

EMPOWER
BRAND FOR
A SOLID
GROWTH



loppbrand

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The partner that lets your company grow



WE ARE A **MARKETING CONSULTANCY** AND **TEMPORARY MANAGEMENT COMPANY** THAT HELPS ORGANISATIONS TO CARRY OUT SPECIFIC MARKETING PROJECTS, CULTIVATED ON THEIR OWN BRAND IDENTITY.

A **FLUID AND OPEN ECO-SYSTEM** WHERE THE WORKING TEAM IS COMPOSED ACCORDING TO THE SPECIFIC CLIENT'S NEEDS.

Each client is **one-of-a-kind**, original and engaging, an ecosystem to know and accompany in the value generation processes, for its **stable and long-term growth**.



IDENTITY IS NOT JUST A WORD

VISION

WE ACCOMPANY ORGANISATIONS IN THE FULFILMENT OF THEIR BRAND IDENTITY, TO ACHIEVE HEALTHY AND LASTING GROWTH.

MISSION

We help organisations to carry out specific Marketing Projects, cultivated on their Brand Identity.
We support corporate teams in the process of acquiring Marketing and Digital strategy, as part of daily work.
We provide analysis tools and activity planning of marketing, to be able to deal with awareness and effectiveness of the opportunities of Digital Transformation.

**DESIGN
PLANNING
IMPLEMENTATION**

MANIFEST

We believe that every company, like a tree, is the unrepeatable expression of a complex yet simple system.
This is why we are passionate about the unique story of each client and we accompany them in the realisation of their projects, because we want to be the right graft to make new hair grow.

**WE ARE AN INCUBATOR FOR COMPANIES THAT WANT TO GROW AND RENEW.
EMPOWER BRAND FOR A SOLID GROWTH.**



VALUES ARE OUR FOOTPRINT



TRANSPARENCY

For a clear vision free from compromises, without constraints created by company rules.

PASSION


As a stimulus for evolution and cross-contamination, continuous learning and research to improve one's work.

COLLABORATION

Innovative projects, and concrete and effective solutions, arise from different teams.



TYB^e
brand
assessment tool



Temporary
Management

We assist start-ups, medium-sized, and large companies in shaping their **Vision and Brand Identity**.

We take care of Strategic Planning, Internationalisation and Digital Transformation, applied to Marketing.

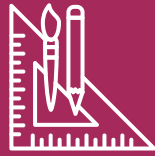
We provide **Temporary Management** Services capable of ensuring professional support, with flexibility and expertise, in the implementation of the **Strategic Marketing Plan** and the enhancement of **Customer Experience**.



Marketing
Strategy

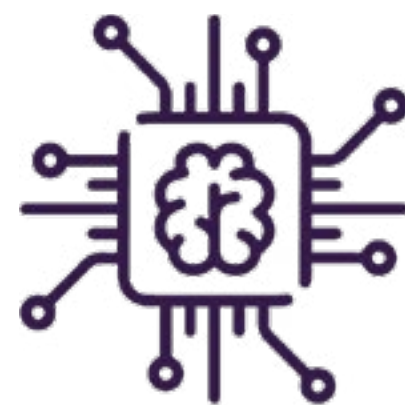


Marketing and
Communication



Physical
Brand Design





TYB^e

TEST YOUR BRAND EVOLUTION

It is a brand assessment tool developed by LoP Brand to evaluate the Brand soft skills.

TYB^e gives back a correct and accurate image of the Values, Strengths and Weaknesses of the Brand, **identifying the elements that slow down its evolution and that might compromise the company's profitability.**

The flexibility of the tool allows frequent use in time, in order to define the performance evolution and evaluate its connection to the strategic plan.

HUMAN

The digital era and necessity to be transparent has led the Brand to take on Human qualities, shifting the communication focus of the brand to a Human-to-Human level. The Values sphere of the brand has therefore gained enormous importance in constructing its Identity.

PLATFORM

TYB^e utilises and integrates various models and competencies, which are the result of empirical and digital experiences based on brand analysis and evaluation models; fine-tuning of the model through co-design sessions and investigations using the CAPI method; refinement of the survey with personal coaching methodologies and transformation of the survey into the CAWI method, as well as the use of Artificial Intelligence for data analysis.



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Temporary Manager

The Temporary Manager is **a professional with a high degree of experience and specialisation, who can provide the company with her or his expertise for a fixed period of time or until the project completion.**

The figure of the Temporary Manager is a response to the new economic landscape generated by the digital revolution, which require in-depth and sometimes temporary competencies, suitable for developing specific business plans or projects.

Our Temporary Manager can take care of:

MARKETING PLAN
DIGITAL TRANSFORMATION
ANALOG MARKETING

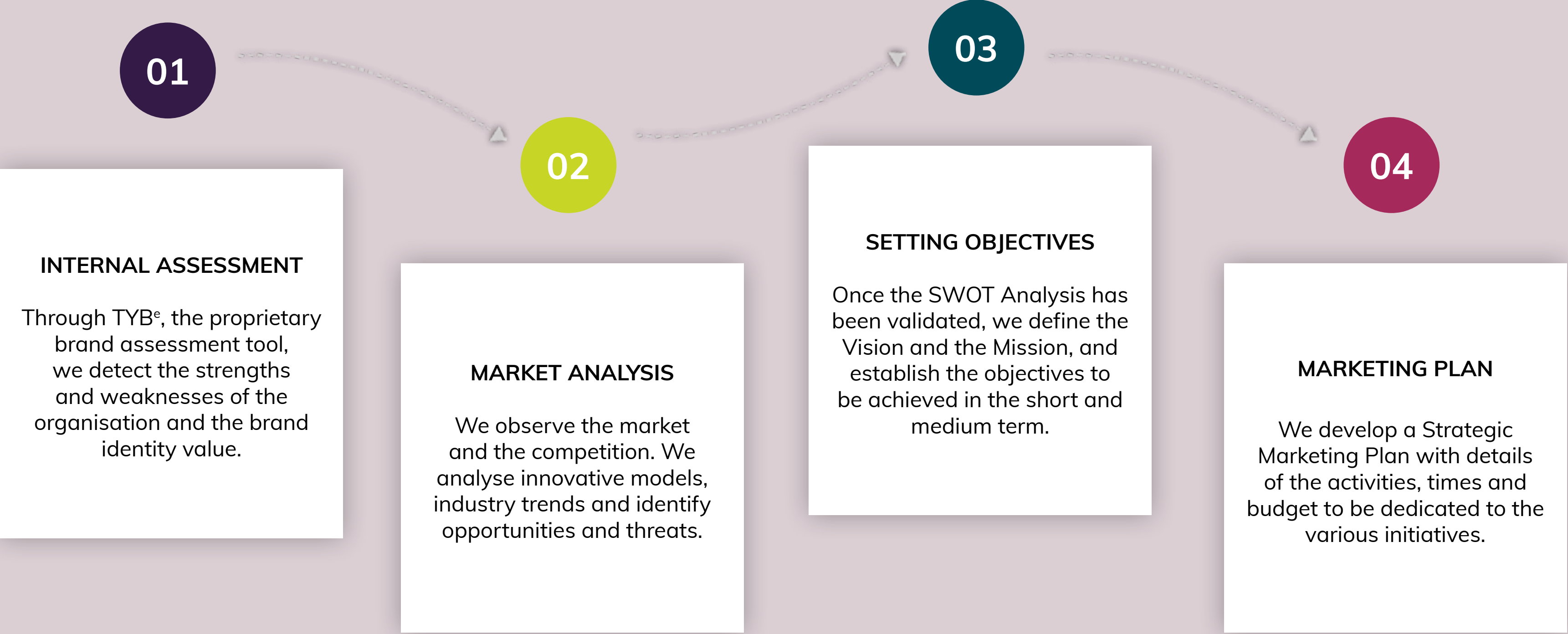




Marketing Strategy

The Passion for its own project is the key element for a Company Success, but success only comes when Objectives are clearly defined and activities and processes are Planned professionally.

Our approach to structure a good Strategic Plan involves >





Marketing and Communication

Each project is defined according to the specific budget requirements and marketing results expected by the client.

LoP Brand is a hub of specialised professionals, able to bring together a dedicated team to develop projects in many fields and applications: brand identity, websites, SEO optimisation, social media management and whatever else is needed to implement the **Strategic Marketing Plan**.



PROJECT MANAGEMENT

We deal with the project management from team selection to its execution, ensuring that the project aligns with the established objectives.

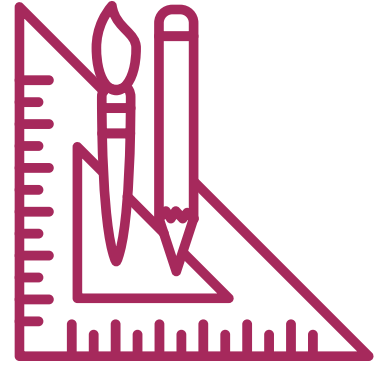
FLEXIBILITY

We identify the most suitable team for the implementation of the project, selecting the professionals based on the skills and requirements of the project.

EXPERTISE

We are able to ensure that the project is executed in accordance with the specifications set in the brief, guaranteeing a job that meets the client's expectations.

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Physical Brand Design

Physical Brand Design is the transposition of the Brand into a physical place. It can be likened to the furniture, decorations, lights, atmosphere and sensations that you experience when you enter a house, in this case, the house of the Brand.

The physical places convey the values and the image of a Brand in such a strong way that the consumer, or the employee, can be influenced in its perception of the brand and the decision to purchase.

To prepare a Physical Brand project, we work in teams composed of architects, lighting designers, graphic designers, experts in emotional marketing and communication, and data scientists, depending on the specific needs.

We design the space as a place of Experience where the Brand promise is amplified, thanks also to the new technologies that the market offers.





In March 2015 **Lorella Primavera - Architect and Art Director with a professional background as Marketing Director in successful multinationals** such as PHILIPS, FLOS, GENERAL ELECTRIC, GROHE - started her own personal project by beginning the activity of Marketing Consultant and Temporary Manager.

In **2019, she founded LoP Brand S.r.l.**, transforming the consulting activity into **a company**, an HUB of specialised professionals, **able to offer a custom path for each company and its needs**, transforming the corporate environment from the inside.

LoP Brand offers a consultancy model able to “contaminate” the company system, boosting it through ideas and experiences gained in various markets and, at the same time, offering impartial critical observation of the organisational dynamics, without being involved from the inside.

**CEO
& FOUNDER
LORELLA
PRIMAVERA**



PARTNERS

LoP Brand is a HUB of **professionals** specialised in marketing, **with many years of experience gained in corporate contexts**, able to offer a personalised path for each client and its needs.



Lorella Primavera
Marketing Director
& CEO LoP Brand



Andrea Grampa
Marketing &
Data Analyst



Marianna Mancuso Prizzitano
Marketing &
Brand Management



Sara Marku
Marketing &
Digital



Giorgio Gardel
Graphic Designer



Annamaria Ranieri
Lawyer and Consultant for
Internationalisation processes

WE HAVE
BEEN
WORKING
FOR...



ALESSANDRO BINI



Clerici.



VALORIAMO



UNLOCK YOUR POTENTIAL



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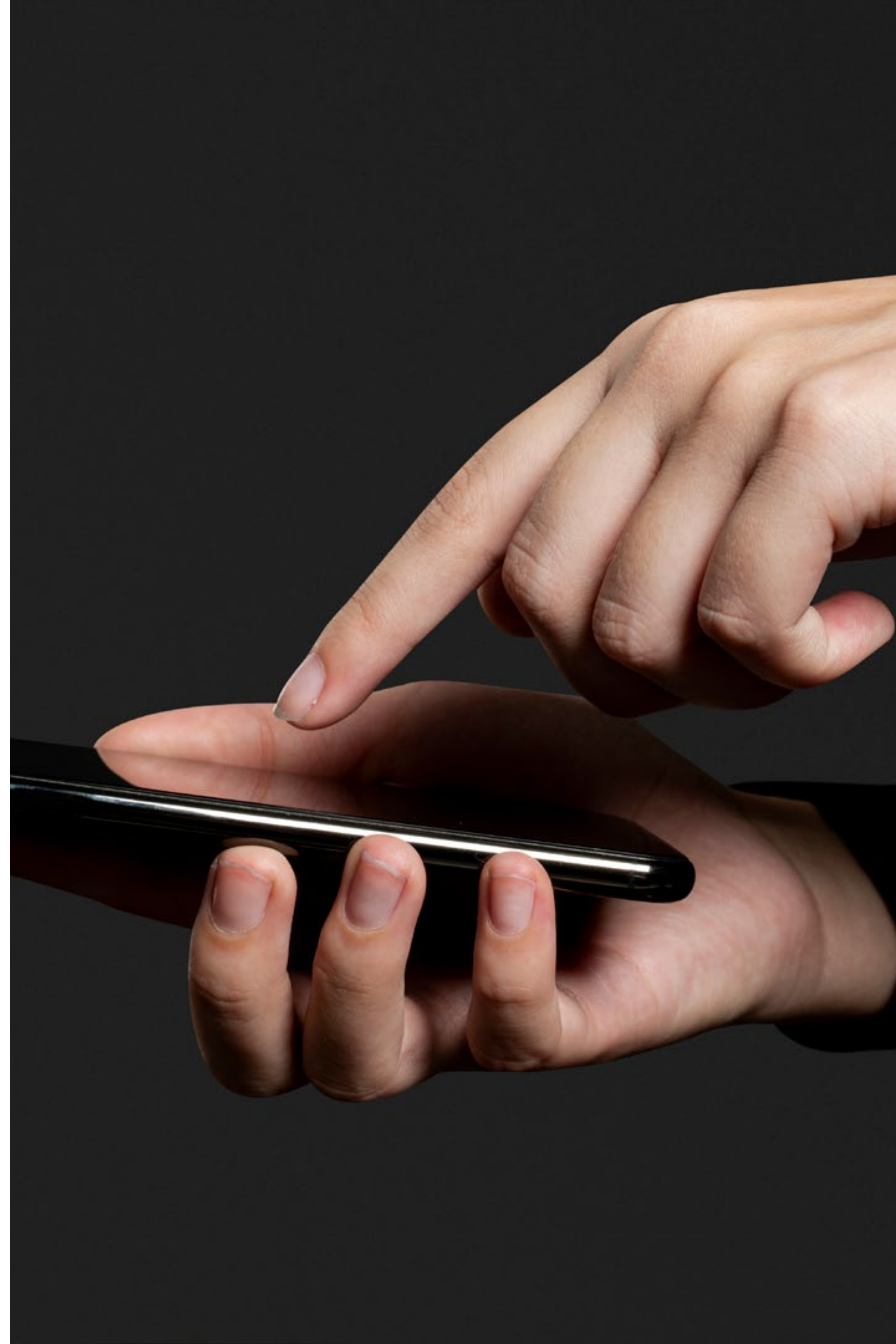
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