NEOLITH

WHO IS OUR WHO

Our goal

OUR GOAL

TO BE THE END CONSUMER'S
TOP OF MIND
AND THE TOP OF MIND OF ARCHITECTS,
INTERIOR DESIGNERS, DESIGNERS AND
SPECIALIZED RETAILERS

TARGET
ANALYSIS AND DEFINITION

WHO	WHO ARE THEY?
WHAT	WHAT DO THEY WORRY ABOUT? WHAT ARE THEY INTERESTED IN?
HOW	HOW DO THEY RELATE WITH THE BRAND?
WHY	MOTIVATION TO PURCHASE
WHERE	WHERE CAN WE FIND THEM?

Our targets

B2B

DISTRIBUTORS

MARBLE WORKERS

INSTALLERS

BUILDERS

Relationship with the brand based mainly on commercial agreements and decision-making related to factors such as price, delivery times, distribution, etc. Heavy competition and low loyalty.

B2B2C

ARCHITECTS

DESIGNERS / INTERIOR DESIGNERS

KITCHEN AND BATHROOM RETAILERS

Industry professionals, at times with a direct relationship with the brand and at others with the end consumer, who recreate spaces based on the needs and preferences of the end user.

B2C

END CONSUMERS IN GENERAL

WHEN RENOVATING

KITCHEN ENTHUSIASTS

DECORATION ENTHUSIASTS

EXCLUSIVE

End customers, generally with limited knowledge of the category, the product and the brand.

B2B CHANNEL

Specialists

DISTRIBUTORS

MARBLE WORKERS

INSTALLERS

BUILDERS

01

Distributors

B2B

DISTRIBUTORS

MARBLE WORKERS

INSTALLERS

BUILDERS

WHO
WHO ARE THEY?

- Companies that have traditionally worked in the natural stone industry.
- Different sized companies (small, medium and large).
- With infrastructure.
- There are mixed cases of distributor + marble dealer + stores.
- Additionally, some are exclusive but they are generally multi-brand.
- With exclusivity in a specific geographic region.
- There is dialogue with the brand and they are listened to.
- Many do their own communication.

WHAT
WHAT DO THEY WORRY ABOUT?
WHAT ARE THEY INTERESTED IN?

- Delivery times.
- Product quality.
- There is adequate demand in the market.
- How the brand is going to be communicated.
- They see what the competition does and take it as a benchmark, so they demand certain minimums.

HOW
HOW DO THEY RELATE WITH THE BRAND?

- Direct contact with the brand.
- Two-way communication, mainly with the area manager.

WHY
MOTIVATION TO PURCHASE

- They choose us for our design and quality.
- Model of relationship with the brand and even for their personal relationship.
- They consider it a young company with great potential.
- Because it's a great brand.
- Because Neolith invests heavily in R&D and they want to be part of this innovation.
- Because the brand does a good job of communicating and ensuring demand.
- Good service.
- Obtain good margins.

WHERE
WHERE CAN WE FIND THEM?

- Neolith’s commercial strength.
- Events (seminars, conventions, trade fairs).
- Third-party data.

B2B

PHILIPPE BROUSSE

52 years old / Married, 2 kids

Distributor
Germany



“I LOVE THE HIGH QUALITY OF THE PRODUCT, BUT PEOPLE STILL AREN'T THAT FAMILIAR WITH IT. THERE IS NO DIFFERENCE BETWEEN THE DIFFERENT BRANDS, AND THEY AREN’T COMMUNICATED WELL.”

HIS STORY

I've been in this business my entire life. It's a family business and I’m the third generation. I have an optimistic view of the future of the countertop and facade material distribution sector.

Even so, I’m worried that people, ordinary customers, aren't really familiar with the brands I sell.

There are also brands that don't have a large distribution volume and have very little agility and geographical coverage in terms of delivering materials for distribution. I’m also worried about running out of stock.

Neolith has a better design than Dekton, but in terms of communication Neolith could reach its target public more and focus on what makes it different: better photos, targeted messages, that sense of color, of touch...

RELATED BRANDS

MEDIA

DAILY PICS







B2B

PHILIPPE BROUSSE

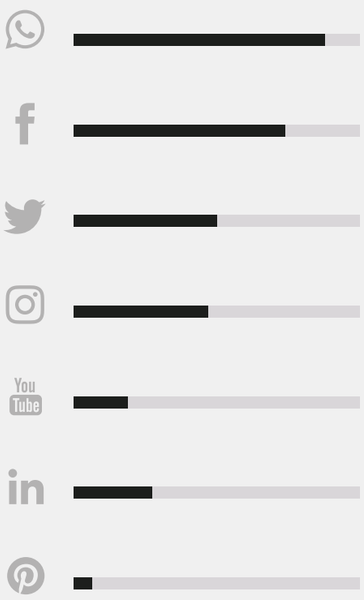
52 years old / Married, 2 kids

Distributor
Germany

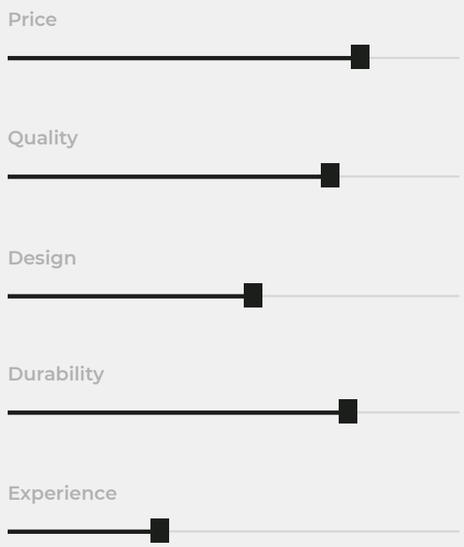


“THERE IS A LACK OF KNOWLEDGE ABOUT WHAT THE PRODUCTS ARE, WHAT THEY’RE MADE OF...
AND THIS ALSO PREVENTS PEOPLE FROM GETTING TO KNOW NEW QUALITY PRODUCTS, AS WELL AS THE AVERSION TO WORDS LIKE SYNTHETIC OR SINTERED. SOMETHING LIKE NATURAL STONE IS MORE APPEALING.”

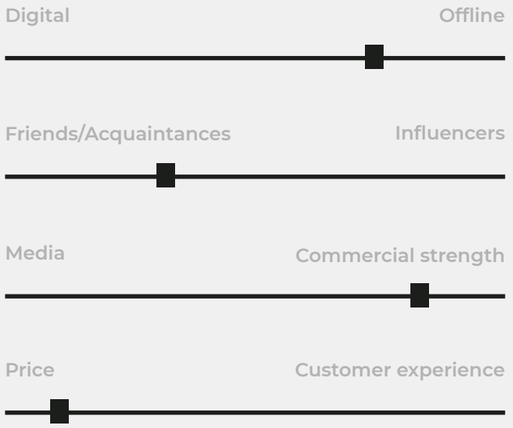
SOCIAL AND DIGITAL



VALUES THEY LOOK FOR IN A BRAND



WHAT INFLUENCES THEM IN THE PURCHASING PROCESS



MAIN CONCERNS

I’m in a competitive situation, but customers are not entirely familiar with the brands we work with.
We want to work with brands that have strong communication, that transmit the values that set them apart and that have a broad geographical coverage.

B2B

PHILIPPE BROUSSE

52 years old / Married, 2 kids

Distributor
Germany



DISCOVERY / CONSIDERATION

MOMENT WHEN A USER STARTS TO BECOME FAMILIAR WITH THE CATEGORY, BRAND OR PRODUCT.

EVALUATION / PREFERENCE

THERE IS AN INTEREST, BUT THEY DON'T FEEL READY TO BUY OR WORK WITH IT, PERHAPS THEY NEED TO COMPARE.

INSIGHTS What does the user care about or is interested in at this point?	I want to offer well-known brands with good communication I see what the competition is doing, and I'm worried about covering the minimum requirements	I'm looking for product design and quality and good service Competition in the sector is fierce Delivery times are a concern for me
BRAND ROLE What should the brand be concerned about at this point?	• Reinforce brand awareness to B2B2C and B2C • Create demand and business for distributors • Offer the best product and service	• Facilitate the creation of demand for both B2B2C and B2C • Nurture the relationship with distributors with good service
REASONS TO BELIEVE	• A leading global brand (betting on a winning horse) • Create a close and trusting long-term relationship	• A recognized brand • A brand that is valued and in demand • Create a close and trusting long-lasting relationship that generates a feeling of belonging
MESSAGES	***YOU ARE PART OF THE WHOLE, BECAUSE WITHOUT YOU THIS WOULDN'T BE POSSIBLE.***	
TOUCHPOINTS	• Neolith's commercial strength. • Events (seminars, conventions, trade fairs, new openings, etc.).	

02

Marble Workers and Installers

B2B

DISTRIBUTORS

MARBLE WORKERS

INSTALLERS

BUILDERS

WHO
WHO ARE THEY?

- Traditional marble workers are the most common.
- Family businesses in which the family works in every area of the company.
- There are mixed models of marble workers who have kitchen stores in addition to their workshop.
- Large companies with which there is flexibility and a capacity for communication.

WHAT
WHAT DO THEY WORRY ABOUT?
WHAT ARE THEY INTERESTED IN?

- In order to work with certain brands, they must invest in machinery or modernize their workshops.
- They also need to be trained in this type of material.
- They sometimes find the product is more complex to install.
- They value the reliability of the material, given that they are the ones who are the face of the B2B2C.

HOW
HOW DO THEY RELATE WITH THE BRAND?

- Whether or not they interact with the brand depends on the market structure.
- They think it's innovative and they are interested in knowing how to work with the product so that they don't lose out on business opportunities.
- The satisfaction of the end customer depends on their installation, so a good relationship is crucial.

WHY
MOTIVATION TO PURCHASE

- They are mere middlemen. They do not choose the product, although a negative comment in front of customers can influence their opinion and be negative for the brand.

WHERE
WHERE CAN WE FIND THEM?

- Neolith’s commercial strength.
- Events (seminars, conventions, trade fairs).
- Third-party data

B2B

JOHN MORRISON

44 years old / Married, 2 kids

Marble worker
USA



“INVESTING IN MACHINERY AND TRAINING CAN BE REALLY EXPENSIVE.”

HIS STORY

I have a marble company, a somewhat small one, but we're doing well. Our company is made up of friends, family and industry professionals who want to make a name for themselves in our region.

We have a lot of work and that keeps us from staying 100% up to date with new and innovative products. Besides, we're already doing well with the usual, and having to invest in new machinery and training can be really expensive. After all, we’re the ones who often have direct contact with the customer and offer an end-to-end installation service. We prefer to play it safe with what we know works.

Our opinion and experience are important, for the customers and for the brand, since we're the ones who handle the product and install it.

I like to work as a team, and those of us in the business manage it quite well, always aiming for customer satisfaction with our service.

RELATED BRANDS

MEDIA

DAILY PICS







B2B

JOHN MORRISON

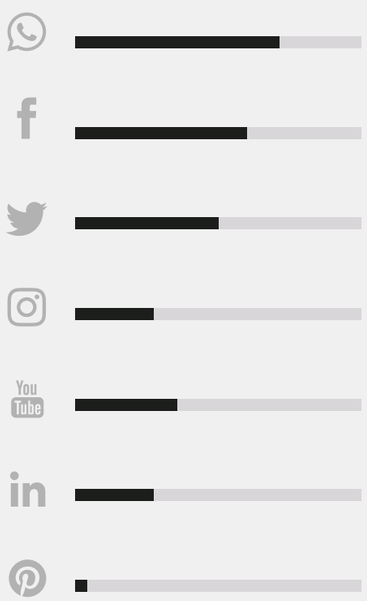
44 years old / Married, 2 kids

Marble worker
USA

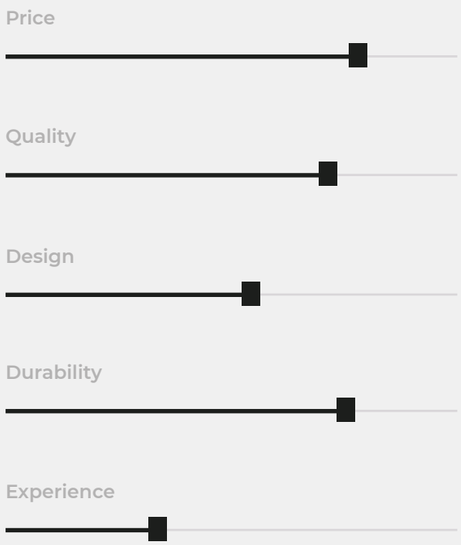


“IT’S NOT SO EASY TO UPDATE MY WORKSHOP WITH NEW MACHINERY. WE'D ALSO NEED TRAINING ON HOW TO HANDLE THE NEW PRODUCTS.”

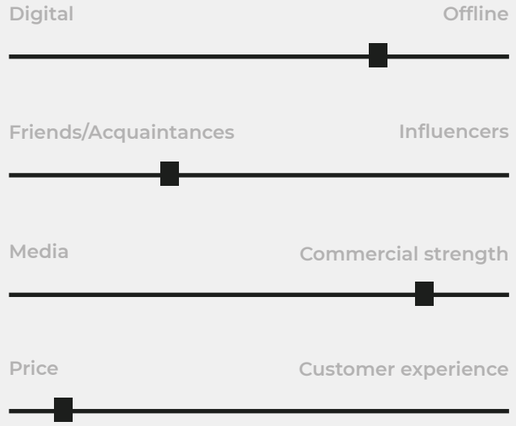
SOCIAL AND DIGITAL



VALUES THEY LOOK FOR IN A BRAND



WHAT INFLUENCES THEM IN THE PURCHASING PROCESS



MAIN CONCERNS

Having the necessary machinery to work with the products and materials they demand. In addition, receiving training on the products themselves, their materials and installation would be very helpful for the development of our business.

B2B

JOHN MORRISON

44 years old / Married, 2 kids

Marble worker
USA



DISCOVERY / CONSIDERATION

MOMENT WHEN A USER STARTS TO BECOME FAMILIAR WITH THE CATEGORY, BRAND OR PRODUCT.

EVALUATION / PREFERENCE

THERE IS AN INTEREST, BUT THEY DON'T FEEL READY TO BUY OR WORK WITH IT, PERHAPS THEY NEED TO COMPARE.

INSIGHTS

What does the user care about or is interested in at this point?

I need a high-quality and durable product.

I can't miss out on business opportunities. I have to stay on the cutting edge.

The reliability of the material is fundamental, since we're the ones who have the direct relationship with the end customer.

The satisfaction of the end customer depends on my services.

I have to invest in machinery and training and it's really expensive.

BRAND ROLE

What should the brand be concerned about at this point?

- Reinforce brand awareness to B2B2C and B2C
- Offer a quality and resilient product

- Help create both B2B2C and B2C demand
- Make it easier for marble workers to update their skills (training and machinery)

REASONS TO BELIEVE

- A brand that offers quality and durability
- A brand that helps to stay on trend, that is innovative and up to date

- It's an innovative brand and I shouldn’t miss out on business opportunities.

MESSAGES

YOU MAKE IT POSSIBLE FOR US TO CREATE UNIQUE SPACES DESIGNED TO BE ENJOYED

TOUCHPOINTS

- Neolith’s commercial strength.
- Events (seminars, conventions, trade fairs).

B2B

JOHANNES SMIT

38 years old / Married, 1 kid

Installer
NETHERLANDS



“I CARE ABOUT GETTING THE BEST RESULT SO THAT THE CLIENT IS HAPPY.”

HIS STORY

I have a medium-sized surfacing installation company. We have a high volume of work and sometimes we can't spend a lot of time on getting to learn more about other materials, which could also mean investing in new machinery and training.

Our customers are architects, interior designers and owners, since we install material for commercial projects (hotels, restaurants, etc.), as well as in residential ones, so our experience and knowledge are extensive and highly valued across the board.

We always aim for a job well done, to ensure both a good result and customer satisfaction.

RELATED BRANDS

FIAT · DELL · DECATHLON · HUAWEI · Glovo · NETFLIX

MEDIA

CADENA SER · Antena 3 · EL PAÍS · MARCA

DAILY PICS







B2B

JOHANNES SMIT

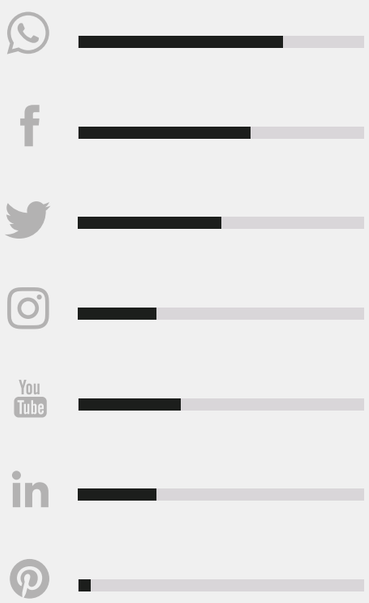
38 years old / Married, 1 kid

Installer
NETHERLANDS

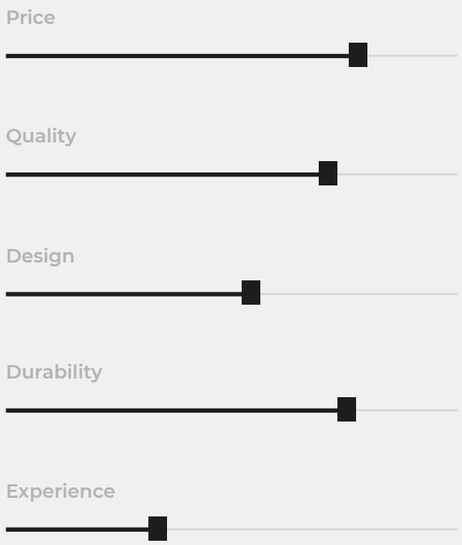


“I NEED TO BE FAMILIAR WITH THE LATEST MATERIALS ON THE MARKET SO THAT I CAN KEEP UP WITH THE TRENDS AND BE ABLE TO OFFER THEM. I’M THE LAST LINK IN A VERY LONG CHAIN, AND THAT’S REALLY IMPORTANT.”

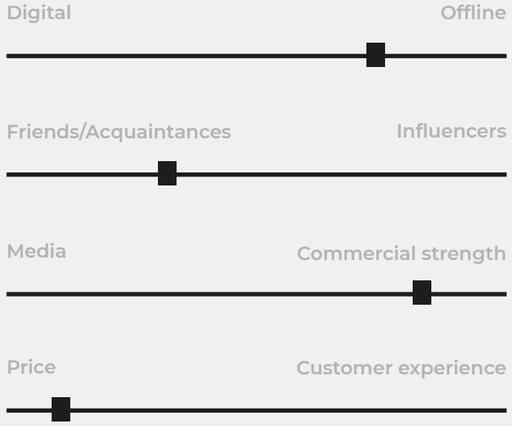
SOCIAL AND DIGITAL



VALUES THEY LOOK FOR IN A BRAND



WHAT INFLUENCES THEM IN THE PURCHASING PROCESS



MAIN CONCERNS

Having the necessary machinery to work with the products and materials they demand. In addition, receiving training on the products themselves, their materials and installation would be very helpful for the development of my business.

B2B

JOHANNES SMIT

38 years old / Married, 1 kid

Installer
NETHERLANDS



DISCOVERY / CONSIDERATION

MOMENT WHEN A USER STARTS TO BECOME FAMILIAR WITH THE CATEGORY, BRAND OR PRODUCT.

EVALUATION / PREFERENCE

THERE IS AN INTEREST, BUT THEY DON'T FEEL READY TO BUY OR WORK WITH IT, PERHAPS THEY NEED TO COMPARE.

INSIGHTS

What does the user care about or is interested in at this point?

I need a high-quality and durable product.

I can't miss out on business opportunities. I have to stay on the cutting edge.

The reliability of the material is fundamental, since we're the ones who have the direct relationship with the customer.

The customer's ultimate satisfaction depends on my services. I'm the last link.

I have to invest in machinery and training and it's really expensive.

BRAND ROLE

What should the brand be concerned about at this point?

- Reinforce brand awareness to B2B2C and B2C
- Offer a quality and resilient product

- Help create both B2B2C and B2C demand
- Make it easier for marble workers to update their skills (training and machinery)

REASONS TO BELIEVE

- A brand that offers quality and durability
- A brand that helps me to be trendy, innovative and up to date

- It's an innovative brand and I shouldn't miss out on business opportunities.
- It's a brand I trust because it gives me credibility and reliability.

MESSAGES

YOU'RE A VITAL PART OF HELPING TO CREATE UNIQUE SPACES DESIGNED TO BE ENJOYED

TOUCHPOINTS

- Neolith's commercial strength.
- Events (seminars, conventions, trade fairs).

03

Builders

B2B

DISTRIBUTORS

MARBLE WORKERS

INSTALLERS

BUILDERS

WHO
WHO ARE THEY?

- Construction companies, which have little power when it comes to deciding on materials, since the architects are the ones who choose them.
- Although there are some cases in which they may have the final decision.

WHAT
WHAT DO THEY WORRY ABOUT?
WHAT ARE THEY INTERESTED IN?

- Delivery times.
- Margin.
- That the product's technical specifications meet the project specifications.

HOW
HOW DO THEY RELATE WITH THE BRAND?

- In many cases they offer the product as an extra in addition to the basic package.
- They speak directly with the Neolith project department.

WHY
MOTIVATION TO PURCHASE

- That the product fits their budget and the project specifications.

WHERE
WHERE CAN WE FIND THEM?

- Neolith's commercial strength.
- Events (seminars, conventions, trade fairs).

B2B

PAUL WATSON

38 years old / Married

Builder
UK



“I LIKE TO WORK WITH INNOVATIVE MATERIALS, EVEN IF IT'S NOT UP TO ME TO MAKE THE FINAL DECISION.”

HIS STORY

I work in a construction company, and things are going quite well for us. There's always a lot of work, especially in the construction of new developments.

Although the architects hired are the ones who have the final say on materials and designs, I’m actually happy to come into contact with high quality products. I have a preference for the strongest ones when it comes to installation, since they not only make my job easier, but also ensure the building’s quality and strength. And we really appreciate it when we’re given training on materials from time to time: technical characteristics, installation recommendations... It’s an important way for us to get better at our jobs and deliver higher quality products to happy customers.

RELATED BRANDS

MEDIA

DAILY PICS







B2B

PAUL WATSON

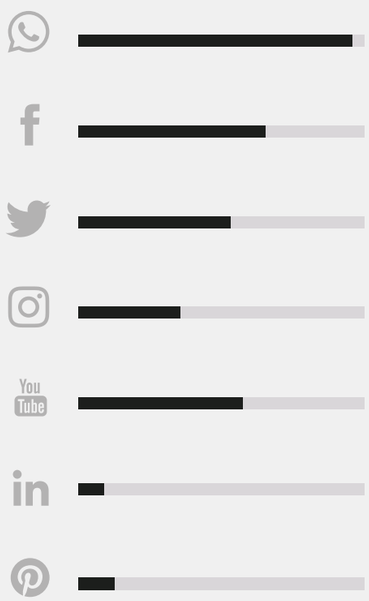
38 years old / Married

Builder
UK



“IT’S VERY IMPORTANT TO ME THAT THE PRODUCT MEETS THE PROJECT SPECIFICATIONS, PARTICULARLY AT THE TECHNICAL LEVEL. WORKING WITH RESISTANT MATERIALS, ESPECIALLY WHEN IT COMES TO THEIR INSTALLATION, GUARANTEES CONSTRUCTION QUALITY”.

SOCIAL AND DIGITAL



VALUES THEY LOOK FOR IN A BRAND



WHAT INFLUENCES THEM IN THE PURCHASING PROCESS



MAIN CONCERNS

The delivery times of the material in order to meet the deadlines set for each project.

Strong material that stays within the budget.

B2B

PAUL WATSON

38 years old / Married

Builder
UK



DISCOVERY / CONSIDERATION

MOMENT WHEN A USER STARTS TO BECOME FAMILIAR WITH THE CATEGORY, BRAND
OR PRODUCT.

EVALUATION / PREFERENCE

THERE IS AN INTEREST, BUT THEY DON'T FEEL READY TO BUY OR WORK WITH IT, PERHAPS THEY NEED TO COMPARE.

INSIGHTS

What does the user care about or is interested in at this point?

I like to work with innovative brands and materials.

I need a brand that gives me guarantees (quality, resistance, etc.) and makes my work easier.

I need the product to meet the project specifications.

I have to get ahead of problems, I look for a brand that gives me guarantees and quality.

Delivery times are really important when it comes to meeting project deadlines

BRAND ROLE

What should the brand be concerned about at this point?

- Reinforce brand awareness to B2B2C and B2C
- Offer a quality and durable product with guarantees

- Help create both B2B2C and B2C demand
- Be facilitators in project management and execution

REASONS TO BELIEVE

- Innovative and quality materials
- Well-known brand with high perceived value for B2B2C and B2C
- Comprehensive and reliable service

- Flexibility in budgets and project specifications
- Easy availability and on-time delivery to meet project deadlines

MESSAGES

YOU HELP TO CREATE UNIQUE SPACES, BRINGING THEM TO LIFE.

TOUCHPOINTS

- Neolith’s commercial strength.
- Events (seminars, conventions, trade fairs).

B2B2C CHANNEL

Specialists

ARCHITECTS

DESIGNERS / INTERIOR DESIGNERS

KITCHEN AND BATHROOM RETAILERS

04

Architects, Designers and Interior Designers

B2B2C

ARCHITECTS

DESIGNERS / INTERIOR DESIGNERS

KITCHEN AND BATHROOM RETAILERS

WHO
WHO ARE THEY?

- Ultimate decision-making in terms of product choice.
- There are companies of all sizes.
- Differentiate between architects for large projects vs. interior design.

WHAT
WHAT DO THEY WORRY ABOUT?
WHAT ARE THEY INTERESTED IN?

- Quality, design and functionality.
- The reliability of the material.
- That the technical specifications are in line with their projects.
- Some lack of knowledge about the product.
- Lack of professional information.

HOW
HOW DO THEY RELATE WITH THE BRAND?

- Key profile.
- They should know as much as possible about the material, but sometimes the information is incomplete. More training is needed.
- Once they try it, they use it and include it in their pool.
- Not everyone knows us.
- There are more projects with designers.
- The big projects are worked on with the project department (not individuals).
- In competitions with architects and students.

WHY
MOTIVATION TO PURCHASE

- Different and quality product.
- Price-quality ratio. Durable material.
- Service and advice (which other brands do not have).

WHERE
WHERE CAN WE FIND THEM?

- Neolith’s commercial strength.
- Events (seminars, conventions, trade fairs).
- Magazines and specialized media.
- School of architects/designers.
- Forums.

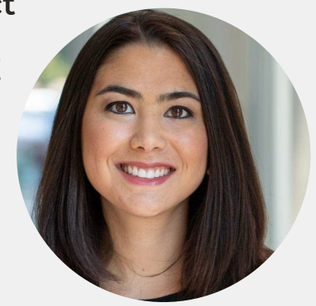
B2B2C

NATHALIE TERRELL

32 years old / Married, 1 kid

Architect

FRANCE



“I’M ALWAYS ON THE LOOKOUT FOR THE LATEST IN MATERIALS: EASY UPKEEP, SIZED TO FIT MY DESIGNS, SUSTAINABLE”

HER STORY

I've always wanted to be an architect, to build custom spaces for every type of construction project, whether it's a facade, a restaurant or my living room.

Because of my profession, I like to be on top of the latest in design and construction materials, from new finishes to new technologies or any other major new product... I like to check it out first hand so that I can offer the customer the latest in the market.

That’s why I really appreciate that representatives of the brands work with me on my projects and are available on a professional level to develop buildings, offering all kinds of explanations and details about their products.

RELATED BRANDS

NETFLIX · NIKE JUST DO IT. · amazon · Massimo Dutti

MEDIA

AD ARCHITECTURAL DIGEST · ARQA · dezeen · design milk · METALOCUS · COSAS de ARQUITECTOS · radiōarq · Spotify

DAILY PICS







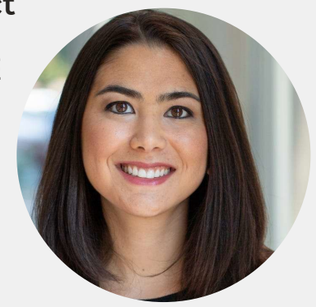
B2B2C

NATHALIE TERRELL

32 years old / Married, 1 kid

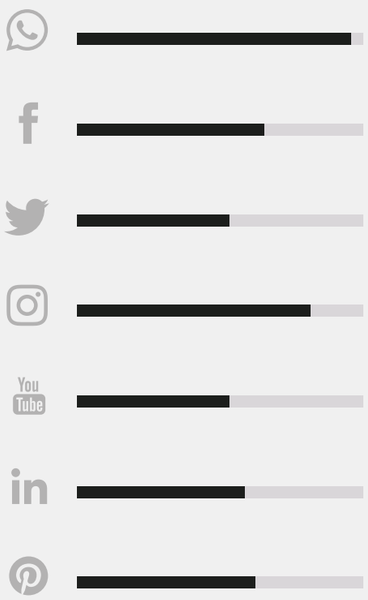
Architect

FRANCE

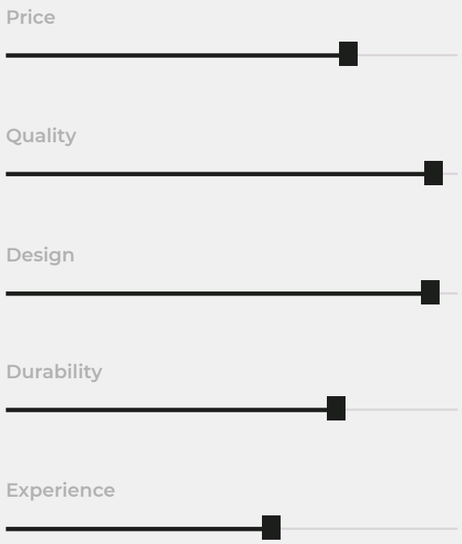


“I APPRECIATE THAT BRANDS WORK WITH ME ON MY PROJECTS, THAT THEY OFFER ADVICE AND ARE AVAILABLE WHEN I NEED THEM. SOMETIMES THEY EVEN PROVIDE DETAILED PLANS, AND THAT IS VERY MUCH APPRECIATED.”

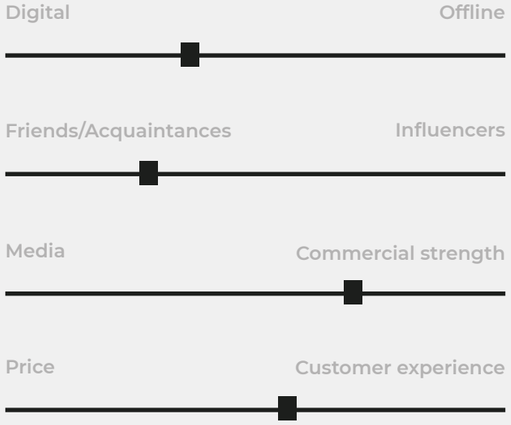
SOCIAL AND DIGITAL



VALUES THEY LOOK FOR IN A BRAND



WHAT INFLUENCES THEM IN THE PURCHASING PROCESS



MAIN CONCERNS

I need a guarantee of the product I’m buying. Having the support of a solid company that has a track record and experience with the material so that I know I’m buying something of quality.

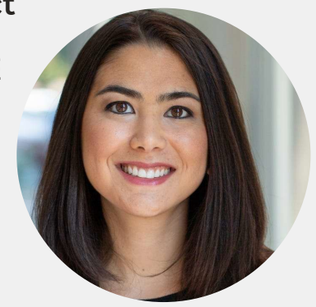
B2B2C

NATHALIE TERRELL

32 years old / Married, 1 kid

Architect

FRANCE



DISCOVERY / CONSIDERATION

MOMENT WHEN A USER STARTS TO BECOME FAMILIAR WITH THE CATEGORY, BRAND OR PRODUCT.

EVALUATION / PREFERENCE

THERE IS AN INTEREST, BUT THEY DON'T FEEL READY TO BUY OR WORK WITH IT, PERHAPS THEY NEED TO COMPARE.

INSIGHTS What does the user care about or is interested in at this point?	I need to be on the cutting edge of design and innovation. I can't afford mistakes in my creations	I look for distinctiveness in design, quality, innovation and sustainability. I don't always feel supported or assisted by the brands throughout the entire process.
BRAND ROLE What should the brand be concerned about at this point?	• Extending brand awareness to B2B2C and B2C • Offer the best product and service	• End-to-end support and advice • Demonstrate that we're a different, approachable and trustworthy brand
REASONS TO BELIEVE	• A different brand, innovative, with design and quality • With a long-lasting, close and trustworthy relationship	• A versatile, recognized, quality brand • With a long-lasting, close and trustworthy relationship • Facilitators and advisors of their project/creation inspirations
MESSAGES	***TOGETHER WE INSPIRE UNIQUE SPACES DESIGNED TO BE LIVED IN***	
TOUCHPOINTS	• Neolith's commercial strength. • Events (seminars, conventions, trade fairs). • Magazines and specialized media.	• School of architects/designers • Forums • Ambassadors

B2B2C

CARLO RIZZO

36 years old / Single

Interior Designer

ITALY



“MY WORK IS BASED ON DETAIL, TRYING TO FIND THE PERFECT BALANCE TO CREATE ENVIRONMENTS THAT ARE BOTH FUNCTIONAL AND STAND OUT FOR THEIR BEAUTY.”

HIS STORY

I've always felt a special attraction to the world of decoration and interior design. Although I have been trained to work in this profession, I think that you need to have a special talent to be able to look at a space and strike that balance between functionality and esthetics. Ultimately, the tricky thing is to find the perfect combination of elements that help you create that unique and inspiring space.

Which means you have to be up to date at all times in terms of the latest trends, materials, products, colors, fabrics, etc. Part of my job is to wow people, and these are things I have to stay up on to surprise my customers.

Plus, I really appreciate that brand representatives collaborate on my projects, offering professional advice and support.

RELATED BRANDS

NETFLIX · NIKE JUST DO IT. · amazon · BALENCIAGA · GUCCI

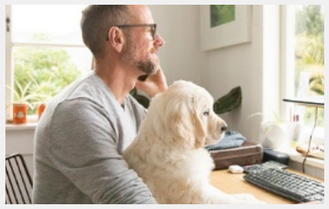
MEDIA

AD ARCHITECTURAL DIGEST · design milk · ELLE DECOR · radiorg · Spotify

DAILY PICS







B2B2C

CARLO RIZZO

36 years old / Single

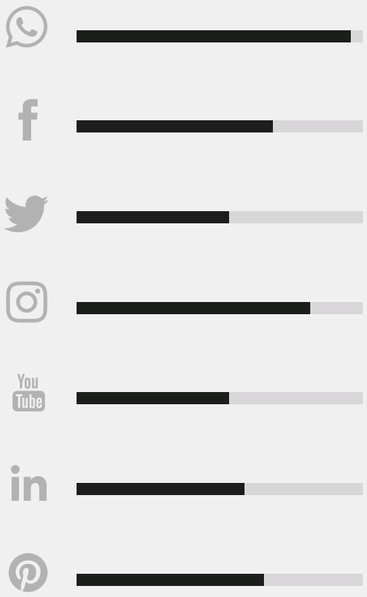
Interior Designer

ITALY

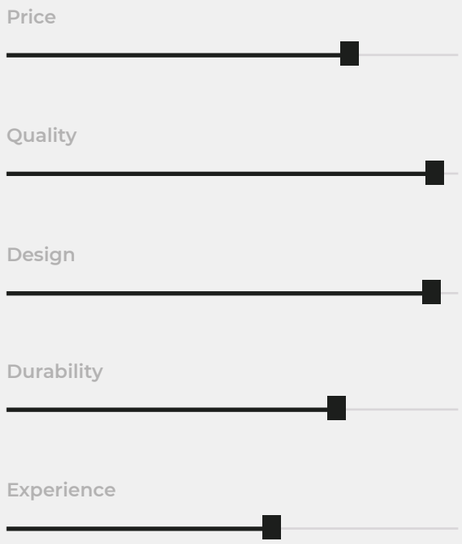


“I REALLY APPRECIATE THAT BRAND REPRESENTATIVES COLLABORATE ON MY PROJECTS, OFFERING PROFESSIONAL ADVICE AND SUPPORT.”

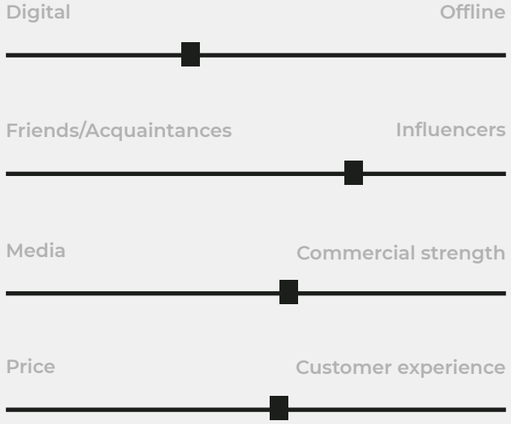
SOCIAL AND DIGITAL



VALUES THEY LOOK FOR IN A BRAND



WHAT INFLUENCES THEM IN THE PURCHASING PROCESS



MAIN CONCERNS

I have to meet the specifications of my projects on time, and also do it with 100% guarantees and quality. The balance between functionality and design is fundamental in my creations, so versatility and design are something I place great value on.

B2B2C

CARLO RIZZO

36 years old / Single

Interior Designer

ITALY



	DISCOVERY / CONSIDERATION	EVALUATION / PREFERENCE
	MOMENT WHEN A USER STARTS TO BECOME FAMILIAR WITH THE CATEGORY, BRAND OR PRODUCT.	THERE IS AN INTEREST, BUT THEY DON'T FEEL READY TO BUY OR WORK WITH IT, PERHAPS THEY NEED TO COMPARE.
INSIGHTS What does the user care about or is interested in at this point?	The art of detail is part of my creations. I draw inspiration for my creations from fashion and design magazines. I can't afford mistakes in my creations	I look for distinctiveness in design, quality, innovation and sustainability. I don't always feel supported or assisted by the brands throughout the entire process.
BRAND ROLE What should the brand be concerned about at this point?	• Reinforce brand awareness in B2B2C AND B2C • Offer the best product and service	• End-to-end support and advice • Demonstrate that we're a different, approachable and trustworthy brand • Be in the fashion and design magazines that inspire them
REASONS TO BELIEVE	• A different brand, innovative, with design and quality • With a long-lasting, close and trustworthy relationship • Creators of their inspiration	• A versatile, recognized, quality brand • Facilitators and advisors of their project/creation inspirations
MESSAGES	***TOGETHER WE INSPIRE UNIQUE SPACES DESIGNED TO BE LIVED IN***	
TOUCHPOINTS	• Neolith's commercial strength. • Events (seminars, conventions, trade fairs). • Magazines and specialized media.	• School of architects/designers • Forums • Ambassadors

05

Kitchen and bathroom retailers

B2B2C

ARCHITECTS

DESIGNERS / INTERIOR DESIGNERS

KITCHEN AND BATHROOM RETAILERS

WHO
WHO ARE THEY?

- Kitchen retailers with a special focus on premium stores that focus on image.
- They are the perfect showcase for an end customer/consumer who is looking to design or renovate their kitchen.

WHAT
WHAT DO THEY WORRY ABOUT?
WHAT ARE THEY INTERESTED IN?

- They are concerned about the final result of the installation since they are the visible face for the end customers.
- A demand for the product is in their best interest.

HOW
HOW DO THEY RELATE WITH THE BRAND?

- They are connected through the developers, who have an ongoing relationship with retailers so that they have access to all the information and materials.
- The stores are divided internally. Each has a different incentive plan.
- Sometimes, kitchen retailers go hand in hand with the marble worker, so the relationship may be secondary.

WHY
MOTIVATION TO PURCHASE

- Neolith has an incentive plan for retailers to further motivate them to promote the product at the point of sale.
- They value the product's design and quality.
- The margin we offer is very competitive.

WHERE
WHERE CAN WE FIND THEM?

- Neolith's commercial strength.
- Events (conventions, industry trade fairs).
- Third-party data.

B2B2C

ADELINA PÜLTZ

40 years old / Married, 3 kids

Retailer

GERMANY



“I SHOW THE PRODUCT WITH MY BEST ATTITUDE, AND I HELP THE CUSTOMER TO MAKE THE BEST DECISIONS.”

HER STORY

Five years ago, I opened a store specializing in kitchen and bathroom décor and renovations. My partner and I are thrilled. We offer exclusive materials and designs, taking particular care of the image of domestic spaces. And we try to capture the customer’s attention with attractive displays and window displays.

Demand for the product is strong and people are excited to see how they might renovate their kitchens and bathrooms, and I love to give them advice and show them the latest and greatest designs on the market.

While the relationship with the brand is good, the incentive scheme always helps me to give my best when selling. And when they invite me to their events and trade fairs, I feel appreciated and supported, since they show me their latest proposals firsthand.

RELATED BRANDS

ZARA HOME

amazon

H&M

SAMSUNG

MEDIA

COCINAS Y BAÑOS

laSexta

EL MUNDO

Spotify

DAILY PICS







B2B2C

ADELINA PÜLTZ

40 years old / Married, 3 kids

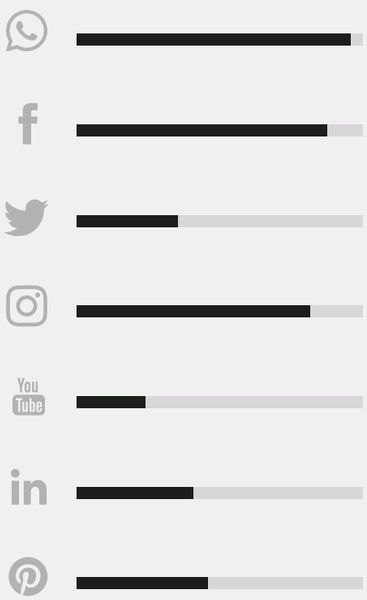
Retailer

GERMANY

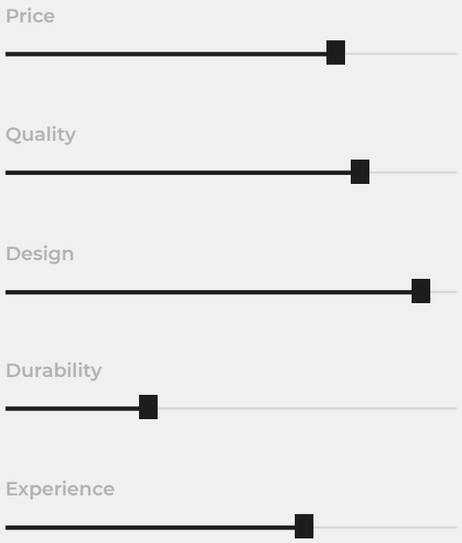


“DEMAND FOR THE PRODUCT IS STRONG AND HAVING A VARIETY OF DESIGNS AND STYLES HELPS TO GIVE THE CUSTOMER A HIGH-VALUE SERVICE.”

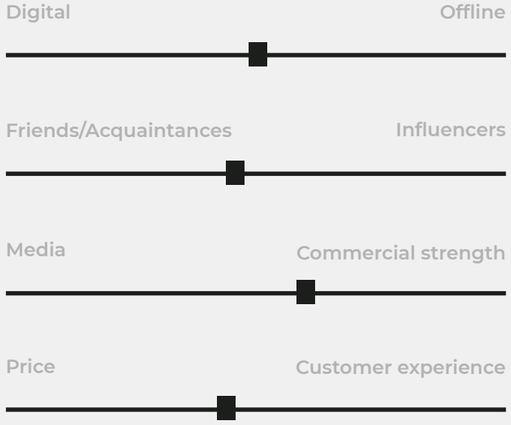
SOCIAL AND DIGITAL



VALUES THEY LOOK FOR IN A BRAND



WHAT INFLUENCES THEM IN THE PURCHASING PROCESS



MAIN CONCERNS

We’re concerned with the final result of the installation, since it has to be perfect so that the end customer is completely satisfied. After all, we're the ones who are the face and the reference point they turn to, for better or for worse. Plus, word of mouth is crucial in these cases.

B2B2C

ADELINA PÜLTZ

40 years old / Married, 3 kids

Retailer

GERMANY



	DISCOVERY / CONSIDERATION	EVALUATION / PREFERENCE
	MOMENT WHEN A USER STARTS TO BECOME FAMILIAR WITH THE CATEGORY, BRAND OR PRODUCT.	THERE IS AN INTEREST, BUT THEY DON'T FEEL READY TO BUY OR WORK WITH IT, PERHAPS THEY NEED TO COMPARE.
INSIGHTS What does the user care about or is interested in at this point?	I need to offer a well-known, valued, designer and quality brand. It's tough to compete in the sector. You have to set yourself apart and have competitive deals in terms of quality and price.	I help and advise the client to make the best decision according to their needs. I need to always be up to date, offering good products to capture and attract the customer's attention.
BRAND ROLE What should the brand be concerned about at this point?	• Reinforce brand awareness in B2B2C AND B2C • Offer the best product and service	• End-to-end listening, support and advice • Demonstrate that we're a different, approachable and trustworthy brand
REASONS TO BELIEVE	• A different, innovative brand with design and quality • With a long-lasting, close and trustworthy relationship • Creators of your offer of love and inspiration	• A versatile, recognized, quality brand • With a long-lasting, close and trustworthy relationship • Leading partner, with incentives to facilitate service and business • Facilitators and advisors for your B2C inspiration and service • After sales
MESSAGES	***YOU ARE THE SHOWCASE TO INSPIRE LIVING CREATIONS***	
TOUCHPOINTS	• Neolith's commercial strength. • Events (conventions, trade fairs).	

B2C CHANNEL

Specialists

END CONSUMERS WHEN RENOVATING

KITCHEN ENTHUSIASTS

DECORATION ENTHUSIASTS

EXCLUSIVE

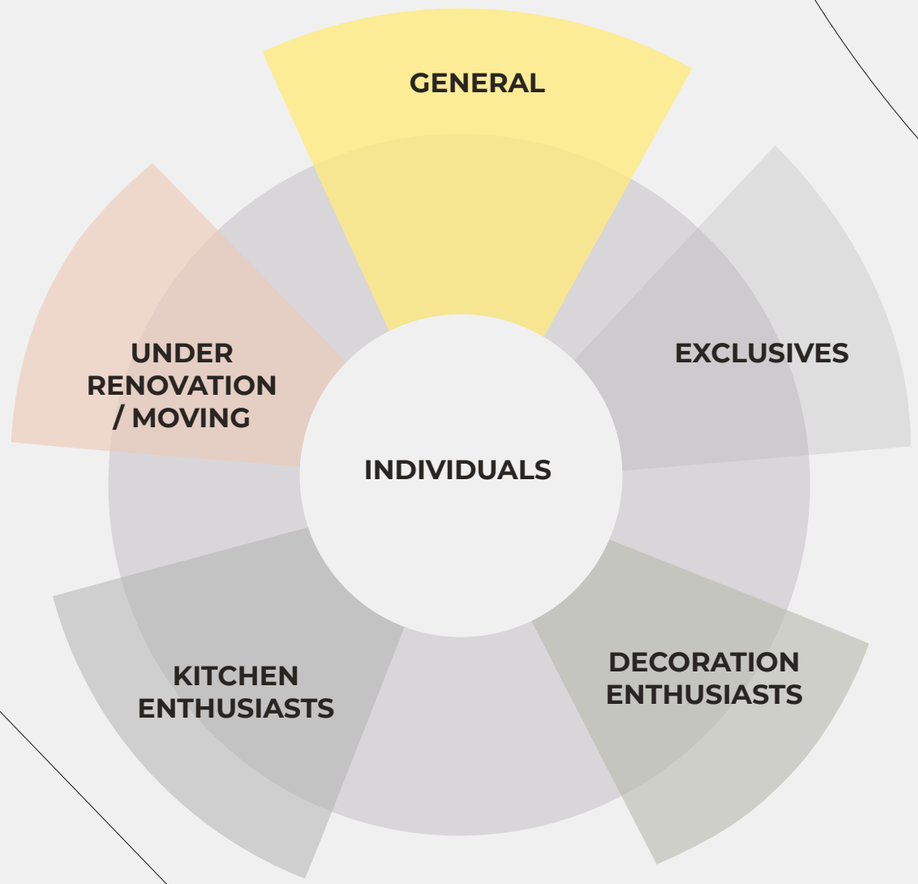
A UK study by the Data & Marketing Association has shown that consumers want to be able to choose brands according to their values, and they want to be able to pre-screen and filter those brands that match their interests and what they stand for.

Clusters

We shouldn't target all end consumers in the same way because they have different motivations, interests, behaviors, are at different moments in their lives...

Because knowing our target in depth is crucial when it comes to connecting with them. Therefore, the B2C target must be subdivided into operational clusters that allow us to implement more personalized and relevant communication.

Based on our target and analyzing the segmentation possibilities offered by digital media, we have defined the following clusters for the individual customer.



06

End consumer

B2C

END CONSUMERS
WHEN RENOVATING
KITCHEN ENTHUSIASTS
DECORATION ENTHUSIASTS
EXCLUSIVE

WHO
WHO ARE THEY?

- The entire population, with a focus on those interested in kitchens and bathrooms.
- Recruitment mainly via stores and secondarily via architects, interior designers, etc.
- Mainly between 30-45 years old.

WHAT
WHAT DO THEY WORRY ABOUT?
WHAT ARE THEY INTERESTED IN?

- See the material and touch it.
- The countertop is an integral part of the kitchen, so they're looking for esthetics and durability.
- Product guarantee. They are worried that they might fail to comply with what the brand offers as benefits.
- There is a problem of perception about the difficulty of installation and the negative consequences.
- Lack of information on points of sale or specifications.
- That it is a sustainable product.

HOW
HOW DO THEY RELATE WITH THE BRAND?

- Since they want to see and touch, samples are essential.
- With architectural software such as Visualizer.
- It is related via kitchen retailers/ architects.
- Contact via fashion/interior design magazines.
- Inspiration on social media.

WHY
MOTIVATION TO PURCHASE

- Because it is an aspirational product.
- The design.
- Product price and quality.
- What the store / architect / interior designer recommends.

WHERE
WHERE CAN WE FIND THEM?

- Online and offline advertising.
- Online and offline publications.
- Physical points of sale.
- Prescribers/Influencers.
- Third-party data.

B2C

OLIVIA MAES

34 years old / Married, 1 kid

Computer Engineer

BELGIUM



“I WANT MY KITCHEN TO BE BEAUTIFUL, PRACTICAL AND STRIKING.
I WANT TO FEEL STYLISH IN MY HOME.”

HER STORY

Recently, my family and I moved into our new home: a spectacular villa. Although

there are still a few details to finish to decorate it... I’d like something special for the kitchen, because it's the place where we spend the most time as a family, whether it's cooking, snacking, helping our daughter with her homework... It’s where we spend the most time!

I’d like it to be a stylish kitchen, that looks good with the rest of the house, but also can handle our day-to-day needs. I’m also worried about my family's health, especially in this day and age, so we really value products with antibacterial qualities.

RELATED BRANDS

fnac · Apple · logitech · BMW · Disney · prime · ASUS

MEDIA

Xataka · radio 3 rne

DAILY PICS







B2C

OLIVIA MAES

34 years old / Married, 1 kid

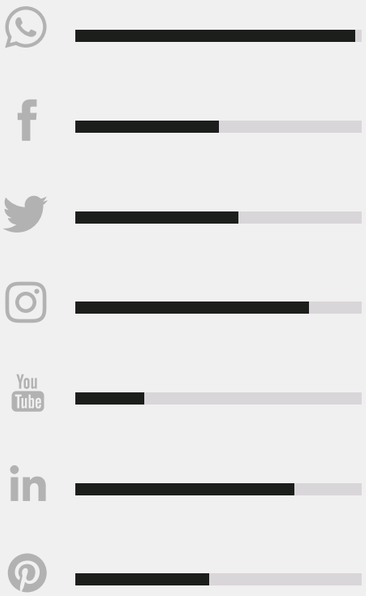
Computer Engineer

BELGIUM



“I HAVE NO KNOWLEDGE OF MATERIALS. I TRUST MARBLE AND NATURAL STONE.
THE REST, I FEEL THAT I’M NOT BEING WELL ADVISED, AND THAT THEY JUST WANT TO SELL TO ME.”

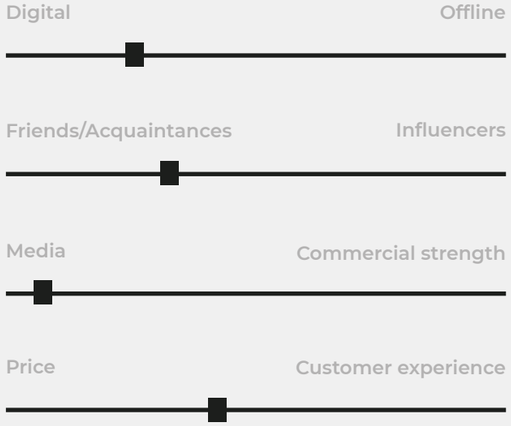
SOCIAL AND DIGITAL



VALUES THEY LOOK FOR IN A BRAND



WHAT INFLUENCES THEM IN THE PURCHASING PROCESS



MAIN CONCERNS

That my money is well spent, on a product that I not only like, but that is also high quality.

B2C

OLIVIA MAES

34 years old / Married, 1 kid

Computer Engineer

BELGIUM



DISCOVERY / CONSIDERATION

MOMENT WHEN A USER STARTS TO BECOME FAMILIAR WITH THE CATEGORY, BRAND OR PRODUCT.

EVALUATION / PREFERENCE

THERE IS AN INTEREST, BUT THEY DON'T FEEL READY TO BUY OR WORK WITH IT, PERHAPS THEY NEED TO COMPARE.

INSIGHTS What does the user care about or is interested in at this point?	I want my kitchen to reflect me, I want it to be stylish and eye-catching. I don't know the products, sometimes I just feel that they want to sell me whatever.	I'm looking for a brand that gives me reliability and design, and also has values. I'm worried about my family's health, and that the products have antibacterial hygiene qualities.
BRAND ROLE What should the brand be concerned about at this point?	• Strengthen brand awareness at the B2C level • Offering the best product and service/guarantees • Have a presence in B2B2C to get them to prescribe it	• Inspire with real, close and experiential creations • Lend credibility to the product (ambassadors)
REASONS TO BELIEVE	• Stylish, designer and quality brand • An aspirational and different brand	• Recommended and trusted brand • Long-lasting product with guarantees • Brand with sustainable values • Brand that cares about antibacterial hygiene
MESSAGES	***YOU ARE OUR INSPIRATION***	
TOUCHPOINTS	• Online and offline advertising. • Online and offline publications.	• Physical points of sale. • Prescribers/Influencers/Ambassadors

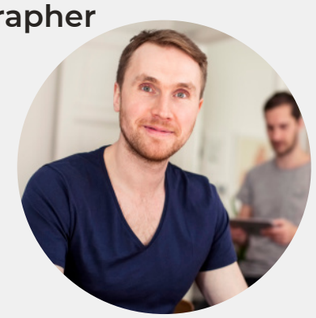
B2C

MIQUEL FERRER

35 years old / Married, 2 kids

Photographer

SPAIN



“WE’RE IN THE MIDDLE OF A RENOVATION AND WE WANT THE HOUSE TO BREATHE AND EXPRESS OUR STYLE AND REFLECT WHO WE ARE.”

HIS STORY

My wife and I have been in this house for several years, and the time has come to change the style so that we really feel comfortable in it, and so that it somehow represents us and expresses who we are.

We’ve been saving up for a while, and we don't want to make a mistake with the choice.

We often have people over and we don't want to have to worry all the time about something getting broken or damaged. So, we're looking for someone to help us with the renovation, and who knows how to give it the personal touch we want, but at the same time be very comfortable and functional for our day-to-day life.

And, of course, we want what we choose to be sustainable, since we’re really concerned about these issues, and we need to be coherent.

We trust blindly in our interior designer, so we’ll put ourselves in their hands and let them advise us.

RELATED BRANDS

MEDIA

DAILY PICS







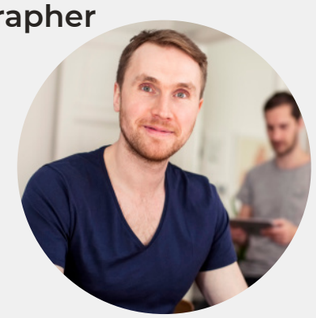
B2C

MIQUEL FERRER

35 years old / Married, 2 kids

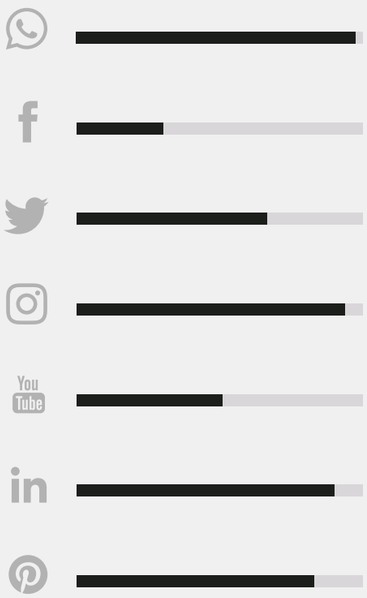
Photographer

SPAIN



“WE'RE REFORMING OUR HOUSE: THE KITCHEN, BATHROOMS AND LIVING ROOM. WE WOULD LIKE TO HAVE A MODERN AND CONTEMPORARY STYLE, BUT AT THE SAME TIME FUNCTIONAL AND COMFORTABLE FOR OUR DAY-TO-DAY LIVES AND THE MANY GET-TOGETHERS AND EVENTS THAT WE HAVE AT HOME WITH FRIENDS AND COLLEAGUES.”

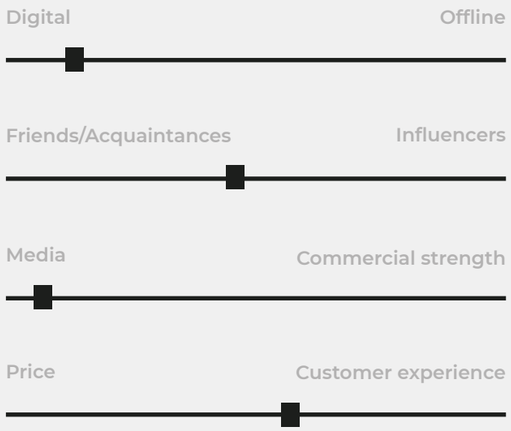
SOCIAL AND DIGITAL



VALUES THEY LOOK FOR IN A BRAND



WHAT INFLUENCES THEM IN THE PURCHASING PROCESS



MAIN CONCERNS

Find the right design with its own style but which is also functional at the same time.

We have a lot of events at home, and we don't want to have to worry all the time about something getting damaged or broken.

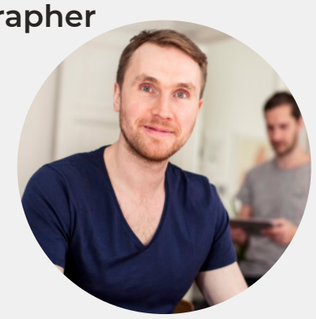
B2C

MIQUEL FERRER

35 years old / Married, 2 kids

Photographer

SPAIN



DISCOVERY / CONSIDERATION

MOMENT WHEN A USER STARTS TO BECOME FAMILIAR WITH THE CATEGORY, BRAND OR PRODUCT.

EVALUATION / PREFERENCE

THERE IS AN INTEREST, BUT THEY DON'T FEEL READY TO BUY OR WORK WITH IT, PERHAPS THEY NEED TO COMPARE.

INSIGHTS What does the user care about or is interested in at this point?	I want a functional and comfortable kitchen for everyday use. I don't know the products, sometimes I just feel that they want to sell me whatever.	I'm looking for a brand that gives me reliability and design, and also has values. I'm worried about quality and not having to be extremely careful all the time.
BRAND ROLE What should the brand be concerned about at this point?	• Strengthen brand awareness at the B2C level • Offering the best product and service/guarantees • Have a presence in B2B2C to get them to prescribe it	• Inspire with real, close and experiential creations • Lend credibility to the product (ambassadors) • Involve architects, designers and specialized stores in prescribing it
REASONS TO BELIEVE	• Stylish, designer and quality brand • An aspirational and different brand	• Recommended and trusted brand • Long-lasting product with guarantees • Brand with sustainable values • Designer brand with its own style
MESSAGES	***YOU ARE OUR INSPIRATION; WE CREATE UNIQUE SPACES FOR YOU.***	
TOUCHPOINTS	• Online and offline advertising. • Online and offline publications.	• Physical points of sale. • Prescribers/Influencers/Ambassadors

B2C

MARGARET PATERSON

39 years old / Married, 2 kids

Lawyer

USA



“I SPEND A LOT OF TIME IN THE KITCHEN WITH MY DAUGHTER, COOKING IS OUR FAVORITE HOBBY, AND WE REALLY ENJOY THOSE MOMENTS.”

HER STORY

I’ve always enjoyed my house, it’s a home where I spend quality time with my family, where we enjoy each other and where we’re happy.

I’m hardly at home during the week, but I dedicate my free time during the weekends to my family.

My eldest daughter and I especially love baking, we spend hours together, baking cakes and cookies. That's why the kitchen is such an important place for me. It’s the heart of my home. It should be comfortable and functional, easy to clean but it should also make me happy, so that I can enjoy looking at it and living in it.

Occasionally we invite friends over for the day, and we like it to be comfortable as well as beautiful so we can show it off.

RELATED BRANDS

MICHAEL KORS · VORWERK · SMEG · Disney · prime · nh HOTELS

MEDIA

Lola en la cocina · afuegolento.com con Koldo Royo · EL ADEREZO

DAILY PICS







B2C

MARGARET PATERSON

39 years old / Married, 2 kids

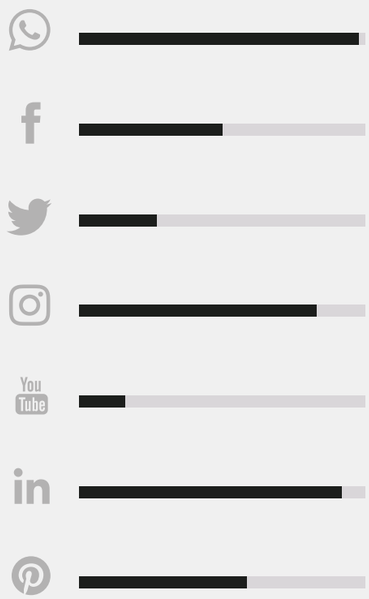
Lawyer

USA

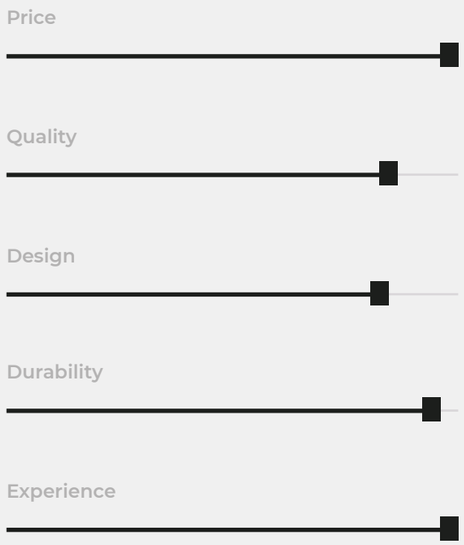


“THE KITCHEN IS THE HEART OF MY HOME, WHICH IS WHY IT'S SO IMPORTANT TO ME. IT SHOULD BE COMFORTABLE AND FUNCTIONAL, EASY TO CLEAN BUT IT SHOULD ALSO MAKE ME HAPPY, SO THAT I CAN ENJOY LOOKING AT IT AND LIVING IN IT.”

SOCIAL AND DIGITAL



VALUES THEY LOOK FOR IN A BRAND



WHAT INFLUENCES THEM IN THE PURCHASING PROCESS



MAIN CONCERNS

In my family we spend a lot of time in the kitchen, doing homework, preparing dinner, and on the weekends baking with my daughter. I need it to be easy to clean, which is essential with young kids and the limited time we have.

B2C

MARGARET PATERSON

39 years old / Married, 2 kids

Lawyer

USA



DISCOVERY / CONSIDERATION

MOMENT WHEN A USER STARTS TO BECOME FAMILIAR WITH THE CATEGORY, BRAND OR PRODUCT.

EVALUATION / PREFERENCE

THERE IS AN INTEREST, BUT THEY DON'T FEEL READY TO BUY OR WORK WITH IT, PERHAPS THEY NEED TO COMPARE.

INSIGHTS What does the user care about or is interested in at this point?	I want my kitchen to make me happy, I spend a lot of time in it with my family. I don't know the products, I like to look at magazines with beautiful homes and kitchens, but I'm not an expert.	I'm looking for a brand that gives me reliability and design, and also has sustainable values. I worry about my family's health, and that the products have antibacterial hygiene qualities.
BRAND ROLE What should the brand be concerned about at this point?	• Strengthen brand awareness at the B2C level • Offering the best product and service/guarantees • Have a presence in B2B2C to get them to prescribe it	• Inspire with real, close and experiential creations • Lend credibility to the product (ambassadors) • Involve architects, designers and specialized stores in prescribing it
REASONS TO BELIEVE	• Stylish, designer and quality brand • An aspirational and different brand	• Recommended and trusted brand • Long-lasting product with guarantees • Brand with sustainable values • Brand that cares about antibacterial hygiene
MESSAGES	***YOU ARE OUR INSPIRATION FOR CREATING UNIQUE KITCHEN SPACES***	
TOUCHPOINTS	• Online and offline advertising. • Online and offline publications.	• Physical points of sale. • Prescribers/Influencers/Ambassadors

B2C

CAMILA PEREIRA

41 years old / Single

Writer

PORTUGAL



“I LOVE DECORATION, I'VE ALWAYS BEEN ATTRACTED TO IT. BECAUSE OF MY WORK AS A WRITER, I SPEND A LOT OF TIME AT HOME. IT'S ALSO MY OFFICE, SO I LIKE TO HAVE IT STYLISH, TO MY TASTE AND COMFORTABLE.”

HER STORY

I've always been very independent in every way. Also, because of my work as a writer I spend a lot of time at home alone. So more than a home, it's also my office, my workplace, my temple, and of course the place where I bring my friends together to spend some time together and catch up with one another.

It’s important to feel comfortable and free to be able to create and write, balance and simplicity needs to be combined with my own style, which I feel represents me.

I love decoration, I’ve always been attracted to it, and ever since I was a child I used to spend hours and hours looking at home décor magazines, watching dream house shows, and now I spend hours browsing social media to keep up with the latest trends, designs, etc. Beauty, design and style are really important to me, but without sacrificing the comfort and functionality of things.

RELATED BRANDS

MOLESKINE · Apple · MONT BLANC · MAISONS DU MONDE MEUBLES & DÉCORATION · prime

MEDIA

ELLE DECOR · DecoraMi Casa · Decoración 2.0 Tu revista de decoración

DAILY PICS







B2C

CAMILA PEREIRA

41 years old / Single

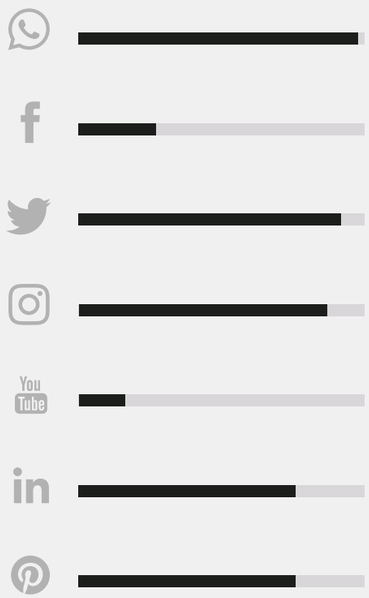
Writer

PORTUGAL

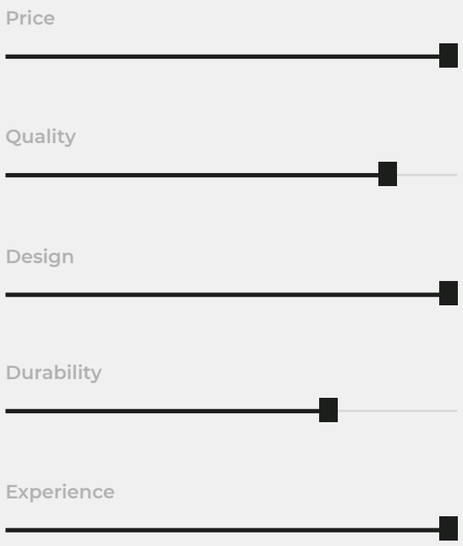


“BEAUTY, DESIGN AND STYLE ARE REALLY IMPORTANT TO ME, BUT WITHOUT SACRIFICING THE COMFORT AND FUNCTIONALITY OF THINGS.”

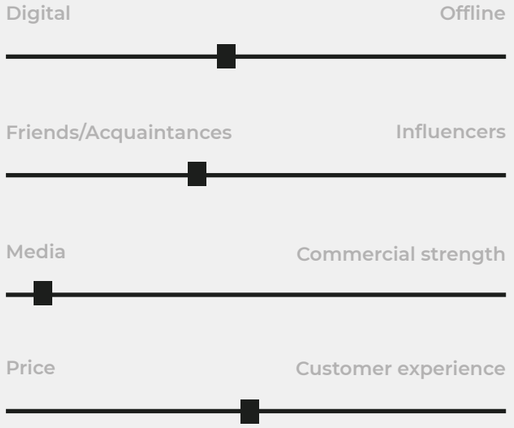
SOCIAL AND DIGITAL



VALUES THEY LOOK FOR IN A BRAND



WHAT INFLUENCES THEM IN THE PURCHASING PROCESS



MAIN CONCERNS

My work requires me to spend a lot of time at home alone.

It has to be a comfortable place, but one that has the design and style I need to be comfortable and inspired to write.

B2C

CAMILA PEREIRA

41 years old / Single

Writer

PORTUGAL



DISCOVERY / CONSIDERATION

MOMENT WHEN A USER STARTS TO BECOME FAMILIAR WITH THE CATEGORY, BRAND OR PRODUCT.

EVALUATION / PREFERENCE

THERE IS AN INTEREST, BUT THEY DON'T FEEL READY TO BUY OR WORK WITH IT, PERHAPS THEY NEED TO COMPARE.

INSIGHTS What does the user care about or is interested in at this point?	I want my home to inspire me, I need to be comfortable, but it has to be designer and stylish. I know exactly what I want, I have a clear idea of the design and quality I'm looking for. I don't want to be sold just anything.	I'm looking for a brand that gives me design and style, and that is also functional. I care about the quality of what I buy. Design is the most important thing for me, but I don't give up on durability and functionality.
BRAND ROLE What should the brand be concerned about at this point?	• Strengthen brand awareness at the B2C level • Offering the best product and service/guarantees • Have a presence in B2B2C to get them to prescribe it	• Inspire with real, close and experiential creations • Lend credibility to the product (ambassadors) • Involve architects, designers and specialized stores in prescribing it
REASONS TO BELIEVE	• Stylish, designer and quality brand • An aspirational and different brand	• Recommended and trusted brand • Long-lasting product with guarantees • Brand with sustainable values • Brand that cares about antibacterial hygiene
MESSAGES	***YOU ARE OUR INSPIRATION***	
TOUCHPOINTS	• Online and offline advertising. • Online and offline publications.	• Physical points of sale. • Prescribers/Influencers/Ambassadors

B2C

EMILY KELLER

45 years old / Married, 3 kids

Notary Public

SWITZERLAND



“I ALWAYS SEEK QUALITY AND EXCLUSIVITY IN EVERYTHING.
I LIKE MY HOME TO BE A UNIQUE PLACE THAT MAKES ME FEEL SPECIAL.”

HER STORY

Because of my work in the notary's office, my daily life is quite intense, that's why I look for a place at home where I can relax and enjoy what I've achieved with the effort and hard work I put in every day.

My image and what I project about myself and my life are important for my work and of course to feel good about myself.

When I get home, I have the satisfaction of being able to enjoy a unique place that makes me feel special.

We often enjoy being at home with friends, with colleagues and even with clients. That's why everything has to be in perfect balance, with design and quality showing through, and where everything also ensures a comfortable and functional environment.

RELATED BRANDS

LOEWE · LEXUS · TAG Heuer SWISS AVANT-GARDE SINCE 1860 · Four Seasons Hotels and Resorts

MEDIA

AD ARCHITECTURAL DIGEST · dwell

DAILY PICS







B2C

EMILY KELLER

45 years old / Married, 3 kids

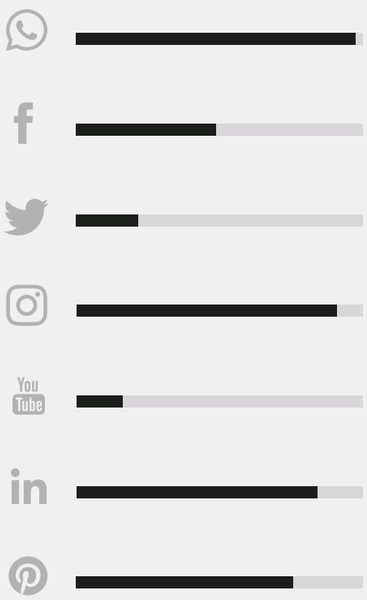
Notary Public

SWITZERLAND



“WE HAVE MANY FRIENDS, WORK COLLEAGUES AND CLIENTS OVER TO OUR HOME. I LIKE TO SHOW OFF HOW IT IS DESIGNED AND PLANNED. I LIKE TO FEEL SPECIAL AND FOR OTHERS TO SEE THAT.”

SOCIAL AND DIGITAL



VALUES THEY LOOK FOR IN A BRAND



WHAT INFLUENCES THEM IN THE PURCHASING PROCESS



MAIN CONCERNS

In my home, I’m looking for a place where I can relax and enjoy what I've achieved with the effort and hard work I put in every day. When I get home, I have the satisfaction of being able to enjoy a unique place that makes me feel special.

We often enjoy being at home with friends, with colleagues and even with clients. That's why everything must be in perfect balance, with design and quality shining through.

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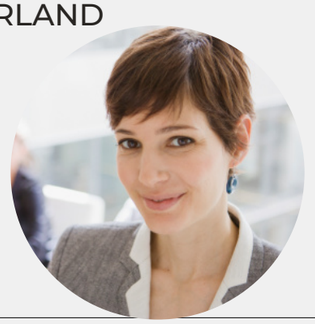

	DISCOVERY / CONSIDERATION	EVALUATION / PREFERENCE
	MOMENT WHEN A USER STARTS TO BECOME FAMILIAR WITH THE CATEGORY, BRAND OR PRODUCT.	THERE IS AN INTEREST, BUT THEY DON'T FEEL READY TO BUY OR WORK WITH IT, PERHAPS THEY NEED TO COMPARE.
INSIGHTS What does the user care about or is interested in at this point?	I want my home to be a unique place that makes me feel special. I don't know the specific product offer, but I know what I want and what I don't want in my home. I hope someone can advise me and understand my needs.	I'm looking for an exclusive, distinctive and unique quality brand. I don't look so much at the price, but I do look for a brand that really represents the quality, design and exclusivity of what I'm looking for and what I want to show off in my home.
BRAND ROLE What should the brand be concerned about at this point?	• Strengthen brand awareness at the B2C level • Offering the best product and service/guarantees • Have a presence in B2B2C to get them to prescribe it	• Inspire with real, close and experiential creations • Lend credibility to the product (ambassadors) • Involve architects, designers and specialized stores in prescribing it
REASONS TO BELIEVE	• Stylish, designer and quality brand • An aspirational and different brand • Exclusive, status and premium brand	• Exclusive and special brand • Product with guarantees • Brand associated with aspirational values • Brand recommended by premium profiles
MESSAGES	***YOU ARE OUR INSPIRATION TO TAKE THE BRAND TO THE TOP***	
TOUCHPOINTS	• Online and offline advertising. • Online and offline publications.	• Physical points of sale. • Prescribers/Influencers/Ambassadors

NEOLITH

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