



MARKETING

Natuzzi is a global Brand. Company and Product Lines communicated all around the world have to mirror and transfer the same coherent approach and tone of voice in any Country, according to the same values and criteria. Every year our Marketing Department develops canvasses of communication activities that Dealers will use adapting them to the local needs and respecting simple Corporate guidelines. For all our Dealers we develop the Retail Advertising Kit, a complete set of creativities, shootings, and materials to be used for communication all year around:

Catalogue

Branding campaigns

Promotional campaigns

Press announcements

Outdoor campaigns

Media planning proposals (online and offline)