand's USP. These qualitative factors reflect positively on the products. However, there are clear opportunities for improvement in post-sale customer service, personalized attention, and brand recognition. Addressing these areas will enhance the overall value proposition and better meet audience needs and expectations.

Analysis

Brand Values

The analysis highlights cooperation and integrity as areas with room for improvement. Strengthening these values could better showcase the brand's human side through communication channels, fostering deeper audience connections. Emphasizing cooperation and integrity in messaging and actions will demonstrate commitment to transparency, trustworthiness, and ethical conduct, thereby enhancing overall brand perception.

C. INTERVIEW DANIEL ESTEBAN FEO - BRAND REPUTATION

¿Cómo dirías que ha evolucionado la percepción del cliente hacia las marcas con la era digital?

Ha evolucionado de manera relativa porque hay que tener en cuenta el público, y la segmentación de las edades, la generación. Porque no es lo mismo nosotros que consumimos marcas todo el tiempo a la manera en la que consumen nuestros padres y abuelos, ahí es donde muchas marcas se pierden porque conectan de manera directa con los jóvenes pero descuidan un poco al público más adulto, así que hay un poco como una disociación. Ahora todo el mundo tiene un celular en la mano pero muchas veces los más adultos no saben cómo manejar un celular como Facebook, que es la red social de los ancianos. El público de nuestra generación está en tiktok y los adultos están en Facebook. Se ha generado una transición de que los padres hayan comenzado a consumir redes como TikTok puesto a que los hijos le dicen a los padres como "hey mira esto, mira aquello". Aquí es donde las marcas no entienden la percepción del cliente y la manera en la que tienen que abordarlos en la plataforma por el contenido por la identidad de la marca, ahí es donde a veces falta conectar un poco más.

Lo que pasa es que en Facebook la gente vive del chisme, puro cotilleo. Mi mamá le envía por ejemplo a mi tía la foto de un coche, y dice "mira en este coche cabe toda la familia, podemos viajar tanta distancia", pero no sé enfoca tanto en los datos técnicos como la información del producto. Se dejan influenciar por los sentimientos y no por la parte lógica del producto y/o el servicio. Ahí es donde a veces confundimos lógica con sentimientos a la hora de comprar y ahí es donde se puede aprovechar esto de acuerdo a los diferentes públicos dependiendo la plataforma.

¿Cuáles son los momentos clave y oportunidades que has vivido al momento de manejar el branding de una marca?

Las marcas no han entendido que la reputación es algo que se tiene que cuidar desde el principio. Así que los momentos clave que tu dices, a mi me llaman cuando ya está el mierdero servido, o sea cuando ya hay polémicas, cuando ya hay demandas, cuando ya hay una mala percepción, cuando ya se ha generado el problema más hijoputa ahí es cuando llaman. Y a mi esto me cansa, porque sí, yo soy bueno para solucionar este tipo de cosas

pero es que las marcas deben de entender que no hay necesidad de llegar hasta ese punto para empezar a trabajar en la reputación y esto es algo que poco a poco se ha ido entendiendo por las modas, las tendencias y nuestra generación, porque nuestra generación y la generación de nuestros padres sí la reputación influía pero eran más datos técnicos, datos lógicos sobre la utilidad, sobre el servicio, lo que tú obtienes, la ganancia que tienes, el valor añadido y todas estas cosas. La utilidad que le puedes sacar. Ahora con nuestra generación, esto es donde decimos "ah mira, esta marca la usa tal persona y si lo usa tal persona que es adinerada, yo me voy a identificar con esta persona que también la usa" y como tu dices nos vamos fundamentando de acuerdo a una opinión más informada, y ahí es cuando entra en juego la reputación y la información que una marca o una empresa ha puesto a exposición del público para que las personas le encuentren o están también mucho estás marcas de lujo silencioso, que por ejemplo su reputación es muy reducida, porque a estas marcas no les interesa la cantidad, sino la calidad. Entonces se cuidan mucho de que las personas que compran por ejemplo Gucci, no van a comprar Loro Piana entonces también entra en juego la manera en que cada marca maneja su reputación para de acuerdo a eso atraer a su público ideal. Entonces esos son momentos claves en los que las marcas deberían entrar en juego para cuidar su reputación. Pero no lo hacen claramente.

¿Cómo defines y mides la reputación de una marca?, ¿qué métricas y KPIs consideras más relevantes?

Aquí podría ser teórico o podría ser realista. Por ejemplo en los pitch deck cuando tengo que enviarlos a marcas y preguntó "bueno, tú cómo mides o tú cómo trabajas"; ya tengo una plantilla de acuerdo al sector de la marca con la que voy a trabajar... cuales son los KPIS o las métricas... una mierda, eso es para el departamento de marketing...porque la reputación es básicamente tener un espacio dentro del corazón y la mente de tus clientes a partir de ahí ya se pueden crear las métricas que tu te quieras inventar, esta la de consumo, la de reputación, la dependencia, la de satisfacción del cliente, menciones, recomendaciones... todas las que te estoy mencionando son las que entran en juego, pero el momento de la reputación, de definir la reputación, cómo se mide, es básicamente tener un espacio en la mente y el corazón de las personas. A partir de ahí ya puedes crear las métricas que tu quieras y de tu empresa te digo "mira podemos trabajar con estas métricas tu reputación controlando x,x,x, etc" tu dime si quieres la parte teórica o la parte que realmente funciona, y la parte que realmente funciona es cuánta gente se acuerda de ti cuando tiene dinero y cuando va a ir al centro comercial. No le busques más porque no hay más, sí que puedes tener mil menciones en redes sociales o puedes estar de moda, pero quién se acuerda de ti en el momento de ir a comprar? O le dices a tu amigo que vaya y compre tu marca? Esto también es muy importante.

¿Compartirías algún Case Study específico o algún otro ejemplo que haya dado resultados positivos, o que consideres que haya dejado un valioso aprendizaje?

Las marcas con las que trabajo me estafan porque aprovechan mis habilidades de una

persona joven para acceder a las personas adultas, porque yo tengo 24 años y mi mente es como si tuviera 60 años. Entonces entiendo muy bien la manera en la que actúan, consumen y cómo se comportan los adultos.

El ejemplo de una marca que te puedo poner es que una vez una marca de zapatos quería vender estos zapatos de colores que son ahora muy llamativos a las personas adultas, y las personas adultas consumen lo clásico, como los colores más neutros y sólidos. La marca pretendía sacar una imagen de rejuvenecer a las personas adultas para que no se sintieran en el olvido, entonces pretendía meterle estos zapatos en cuero tipo converse pero de colores morado, rojo, fucsia. Y me preguntaron cómo hacerlo. Esto es marketing, yo manejo la reputación, yo me senté con el departamento de marketing a hablar... una pesadilla... A mi me estresa el departamento de marketing, mucha burocracia, mucho análisis pero nada de resultados. Bueno si tu estas estudiando eso, no es contra ti, el caso es que en ese caso, en esa ocasión les dije que podemos crear, no sé una campaña pero no por redes sociales claramente porque tu público objetivo va a estar poco ahí. Entonces pusimos distintos puntos alrededor de la ciudad más concurrida donde habíamos contratado a adultos para que a las personas que fueran llegando les mostrarán cómo vivían con sus nietos, cómo se llegaban a asemejar familiaridad al momento de que sus nietos vieran a sus abuelos usar prendas que ellos mismos usarían. Utilizamos el vínculo familiar para generar un poco más de conexión y a través de esa manera fue que logramos que los adultos que usan traje y corbata, pudieran cómo a través del vínculo con sus nietos o sus familiares más pequeños sentir como "ah vale si uso esto, mi nieto va a ver que yo me identifico con él, que estoy con él, etc" entonces en eso tuvimos mucho éxito haciéndolo. En Madrid y Marbella.

Si el producto o el servicio de la marca que me contrata no me gusta, no lo voy a vender, porque es una falta de congruencia conmigo mismo.

¿Ves notables diferencias entre la percepción de la personalidad de las marcas entre Europa y Latinoamérica?

Hay muchísima diferencia de personalidades. Las marcas en sí tienen intereses económicos entonces piensan que somos un cajero automático que le vamos a llenar los bolsillos claramente he podido notar que en latinoamérica las marcas se preocupan más por sus clientes y tienen una sensibilidad mayor hacia el producto o el servicio mientras que en Europa, sí también la tienen pero es más enfocada como a si no te gusta lo que vendo, te vas para la puta mierda y no me compres. En cambio en Colombia es como que "señora cuéntenos cómo puede arreglar nuestro servicio, como la puedo ayudar" cómo tratar con placer al cliente para fidelizarlo. Aquí por ejemplo en España una mierda, como te gusta y si no te gusta te vas y vete a la mierda y desocupado que tengo otro cliente.

En Colombia el cliente tiene la razón y aquí en Europa las marcas creen que el cliente no tiene la razón. Son dos maneras de vender muy distintas que dependiendo el producto o servicio depende. Es un choque cultural.

La atención al cliente en Colombia es más amena y tratan de estar presentes en la vida útil que tiene el producto con el cliente para recibir feedback para conocer, para escuchar y apartar de ahí mejorar su producto o su servicio. Aquí en Europa funciona de una manera un poco diferente porque por inercia propia las marcas crees que se lo saben todo y dicen como "mira tengo este iPhone pero es 10 veces mejor y 10 veces más caro, lo usan Kylie Jenner y las chicas jóvenes quieren parecerse" en Colombia es como "mira este tiene una mayor calidad, este tiene una mayor durabilidad, el enfoque el ángulo, la batería, bueno te lo venden de 10 maneras diferentes. Acá te lo venden para ir más a la glándula pineal como al estatus, al posturo.

En tu opinión, ¿Qué rol juega la identidad de la marca para influenciar en su propia reputación?

En todo. Porque es como preguntarte a ti. Bueno, esto es una analogía diferente pero está relacionada. Tu personalidad. Tu manera de ser. ¿Tú cómo crees que influye al momento de ir a presentarte o de ir a conocer a alguien? A las que tú... De las que tú... Por ejemplo, tu amiga le habló a alguien. Yo qué sé. A un jefe o a un profesor. Le habló bien de ti. Y resulta que o puede que tú concuerdas con lo que tu amiga dijo de ti o puede que no. Entonces, tu amiga puede tener una percepción de ti. Y la percepción que va a tener esa otra persona de ti puede ser muy diferente. Entonces, ahí es donde entra la identidad. Y si tú has sabido definir tu identidad de una manera general, pues probablemente lo mismo que dijo de ti tu amiga lo va a percibir la otra persona. Entonces, la identidad es como uno de los pilares fundamentales porque tiene que coincidir con lo que tú quieras proyectar, con lo que la marca, la empresa quiera que sus clientes perciban de ella. Quiénes la consumen, quiénes la recomiendan, quiénes tienen opiniones positivas o negativas, en qué eventos o en qué localidad o qué ubicación geográfica está presente la marca. ¿Por qué? O sea, nosotros que somos una generación donde queremos saberlo todo, nos fijamos mucho en esto. ¿Por qué?

A mí me gusta mucho, por ejemplo, esta marca española que es Massimo Dutti y yo me he puesto en alguien al lado. ¿Por qué me gusta? Esa es mi identidad. ¿Por qué me identifico con esta marca? Resulta que es que la usan personas que, por ejemplo, a mí me generan mayor conexión. Personas que ocupan cargos de poder, personas que toman decisiones, personas que están en posiciones de autoridad. Entonces, esa es la identidad que a mí me atrae.

Esa es la familiaridad que tengo con esta marca. Y esa marca para mí es la identidad que representa. ¿Por qué? ¿Por qué? Tú, por ejemplo, acá en España le llaman estos... ¿Por qué? Cani. Tú, por ejemplo, ¿sabes qué? Sí, sí. Tú no vas a ver a un cani usando Massimo Dutti. Con Massimo Dutti. Y a partir de este ejemplo tú puedes hallar la diferencia de identidad entre una persona como yo y una persona como ese grupo de personas. La identidad a mí me representa esto y yo quiero que lo que yo uso tenga una identidad alineada con mi futuro, con mi estilo de vida, con mis valores, con mis principios, con las personas que me rodean.

¿Qué estrategias utilizas para que proactivamente monitores y manejes el sentimiento de la marca a través de varias plataformas (web, redes sociales, ferias, online & offline, etc)?

Esa pregunta me la hicieron aquel día por LinkedIn y porque es que dependiendo de la situación

en la que se encuentra tu reputación hay herramientas particulares para usar entonces si tu marca está por ejemplo si tu marca si la reputación de tu marca está en un proceso de reconocimiento de expansión de identidad se puede usar Google Trends Twitter que ahora es y por ejemplo las menciones hay una herramienta buenísima para saber de qué está hablando la gente en TikTok y yo la uso muchísimo porque me ayuda como a entender a entender como a segmentar las personas de dentro de un rango de edad a otro rango de edad sobre qué están hablando qué están pensando si es positivo o negativo o sea como que se mete en el feed de cada usuario de TikTok y te lo segmenta por temas ¿cómo se llama? estoy buscando mientras la encuentro te voy contando y básicamente no hay una herramienta que yo le diga mira, esta es la herramienta todo poderoso para la reputación no, no, hay varias mira, la encontré las que yo más uso son Google Alerts Hootsuite si quieres se las puedo mandar por por el chat Brandwatch Mention Sprout Social y Trustpilot la de Trustpilot me sirve muchísimo cuando trabajo con con empresas del sector turístico que es como cuando tú vas a un hotel o vas a un sitio turístico y dejas como cómo fue tu estadía allá si te trataron bien si tiene acceso para personas con capacidad reducida y esas cosas eso pero ya de acuerdo a la situación que tú me digas que está tu reputación te voy a decir mira, para esto vamos a usar esta herramienta que funciona para eso entonces tendrás que decirme para ponerle a la marca de una reputación que están hablando mal pues ahí ya te voy a decir mira, podemos hablar LinkedIn que las pueden estar que normalmente la plataforma para funar las marcas es Twitter entonces ahí ya hay herramientas que te sirven para segmentar eso.

¿Cómo alíneas el manejo de la reputación de la marca con acciones de marketing para lograr objetivos más de business, y lograr incrementar ventas?

Lo que pasa es que yo el departamento de marketing lo evito lo que más pueda o sea es que es que bueno no sé pero un secreto aquí entre nosotros es que el departamento de marketing las personas tienen una envidia enorme hacia las personas que simplemente nos dedicamos a hablarles de la reputación porque dicen no es que tu trabajo no vale tu trabajo no cuenta y te ganas el dinero muy fácil y cobras más y haces menos entonces es como corazón de melón vente a mi sitio haz lo que yo hago; si es muy fácil pues hazlo tú entonces ahí he tenido algunas acaloradas discusiones con esta gente pero a ver si tienen que estar muy conectados y muy vinculados porque es que de lo que haga el marketing va a desembocar en la reputación que tenga la empresa o la marca entonces hay matices hay negros y hay blancos y hay grises por qué porque yo normalmente esta parte yo la reviso es con la persona encargada con el director o con el CEO directamente porque es que hablar con las personas de marketing es una discusión sin fin, entonces yo no hablo nada de marketing porque cuando está la reunión se plantean los objetivos y las cosas que se quieren conseguir. Entonces la información la tenemos todos y ahí donde el departamento de marketing diseña un camino o una estrategia o una manera para llegar a el objetivo que se tiene que hacer entonces ellos diseñan su estrategia su manera adecuada de ver las cosas y luego la pasan con el director o con el CEO o con la persona que tiene que aprobarlo entonces cuando ya esta persona está revisando me llama y me dice Daniel el departamento de marketing me está proponiendo esto estas acciones probablemente van a tener estas consecuencias, pero yo quiero que mi marca o la imagen de mi marca o la reputación de mi marca se perciba de esta manera, ¿tu crees que lo que vamos a

a hacer coincide con esto? Entonces ahí es donde ya empiezo yo a desarmar y a destruir como me dicen el trabajo de lo que hace el departamento de marketing entonces para yo no entrar en confusiones o en discusiones con el departamento de marketing va el CEO o el director mira chicos tenemos que alinear la propuesta que ustedes me han hecho de esta manera entonces yo hago como anotaciones y explico un poco del porque de cada cosa y la manera correcta que muchas veces algunos departamentos de marketing lo hacen bien simplemente que como no están pendientes al 100% como no entienden la conversación interna que tienen la gente en la cabeza y eso ahí es donde está la clave entonces muchas veces porque las empresas ya saben que yo no discuto con ellas sino que hablo directamente con el CEO; y dicen ah cabrón tú fuiste el que nos desbarató la semana de trabajo y yo digo no, yo no fui su director a mí simplemente me preguntan y yo respondo y por eso es que me pagan está bien tu trabajo me está gustando mucho.

¿Qué recursos recomiendas para estar actualizados sobre esta era, newsletters, libros, podcasts, etc?

Porque te digo que me interesó mucho pues esta parte de trabajo porque a mí es lo que pues marketing no me gusta tanto me gusta más la otra parte de la esencia de la marca qué tipo de recursos o no sé libros newsletters podcast sobre pues este tema me recomendarías y aquí hay mucha tela para cortar como iríamos españoles porque es que yo consumo contenido al principio me pareció un zombie escuchando a la gente hablar gente que no sabía ni idea y que se creía en la autoridad máxima o el referente de las cosas que están diciendo cosas que no coinciden mi mamá está diciendo cosas que tienen conciencia de la ley ya sabes que estoy trabajando está diciendo cosas que no coinciden mi mamá está diciendo cosas que no coinciden mi mamá está diciendo me cosas que no coinciden y pretendes confundir a las personas pero pero no es así o sea y lo que la gente muchas veces le ofende o lo de lo que la gente no entiende es que no admiten que alguien tan joven venga a corregirlo y esto me pasa muchísimo porque las personas claro la terminología y la teoría en el power point y en excel funciona súper bien pero vete a la calle vete a escuchar lo que el cliente piensa de tu marca a ver si es congruente lo que dice tu powerpoint con lo que está diciendo la persona ahí es donde ya genera conflicto entonces lo que pasa es que yo soy un ratón de biblioteca consumo de muchas fuentes y luego lo aterrizó a mí a mi área profesional y cuáles son tus fuentes favoritas mira ahí este que se llama luís monge malo que enseña a vender Está Isra Bravo. Esa también te la puedo pasar por chat. Porque tengo varias. Y los libros, o sea, yo creo que los libros son los que a mí me han abierto como el panorama a este campo específico profesional.

Antes no existía, o sea, existía marketing, existía branding, pero reputación puntualmente no. Y es que a mí me pasa algo de que algunas veces una persona me dice, no, pero es que esa profesión te la inventaste tú. A ver, yo no es que me invente las cosas, yo digo lo que veo y lo que la gente dice es que la reputación de tu marca es una mierda, o sea, y a ti no te importa. Entonces ahí están que se malen, bueno, venga va, pero es que eso se encarga marketing. Bueno, pues tu departamento de marketing, todas las personas que tienen, es una mierda porque mira lo que está diciendo la gente, o mira tus ventas, o mira tus objetivos, ¿los has logrado? ¿Por qué crees que no los has logrado?

Dicen, no, es que el mercado, no, es que el verano, no, es que el invierno. Sí, invéntate las cosas que quieras, pero la realidad es esta y no se va a tapar el sol con un solo dedo.

Entonces, básicamente esos dos, claro, ellos hablan de ventas. Pura y dura, sino que al momento de realizar ventas, cada persona encuentra su manera ideal de red de venta. Entonces ahí, una manera que yo tengo de realizar mi trabajo con éxito es intentar venderle a la gente a través de la reputación. Entonces, porque controlar la reputación es controlar la percepción, es ponerle a la gente en la mente las cosas que tú quieres de tu marca. Entonces, es un activo muy básico. Es muy valioso, no la reputación, la mente de las personas, porque a través de la reputación tú controlas la mente de las personas. Entonces, de aquí se desprende que tú tengas ética moral, de que tú tengas valores y principios. ¿Por qué? Porque es que la gente es muy susceptible cuando la psicología se usa para lograr medios económicos y medios financieros. Y esto es algo que muchas marcas no han entendido, que el activo principal no es el marketing, no es el producto, no es el servicio. Sí, que influye muchísimo, pero el activo principal es la mente. Y tú controlas la mente de las personas con la reputación. O sea, entender la mente y entender la reputación complementan un solo oficio y a partir de ahí es donde, si lo entiendes, tu empresa va a llegar muy lejos.

¿Qué tendencias o desarrollo prevees en el sector? ¿Cómo anticipas esto en las estrategias de marca?

Bueno, yo, en mi humilde opinión, claramente puedo estar equivocado, pero para Europa, bueno, para Europa me imagino que es tu pregunta, ¿no?

Últimamente se está poniendo, bueno, en Europa y en América, hablo de Estados Unidos, el storytelling. Lo han venido usando en Estados Unidos desde los años 60. Últimamente Europa lo ha estado adaptando y parte de Occidente lo ha empezado a utilizar. Usa menos porque se está empezando a adoptar esta tendencia de Estados Unidos. Y lo que pasa es que la gente, los países o las marcas que no están muy familiarizados con esto creen que el storytelling es simplemente decir palabras al viento sin expresar una comunicación recíproca.

Entonces, creo que en un futuro va a funcionar súper bien porque la historia nos demuestra que nuestras generaciones han adquirido sus conocimientos a través de las fábulas, los cuentos, los relatos. Y la clave para que ese conocimiento se transmite de manera exitosa de una generación a otra era la manera en que se cuentan las historias. Entonces, el storytelling, creo que tú sabes más de esto que yo, es la manera de narrar historias. Entonces, no sé por qué de un momento a otro, desde el 2015 hasta la actualidad, el storytelling ha dado un salto a la fama y todo el mundo ahora quiere ser storyteller o quiere narrar historias y ya es su puta madre con esta mierda. Entonces, creo que para el 2025-2026 van a haber más storytellers que médicos, por Dios. Pero, entonces, es eso, el storytelling.

D. SKETCHES

