

AZIMUT | BENETTI  
GROUP

## Customer digital strategy tra lusso e superlusso

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# 2014

## Global Order Book

### TOP 10 YARDS

**1** **Azimut-Benetti** (2,926m / 79 yachts)

**2** **Sanlorenzo** (1,345m / 39 yachts)

**3** **Ferretti Group** (1,059m / 32 yachts)

**4** **Princess** (849m / 30 yachts)

**5** **Sunseeker** (803m / 26 yachts)

**6** **Lurssen** (769m / 7 yachts)

**7** **Amels-Damen** (647m / 10 yachts)

**8** **Feadship** (555m / 8 yachts)


**9** **Overmarine** (553m / 14 yachts)

**10** **Gulf Craft** (515m / 15 yachts)

### TOP 10 COUNTRIES


**1**  **Italy** (10,686m / 274 yachts)


**2**  **Netherlands** (3,456m/65 yachts)

**3**  **Turkey** (3,120m / 70 yachts)


**4**  **USA** (2,435m / 63 yachts)


**5**  **UK** (2,081m / 71 yachts)

**6**  **Taiwan** (1,724m / 56 yachts)

**7**  **Germany** (1,457m / 16 yachts)

**8**  **China** (900m / 26 yachts)

**9**  **UAE** (851m / 18 yachts)

**10**  **Greece** (412m / 5 yachts)

## LEADERSHIP

Primo costruttore al mondo di yacht sopra i 24 metri.

Conseguito per 13 anni.

(Fonte: Global Order Book 2013 - Showboats int.)

## NUMERI

Valore della produzione:

**600** Milioni di Euro.

(Dati riferiti al 31 Agosto 2013)

# Una rete vendita **GLOBALE**



## **PRESENZA DEL GRUPPO NEL MONDO**

Rete di dealer  
138 in 68 Paesi

● 138 punti vendita  
in 68 paesi.

● 4 società Azimut Benetti  
internazionali con vendita  
e assistenza diretta.

**Sviluppo e industrializzazione  
di prodotti al 100% italiani.**

**2013-2015 Investimenti  
pari al 6% del fatturato di cui:  
20 mln nuovi prodotti – 60 mln R&D**

R&D

INNOVAZIONE

IT

SICUREZZA/AMBIENTE

**Certificazione  
OHSAS 18001  
su tutti gli  
stabilimenti**

**2013-2015  
Investimenti per  
il rinnovo del  
sistema  
gestionale,  
infrastruttura IT**

## Il rapporto tra Luxury e il digital

- Nel 2012: 40% delle aziende del lusso ancora non online\*
- Forte ritardo nella presenza web e nell'e-commerce ma in forte crescita \*\*



# AZIMUT | BENETTI GROUP

YACHTS

MEGAYACHTS

SERVIZI

AZIMUT  
YACHTS

*Benetti*  
ITALIAN EXCELLENCE SINCE 1873

YACHTIQUE

Produzione  
yacht plananti  
dai 10 ai 37 metri

Produzione  
megayacht  
semiplananti e  
dislocanti  
fino a 100 metri

Brokerage & Charter  
(Fraser Yachts)  
Yacht Management  
Refit & Repair (Lusben)  
Servizi finanziari  
Marine

- Yacht di lusso
- 5 collezioni
- Più estesa gamma al mondo
- € 220.000- € 6.000.000

- Megayacht Custom / Semi-custom
- € > 6.000.000

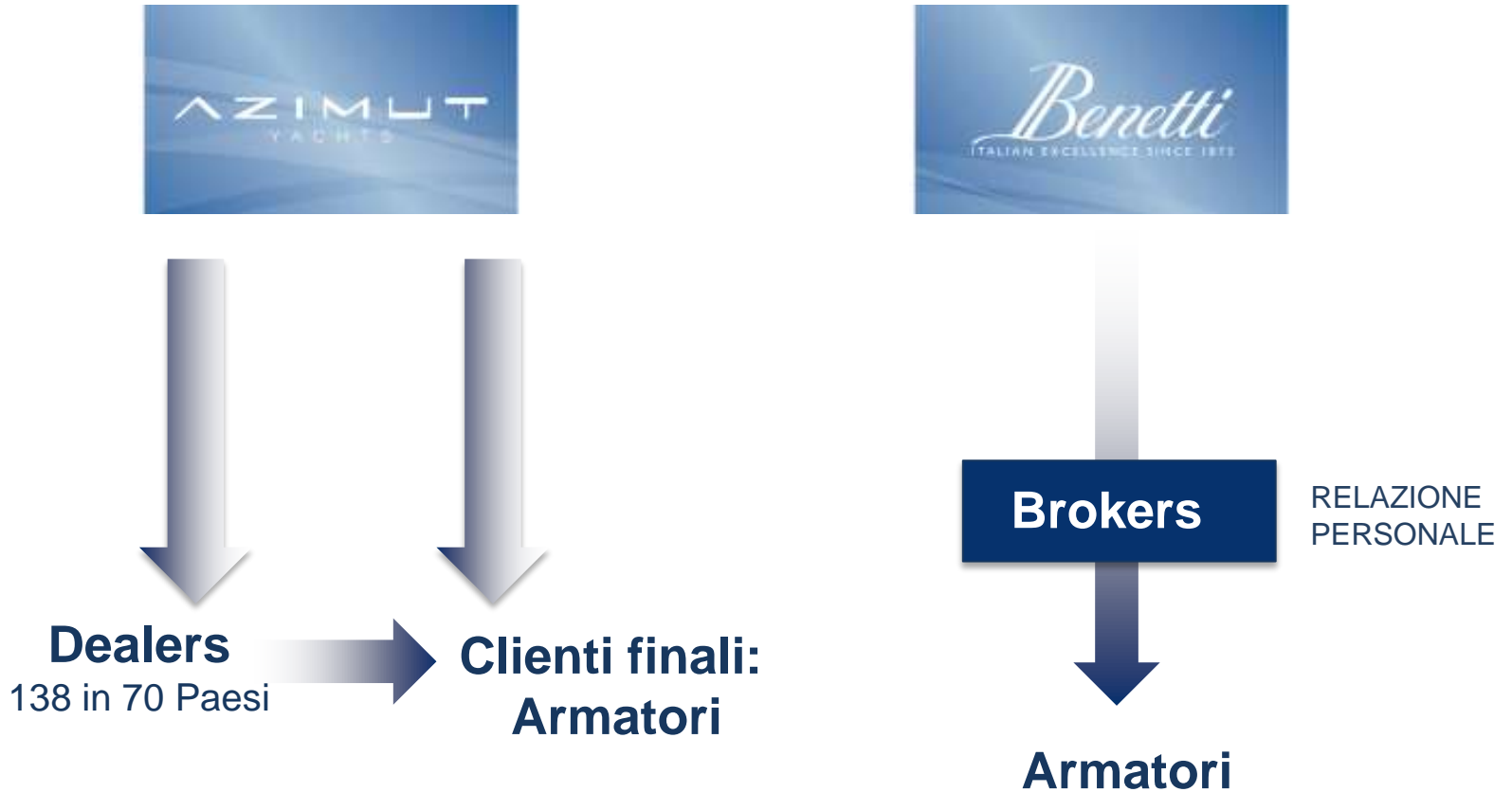
- Servizi per l'armatore
- Esperienza a 360°

**I BRAND  
DEL GRUPPO**

**DIVERSI  
TARGET**

**DIVERSI MODI  
DI CONCEPIRE  
IL LUSSO**

## CHI SONO I NOSTRI CLIENTI E COME SI MUOVONO IN RETE?



# ARCHITETTURA DELLA PRESENZA DIGITALE AZIMUT YACHTS

AZIMUT | BENETTI  
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## DEALERS

[www.azimutdealerslounge.com](http://www.azimutdealerslounge.com)

## CLIENTI/PUBBLICO



## Sestante



[www.azimutyachts.com](http://www.azimutyachts.com)

[www.azimutgrande.com](http://www.azimutgrande.com)





# NEL DETTAGLIO

## A. Dealers

FOCUS SU SERVIZI

Modalità: PULL

AZIMUTDEALERSLOUNGE

AZIMUT | BENETTI  
GROUP

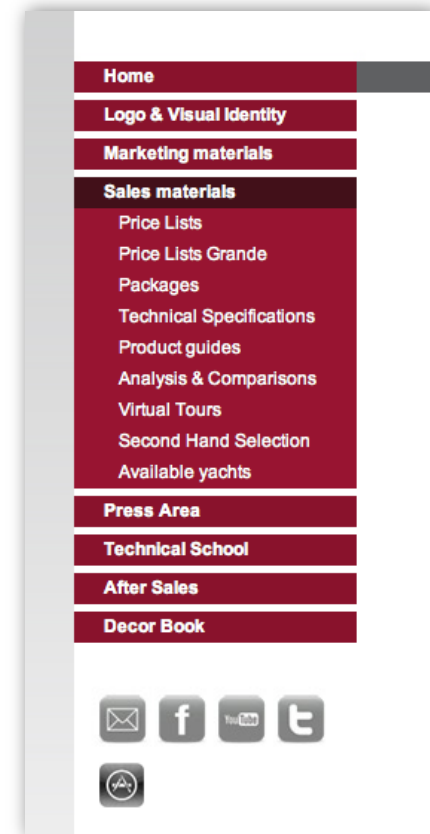
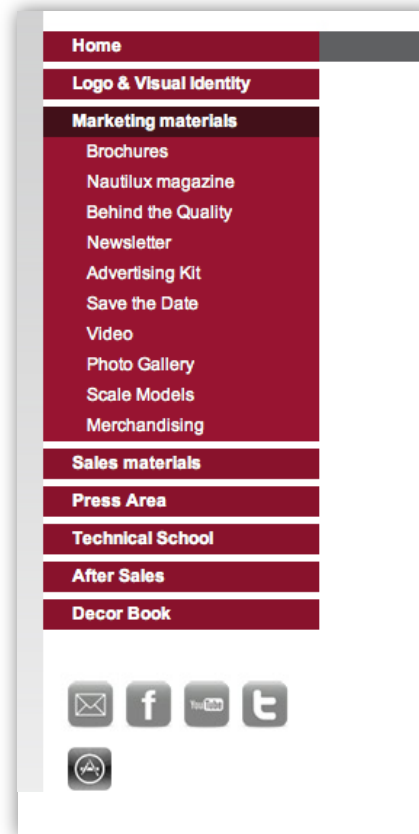
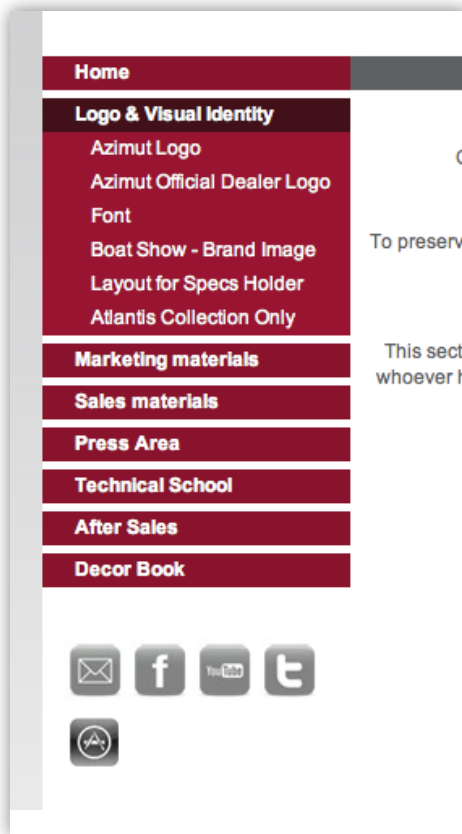
AZIMUT  
YACHTS

The screenshot displays the 'AZIMUT YACHTS DEALERS WEB LOUNGE' website. A dark red navigation menu on the left lists: Home, Logo & Visual Identity, Marketing materials, Sales materials, Press Area, Technical School, After Sales, and Decor Book. The main content area is titled 'WHAT'S NEW' and features three news items: 1) 'Brochure of Azimut 88 hull 19' (Apr 03, 2014), 2) 'Brochure of Azimut Grande 120SL hull 14' (Mar 26, 2014), and 3) 'Magellano Collection: product guides' (Mar 25, 2014). A right-hand sidebar contains sections for 'Complete Range Brochure', 'Pricelists', 'Sales Handbook', 'Advertising Kits', and 'Scale Models'. Social media icons for email, Facebook, YouTube, and Twitter are located at the bottom left.

# NEL DETTAGLIO

## A. Dealers

FOCUS SU SERVIZI  
Modalità: PULL  
AZIMUTDEALERSLOUNGE








# NEL DETTAGLIO

## A. Dealers

### FOCUS SU SERVIZI After Sales: SESTANTE



Home	AFTER SALES
Logo & Visual Identity	<p>Sestante is a portal for the management of the AZIMUT fleet sold by the dealer, which is available to the showroom for communicating with the After Sales organization.</p> <p>The dealer may use it, for example, to communicate problems relating to the vessels possessed receive indications on the solutions, request spare parts and insert data relating to the yachts, so as to create a comprehensive information database.</p> <p>Sestante is a complex platform containing a wealth of information, which allows communication with the After Sales service and with the Spare Parts dept. In addition, the dealer can use it for requesting useful material and information for his activity.</p> <p>Contents:</p> <ul style="list-style-type: none"><li>• Technical Documentation:<ul style="list-style-type: none"><li>Owner's Manuals</li><li>Technical Data</li><li>Azimut Technical Updates and Bulletins</li><li>Flat Rate</li></ul></li><li>• Service:<ul style="list-style-type: none"><li>Warranty Requests and Spare Parts orders</li></ul></li><li>• My Sestante<ul style="list-style-type: none"><li>Dashboard: a management tool that records a snapshot of the economic relations between the service section of the showroom and the Azimut after sales organization)</li><li>Database of the dealer's fleet</li></ul></li></ul>
Marketing materials	
Sales materials	
Press Area	
Technical School	
<b>After Sales</b>	
Decor Book	
   	
	

Warranty & Services booklet 2013-2014 EU  
Warranty & Services booklet 2013-2014 EXTRA-EU

# NEL DETTAGLIO

B. Cliente finale  
/ Armatori

FOCUS SU INTERATTIVITÀ / COMMUNITY /  
LIFESTYLE: UN INSIEME DI STRUMENTI CHE  
DEFINISCONO I PERIMETRI DI VALORE E  
INFORMATIVI DEL MONDO AZIMUT

Modalità: PUSH



## 1. SITO WEB e APP

Interattività, completezza, servizio, immagine



## 2. APP - VIRTUAL TOUR

di praticamente tutte le imbarcazioni



## 3. CANALI SOCIAL

Facebook, Youtube, Twitter

# NEL DETTAGLIO

B. Cliente finale  
/ Armatori

SITO WEB + APP  
Ricchi, aggiornati, accessibili, iscrizione newsletter



My Azimut Username [input] [input] LOGIN You are not yet registered SIGN UP Mobile Italiano English Portuguese f t

AZIMUT YACHTS  
FINO ALL'ULTIMO DETTAGLIO

Home | About Azimut | Dealers network | Authorized services | Azimut Live | Second Hand Selection | Job opportunities | Contacts | My Azimut

CHOOSE YOUR NEXT YACHT

FLYBRIDGE COLLECTION

—S— COLLECTION

MAGELLANO COLLECTION

ATLANTIS COLLECTION

Grande COLLECTION

NEW MODELS

EVERGREEN MODELS

FIND THE RIGHT YACHT FOR YOU

LA TUA PERSONA  
LA NOSTRA ESPERIENZA  
UN'ESPERIENZA  
GRANDE COLLEZIONE

CONTATTI  
+39 02 91 91 111  
sales@azimutyachts.com

IT / EN

Autoregistrati  
AZIMUT YACHTS

f t p  
Dealers Area

AZIMUT YACHTS  
CARTAGENA INTERNATIONAL BOAT SHOW  
Marzo 22 - 24, 2014  
Centro de Convenciones - Cartagena de Indias

INTERNATIONAL YACHT GROUP

Cartagena boat show

AZIMUT YACHTS DNA  
▶ ITALIAN BEAUTY  
Attention to detail and the excellence of Italian design.

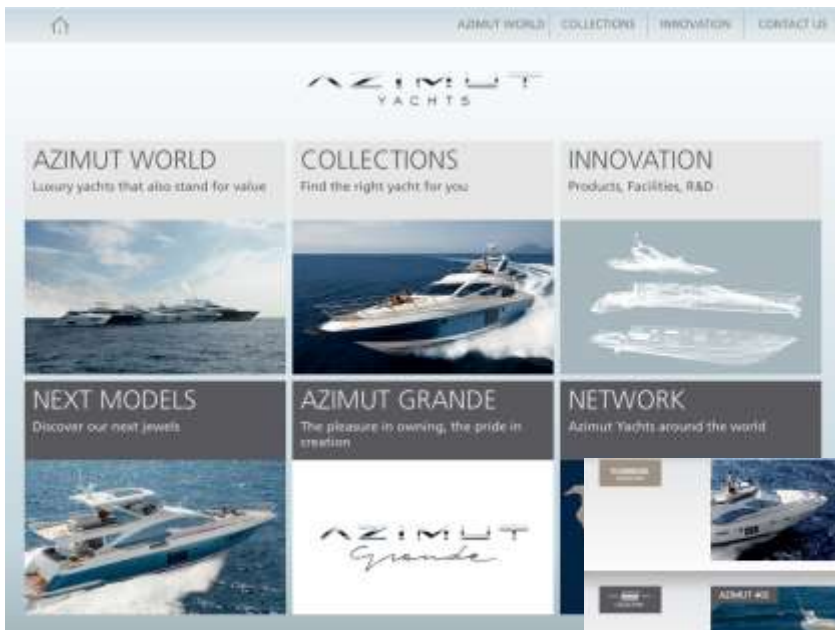
MY AZIMUT  
Access the Azimut Yachts premium area to  
▶ Request our catalogs

LINKS  
▶ AZIMUT BENETTI GROUP  
▶ YACHTIQUE - ELITE SERVICES

# NEL DETTAGLIO

B. Cliente finale  
/ Armatori

SITO WEB + APP  
Ricchi, aggiornati, accessibili, iscrizione newsletter,  
virtual tour



# NEL DETTAGLIO

B. Cliente finale  
/ Armatori

VIRTUAL TOUR  
di praticamente tutte le imbarcazioni



# NEL DETTAGLIO

B. Cliente finale  
/ Armatori

CANALI SOCIAL  
Facebook, Youtube, Twitter

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## FACEBOOK (2011)

### Area pubblica:

- Verso una community
- 24.600 fan
- ‘controllata’
- Usato come canale per comunicare il mondo e gli stili di vita ‘Azimut Yachts’ e per informare su eventi/novità/Saloni
- ‘confini’ del piano editoriale

### Area privata:

- Customer service on-line
- Feedback sui prodotti Azimut Yachts (sondaggi online e questionari)



# NEL DETTAGLIO

B. Cliente finale  
/ Armatori

CANALI SOCIAL  
Facebook, Youtube, Twitter

AZIMUT | BENETTI  
GROUP



## YOUTUBE

- 2.350 iscritti
- Lanci nuovi modelli
- Promo
- Video "emozionali"

# NEL DETTAGLIO

B. Cliente finale  
/ Armatori

CANALI SOCIAL  
Facebook, Youtube, Twitter



**Tweet** >

Following >

Follower >

Preferiti >

Liste >

**Twitta a Azimut Yachts**

@Azimut\_Yachts

Foto e video >

ANTIBES  
MOSCOW BOAT  
11-16 MARCH  
INTERNATIONAL  
SHOW

Chi seguire · Aggiorna · Visualizza tutto

**KestrelSuperyachts** @Kest...  
Seguito da MegayachtNews...  
Segui

**Ferruccio de Bortoli** @D...  
Segui

**daniele manca** @Daniele...  
Segui

Azimut Yachts

**Azimut Yachts**  
@Azimut\_Yachts

Azimut Yachts is leader in the design and build of luxury motoryachts. Italian beauty, through technology. We serve customers at over 130 sites worldwide.  
Avigliana (TO) · en.azimutyachts.com

TWEET 1.204 FOLLOWING 689 FOLLOWER 4.241

Following

Followed by Skipper ONDECK, Dockwalk, Showboats Magazine and 35 others.

Tweet

**Azimut Yachts** @Azimut\_Yachts · 31 mar  
Her majesty of top speed getting ready for @AntibesYachtSho : 23-26 April 2014 #Azimut86S #savethedate pic.twitter.com/WpS1QbEovc

ANTIBES YACHT SHOW  
Discover the new 86S  
April 23-26, 2014 • Port Vauban  
Stand: A200 + A201

## TWITTER

- 4.240 follower
- News
- Immagini
- Frequenza di aggiornamento non quotidiana

# MONDO BENETTI

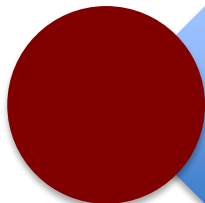
AZIMUT | BENETTI  
GROUP



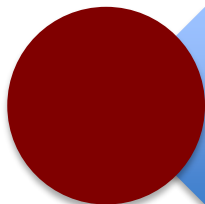
The image shows a screenshot of a Pinterest profile for a user named 'Gloria'. The profile is displayed on a desktop browser window. At the top, there is a Facebook search bar and navigation links for 'Gloria', 'Home', and 'Trova i tuoi amici'. Below this is a navigation bar with the Pinterest logo, a search bar, and the user's name 'Gloria'. The profile statistics show 30 Boards, 477 Pins, 37 Likers, 373 Followers, and 19 Following. The main content area is a grid of ten boards, each featuring a large main image and a row of smaller thumbnail images. The boards are:

- Panthera**: 17 Pins. Main image shows a dark yacht on the water.
- Diamonds Are Forever**: 15 Pins. Main image shows a white yacht on the water.
- Latitude (ex Latinou)**: 20 Pins. Main image shows the interior of a yacht.
- Crystal 140**: 16 Pins. Main image shows a white yacht on the water.
- Tradition 105**: 29 Pins. Main image shows the interior of a yacht.
- Seanna**: 28 Pins. Main image shows a yacht at night with purple lighting.
- Imagination**: 19 Pins. Main image shows a white yacht on the water.
- Repin from our friends**: 84 Pins. Main image shows a white yacht on the water.
- Dream Images**: 4 Pins. Main image shows a yacht at night with purple lighting.
- Our World - Our Story**: 13 Pins. Main image shows a red yacht on the water.

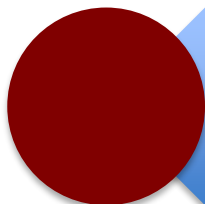
At the bottom of the grid, there is a partial view of another board with a main image of a yacht and the text 'Mi piace - Commenta - Condividi'.



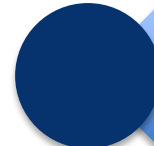
I clienti sono più  
AUTONOMI nella gestione  
delle informazioni



Massimo servizio/Qualità  
dei contenuti



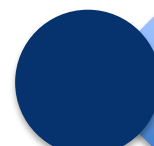
Trasparenza della  
comunicazione (area  
stampa)



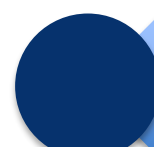
‘Sogno’ non per tutti



Valenza aspirazionale



Privacy e riservatezza



Qualità dei  
contenuti/immagine