

**RINALD
I GROUP**



MARKETING PLAN 2023

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EXECUTIV E SUMMARY

THE PROBLEM

The highly competitive Bedding sector has undergone strong growth and transformation in recent years which is increasingly pushing companies towards omnichannel (+8% e-commerce in 2020), innovation and sustainability.

The Rinaldi Group s.p.a company also suffers from poor Brand Awareness mainly due to the B2B strategy used so far. 92% of those interviewed in the survey declared that they did not know Rinaldi Group and 80% did not know its brands.

THE SOLUTION

Our idea is to start a Brand Renjuvenation based on:
the offer of monitoring systems, digitalisation and opening of a re-branding e-commerce channel
effective communication capable of transmitting the values and quality of the corporate brand.

THE VALUE

Thanks to monitoring systems, Rinaldi Group can give concrete form to its innovation. Re-branding aims to refresh and standardize the image of the brands and the corporate brand for a clearer positioning.

Finally, with awareness campaigns, advertising, advertising, influencer marketing, social contests and events, the aim is to spread the culture of good sleep and the values that the Rinaldi Group has always supported.



Political

Political direction of the current government:

- help mitigate the impact of an energy crisis
- incentives for companies based in the south bonuses
- for green furniture and appliances development
- contracts SME guarantee
- fund Ipo bonus to encourage the listing of SMEs on the stock exchange



Economical

- **0.9% growth in the Eurozone for 2023 Recovery of confidence**
- **Economy expansion of 0.8% in 2023 and 1.0% in 2024**
- **inflation forecast at 6.1% in 2023 and 2.6% in 2024**
- **Labor market growing by approximately 10% compared to 2022**

Global mattress market growth: Compound annual growth rate (CAGR) of 4.7% between 2020 and 2027

Effects of the Russia-Ukraine conflict (decrease in exports -30.9%)

The Central Bank has announced new increases in the cost of money (currently the reference rate is 3%).



Social

- **Average age growth: 45.4 years**
- **Population growth rate: 1% per year (less populous and increasingly older country)**

Employment growth rose to 60.5%, unemployment rate remained stable at 7.8%

Greater attention to the issues of sustainability and quality of life

Growing awareness and greater access to information on environmental matters



Tecnological

- From 2021 to 2022, increase in online sales of 8% for products and 59% for services.
- E-commerce expansion and omnichannel in the bedding sector.
- Dissemination of apps, sleep monitoring services, customization and 3D visualization of bedding elements.
- Development of smart mattresses capable of adapting to consumer needs in real time.



Environmental

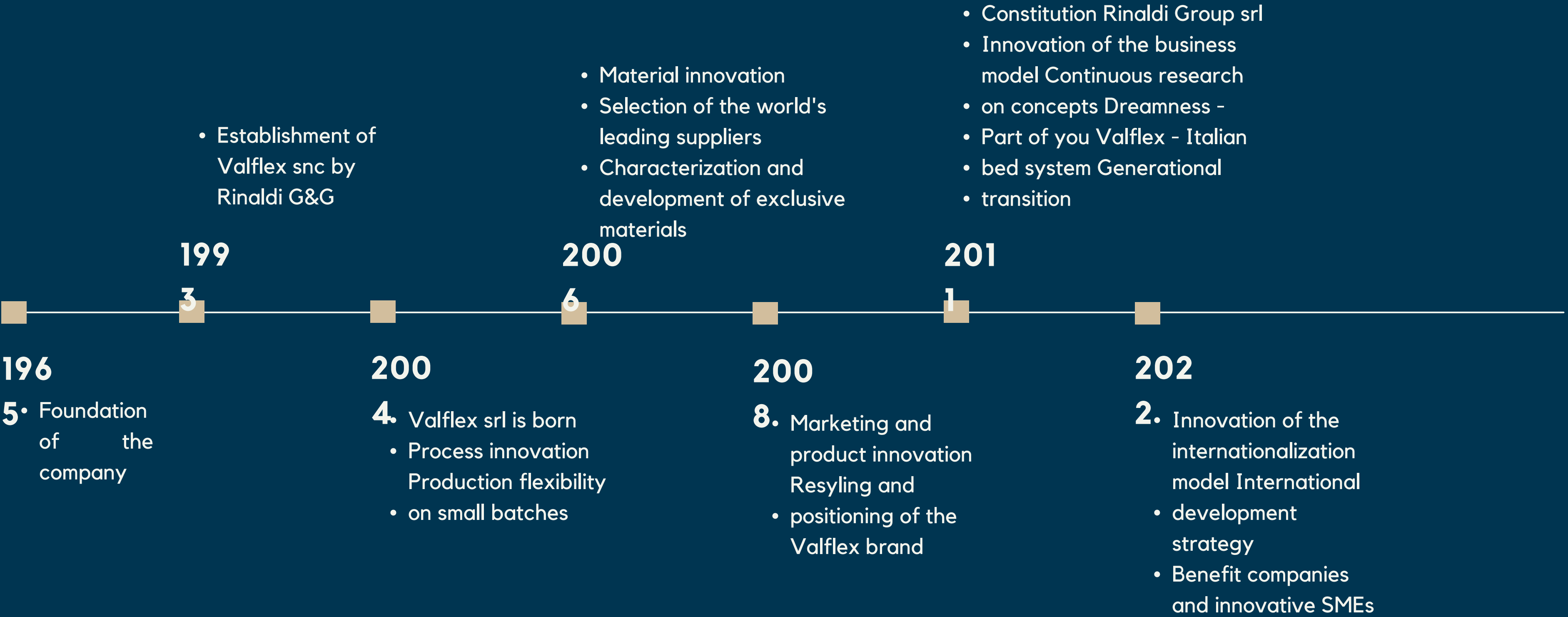
- Trend towards the circular economy with which used memory mattresses are reconditioned to be reused in other sectors in an increasingly sustainable perspective
- Use of recyclable materials (both for the product and for the packaging)
- Italy European leader in circular economy



Legal

- Legislative Decree no. 206 on consumer protection (mattress guarantee)
- Tax regulations (Medical device mattresses deductible by 19% Presidential Decree 917/86 Ministerial Decree 332/99)
- Standards for mattresses intended for the contract: (UNI 10707 "mattresses test methods and requirements")
- UNI EN 1957 regulation on durability testing (Furniture - Beds and mattresses - Test methods for the determination of functional characteristics and evaluation criteria")
- UNI EN 1725: "Domestic furniture - Beds and mattresses - Safety requirements and test methods"
- UNI 9175: "Reaction to fire of padded articles subjected to the action of a small flame - Test method and classification" Directive (EU) 2018/851 of the European Parliament and of the Council (waste disposal) Regulation (EC) no. 66/2010 of the European Parliament and of the Council (ecolabel)

OUR HISTORY





THE COMPANY MISSION



WHAT WE PROPOSE TO DO

Creating high-performance products to improve sleep quality. In the awareness that the well-being of people and the sustainability of the planet are at the center of the balance of the ecosystem.

LA BRAND ARCHITECTURE

RinaldiGroup s.p.a.



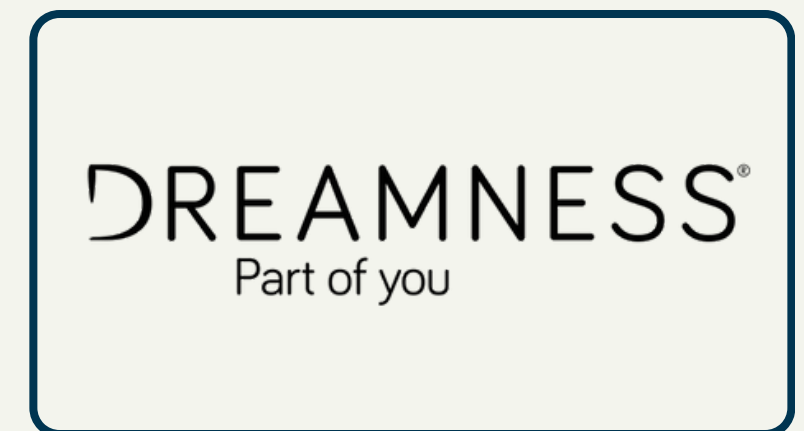
CHEAP & CHIC

Basic line intended for large-scale retail trade



COMFORT

5 lines of scientifically tested products, made with highly innovative materials, intended for home furnishing professionals.



LUXURY

Collection intended for high-end bedding specialists, who are offered the choice between two product lines.



WHAT DISTINGUISHES US? INNOVATION AND QUALITY

TANGIBLE ASSETS

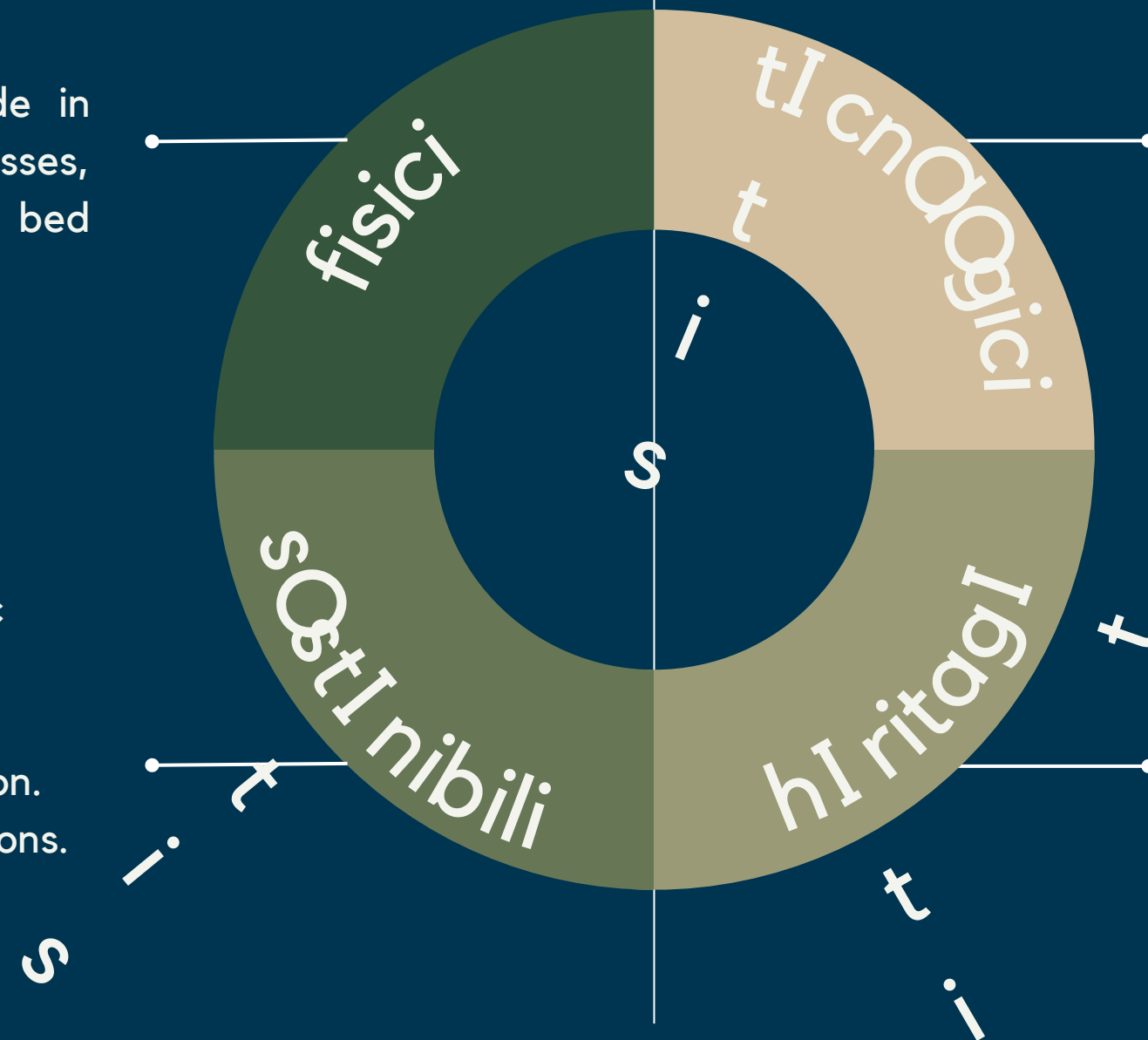
High quality, Made in Italy mattresses, pillows and bed systems.

Use of natural materials.
Use of photovoltaic systems.
Circular economy.
Scientific publication.
Industrial associations.

INTANGIBLE ASSETS

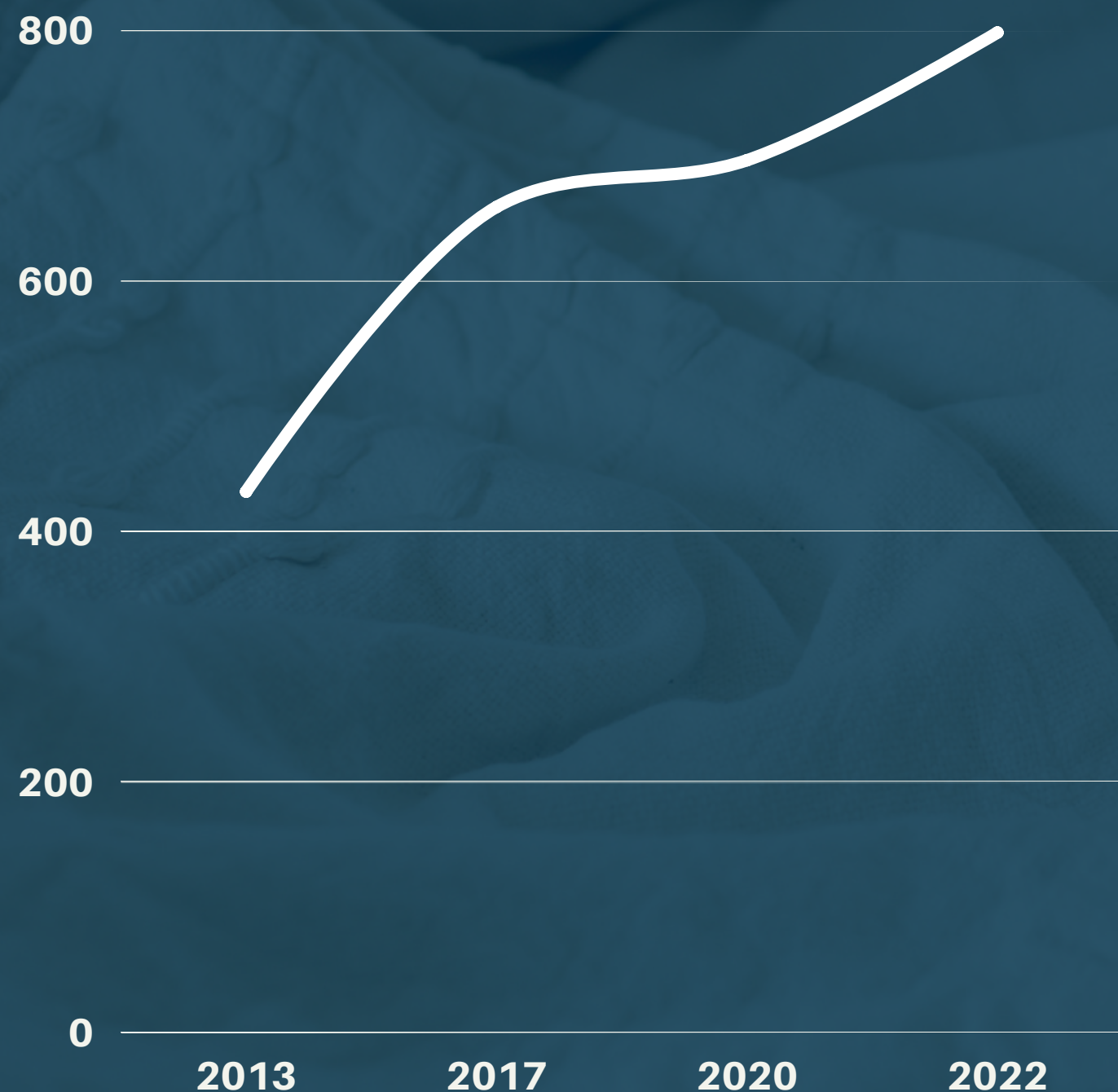
Development of innovative products and production processes.

Company founded in 1965 and now consolidated which makes craftsmanship and Made in Italy its strong points. It is among the main players in the bedding market.



MARKET ANALYSIS: THE OFFER

Mattress sales trend for Italian companies (€/000)



Source: Based on ISTAT data - March 2022

15,6% Growth in the furniture system sector

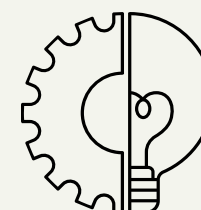
4,7% Estimated global bedding market growth



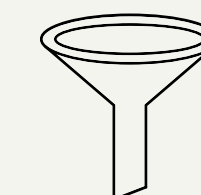
Very competitive sector with low barriers to entry



Strengthening the most competitive companies



Investments in digitalisation and innovation



Bedding sector trend towards omnichannel

DISTRIBUTION ANALYSIS

Increase in single-brand chains


12%  **17%**

Increase in teleshopping and other direct channels


11%  **13,5%**




Stability of the independent specialized detail

29%  **29,5%**

Decrease in large despecialized surfaces

7%  **5%**

Stability of large specialized surfaces

15%  **15,5%**

Decrease in independent furniture stores

15,5%  **11,5%**



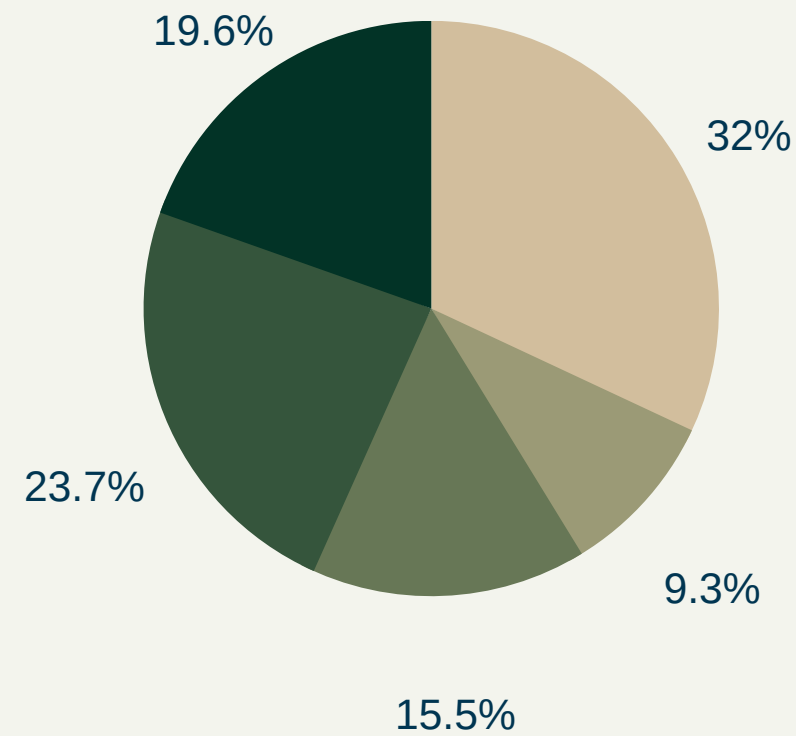
E-commerce reaches

8% in 2020

DEMAND ANALYSIS PRIMARY DATA

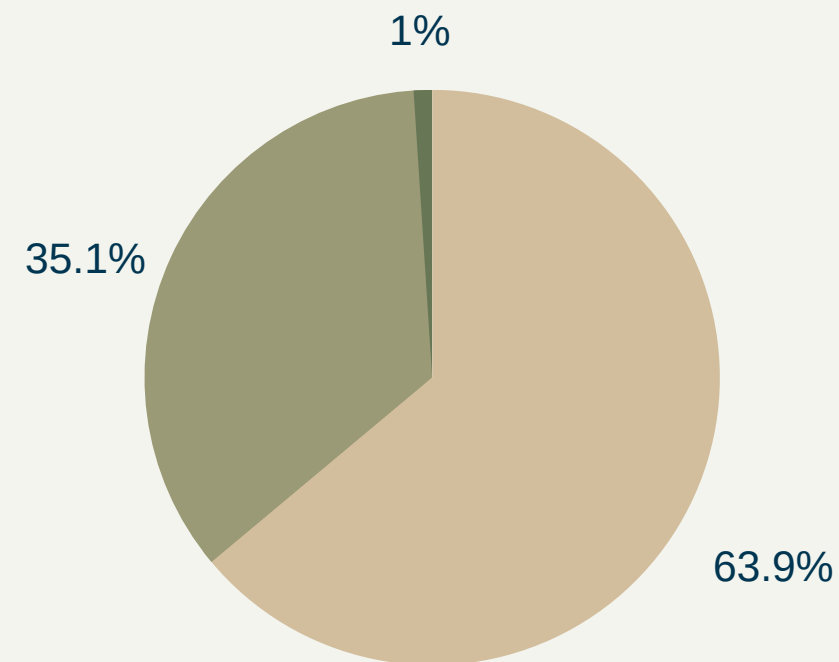
The data were collected through a questionnaire administered to a sample of 97 people over 7 days

AGE



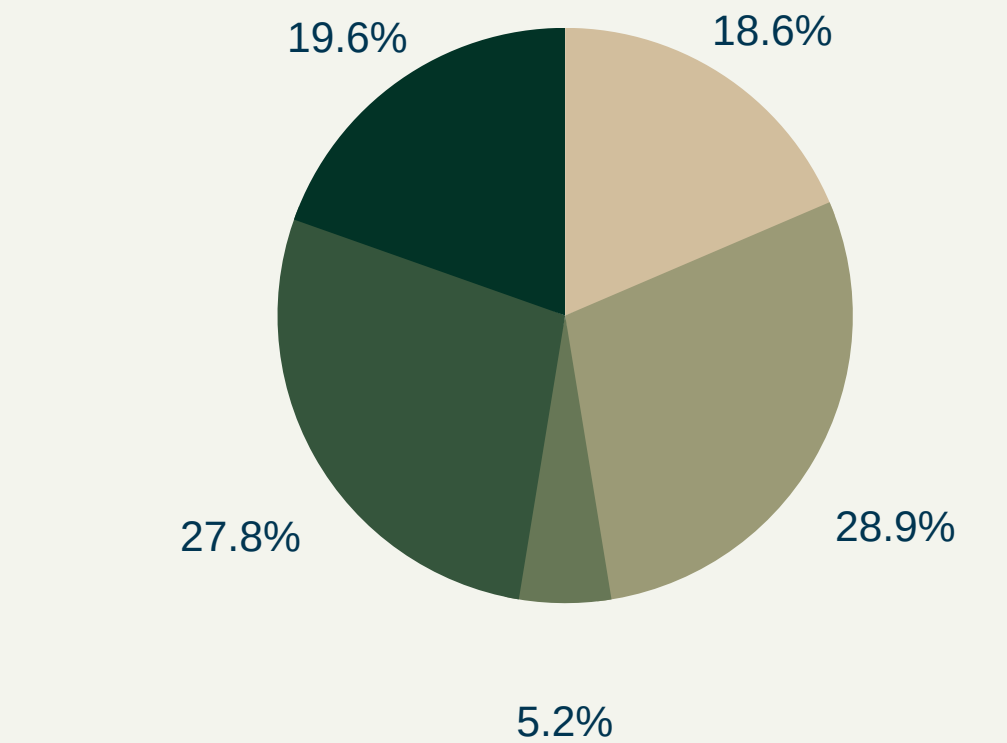
23-30 31-40
41-55 40
OVER 65 56-65

SEX



F M
MORE

SOCIAL STATUS

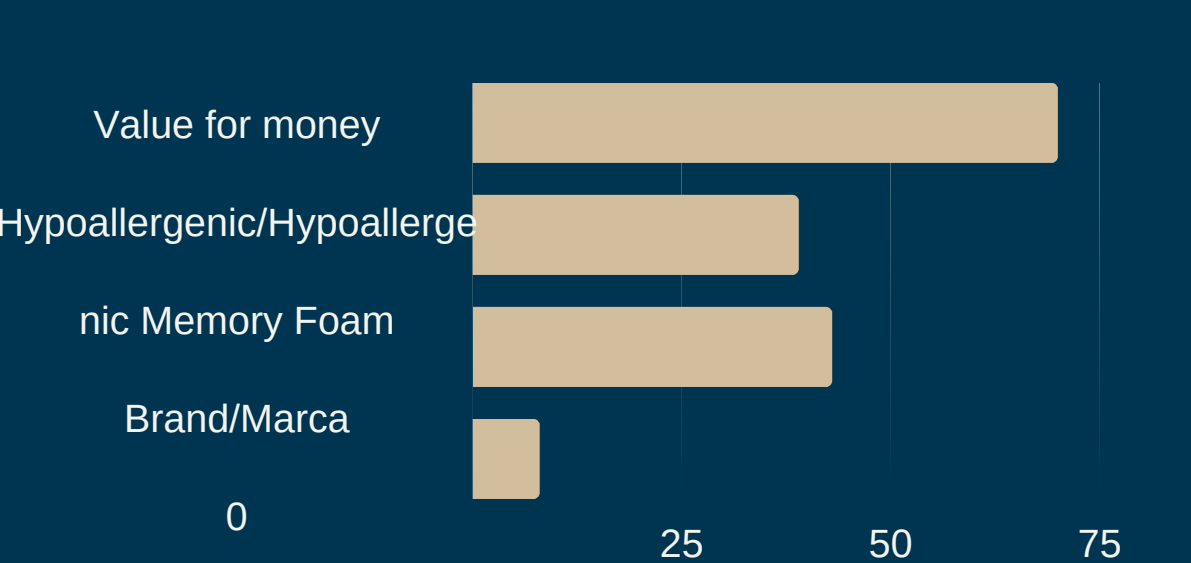


YOUNG PERSON OF THE FAMILY ECONOMIC INDEPENDENT ADULT
NON-ECONOMICALLY INDEPENDENT ADULT WITH FAMILY
PENSIONED ADULT

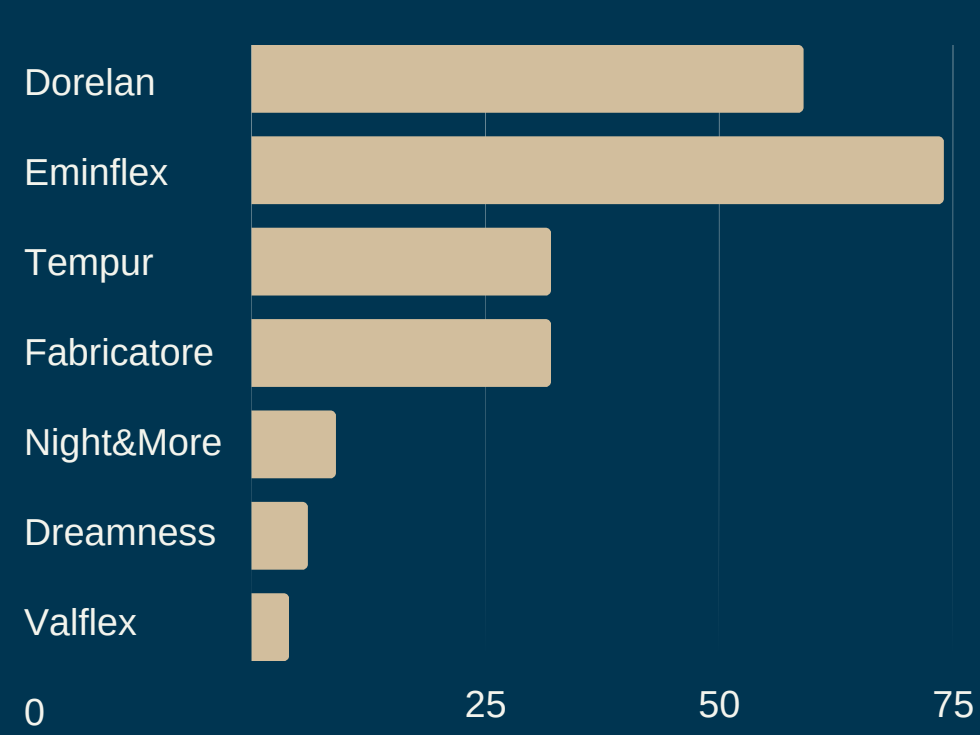
DEMAND ANALYSIS

PRIMARY
DATA

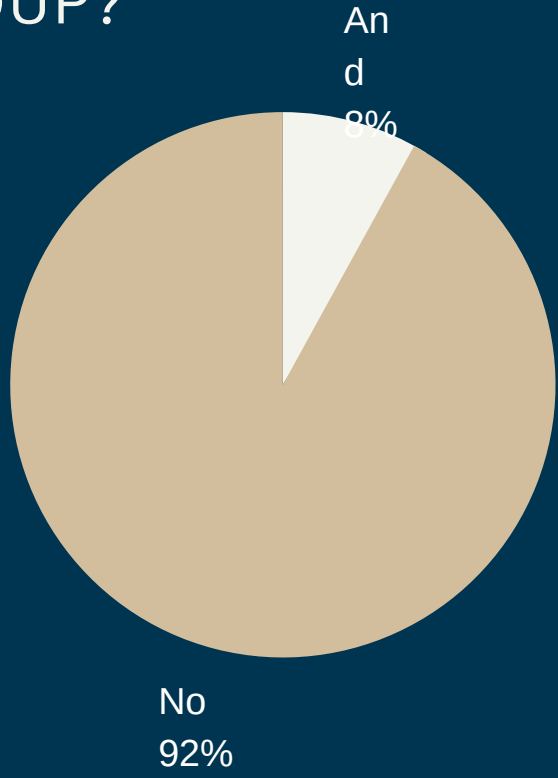
FEATURES THAT INFLUENCE THE PURCHASE OF THE MATTRESS



MOST KNOWN BRANDS



DO YOU KNOW RINALDI GROUP?



HOW MUCH DOES THE QUALITY OF THE MATTRESS MATTER FOR GOOD SLEEP?



HOW IMPORTANT IS IT TO TRY A MATTRESS BEFORE PURCHASING?



DEMAND ANALYSIS SECONDARY DATA: BUYING HABITS

85%

He still buys in-store, but shopping is increasingly influenced by the web

10%

Buy directly online

5%

They choose in store and then buy online

30%

Buy mattresses only
in physical stores

55%

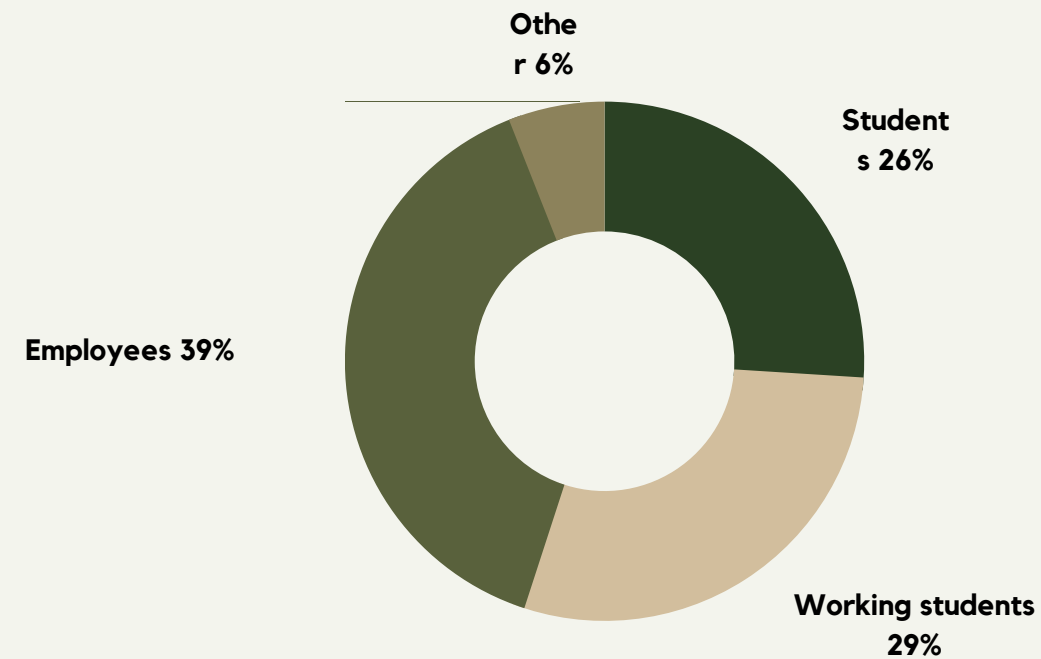
He searches for the
product online but then
buys it in a physical
store



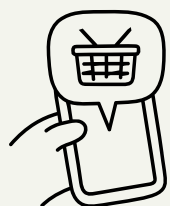
SEGMENTATION



Young (23-30)



Good sensitivity to sustainability issues. They give importance to quality.

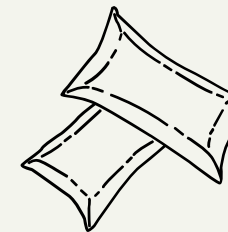
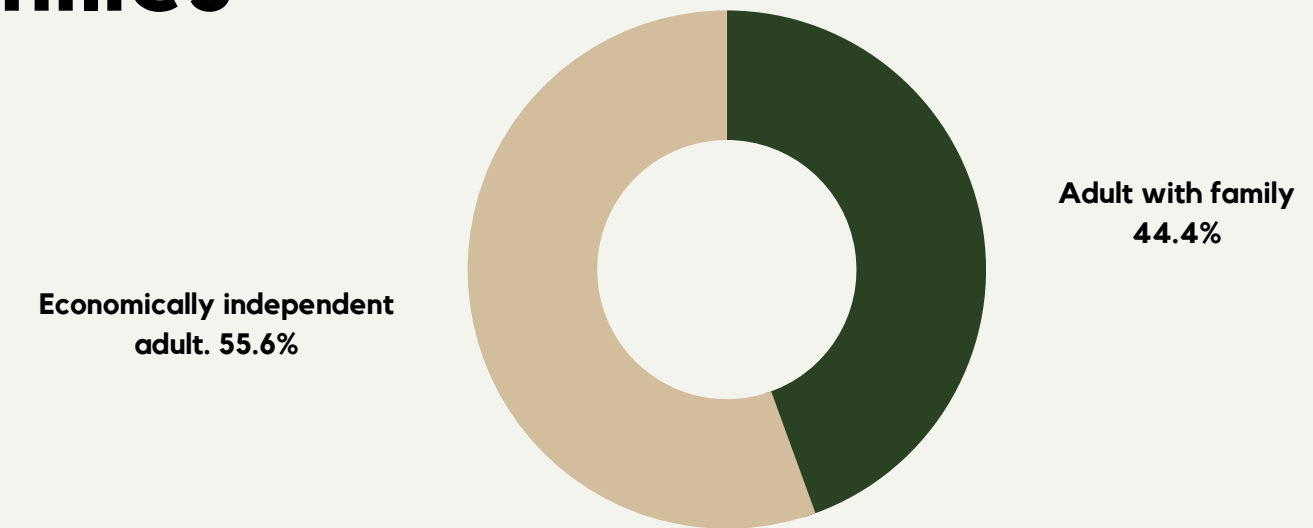


Strong propensity to use e-commerce channels and new technologies.

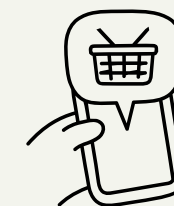


Characterized by medium-low incomes and therefore little willingness to pay.

Young families (31-40)



Search for comfort rather than quality



Lack of propensity to use e-commerce. They prefer physical purchasing.



Lack of willingness to pay

SEGMENTATION





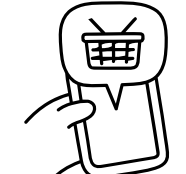
Mature families

(41-55) (56-65)



Family unit with children
52%

Family unit without
children 48%

	Nucleus with fig li	Nucleus without children
	67% of those interviewed declare a low willingness to pay, outlining a budget for the purchase of a mattress between €80 and €400.	The willingness to pay increases, the percentage highlighted above drops to 37% while 63% declare that they dedicate a budget greater than €400 to the purchase.
	Pursuit of quality as genuine need.	
	They prefer purchasing in a physical store rather than the online shop but there is still a good propensity to use app.	

Pensioners (over 65)



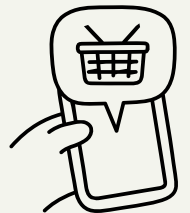
Strong attention to the quality-price ratio (63% believe that good sleep depends on the quality of the mattress).



Medium-high willingness to pay (68% declare that they dedicate a budget of more than €400 to the purchase of a single mattress).



Preference for purchasing in physical stores.



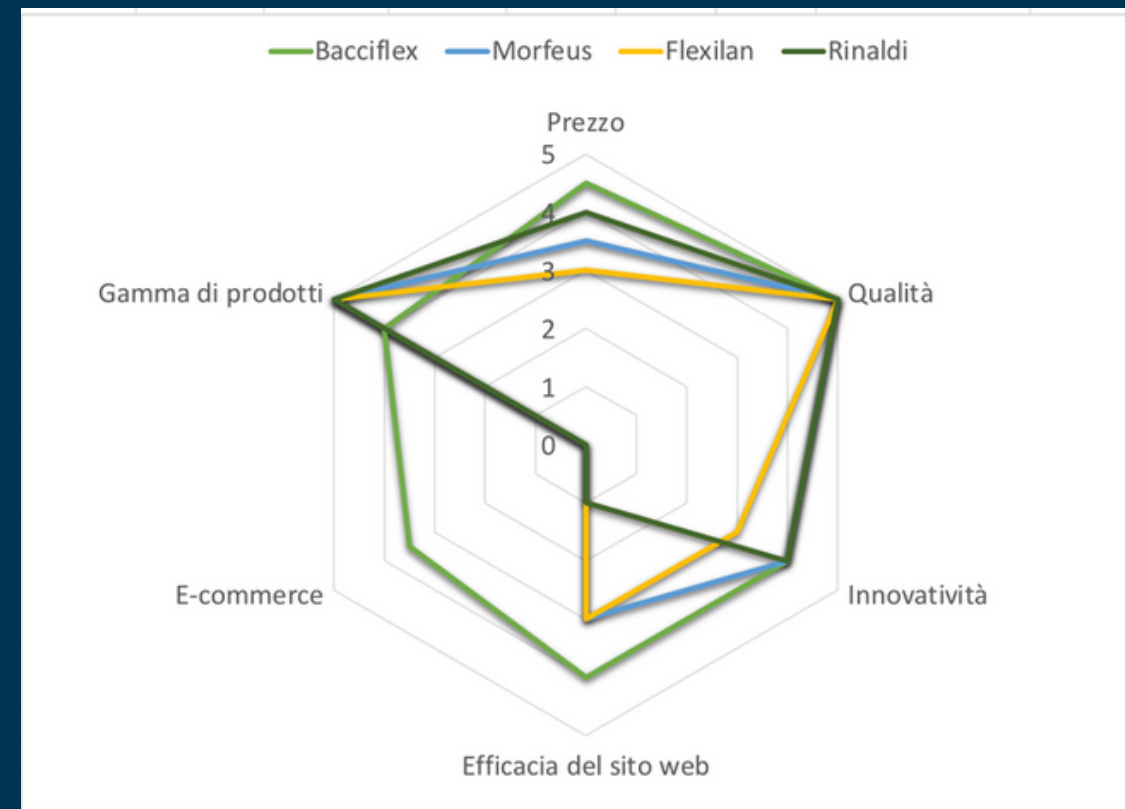
Poor predisposition to e-commerce and the use of technologies.



COMPETITOR ANALYSIS

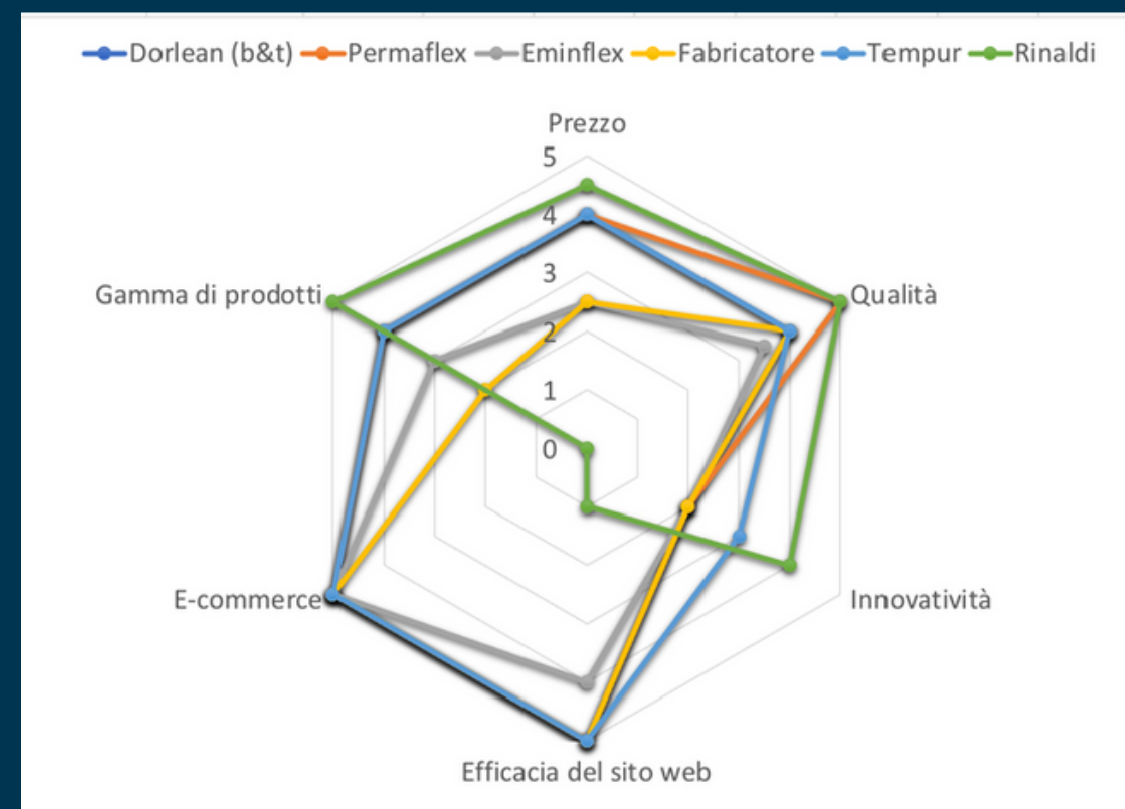
COMPETITOR OF THE SAME STRATEGIC GROUP

Companies that operate at a multi-regional level with a medium-high degree of differentiation.



NATIONAL AND INTERNATIONAL LEADERS

Companies that operate at a national and international level, with a high degree of differentiation and which are better known among end consumers.



STRENGTH

- T**
- Brand Heritage
 - Quality and made in
 - Italy Innovation
 - Sustainability
 - Internationalization

WEAKNES

- S**
- Brand awareness Unclear positioning Lack of
 - digitalisation Poor communication
 - Uncompetitive prices for lower-end products Strong
 - bargaining power of retailers;
 -
 -

SWOT ANALYSIS

OPPORTUNITIE

- S**
- Development of new technologies Consumers increasingly
 - conscious and aware Growth of the bedding market
 - E-commerce expansion and omnichannel in the bedding
 - sector PNRR funds for sustainability
 -

THREAT

- S**
- Highly competitive market Digitalized and more
 - competitive companies and start-ups Cost variability
 - due to the uncertain political-economic situation;
 - Complexity in transport logistics;
 - Presence of multi-category companies.
 -

MARKETING OBJECTIVES

- Increase market share by 5% over the next three years
- Increase the share of B2C by 10% of overall turnover
- Increase the share of turnover deriving from e-commerce by 10% in the next three years



COMMUNICATION OBJECTIVES

- Increase brand awareness Improve
- brand image Increase engagement
- Spread the culture of good sleep
-



UNIQUE VALUE PROPOSITION

OFFER QUALITY SLEEP

With commitment and dedication Rinaldi group wants to offer made in Italy, sustainable and innovative products to spread the "culture of good sleep" and raise awareness of the importance of quality sleep.



Sleep and wear
monitoring systems



E-
commerce



Communication and
awareness campaigns

OUR TARGET CUSTOMERS



G- leeper



Young adults
between 23 and
35 years old



First purchase



They look for
innovative and
sustainable
products



Good value
for money

HEALTH sleeper



Adults over 50,
living alone or as a
couple but without
children



Quality as a
healthy need



Greater
willingness to
pay

PREMIU sleeper



Healthcare
facilities and luxury
hotels

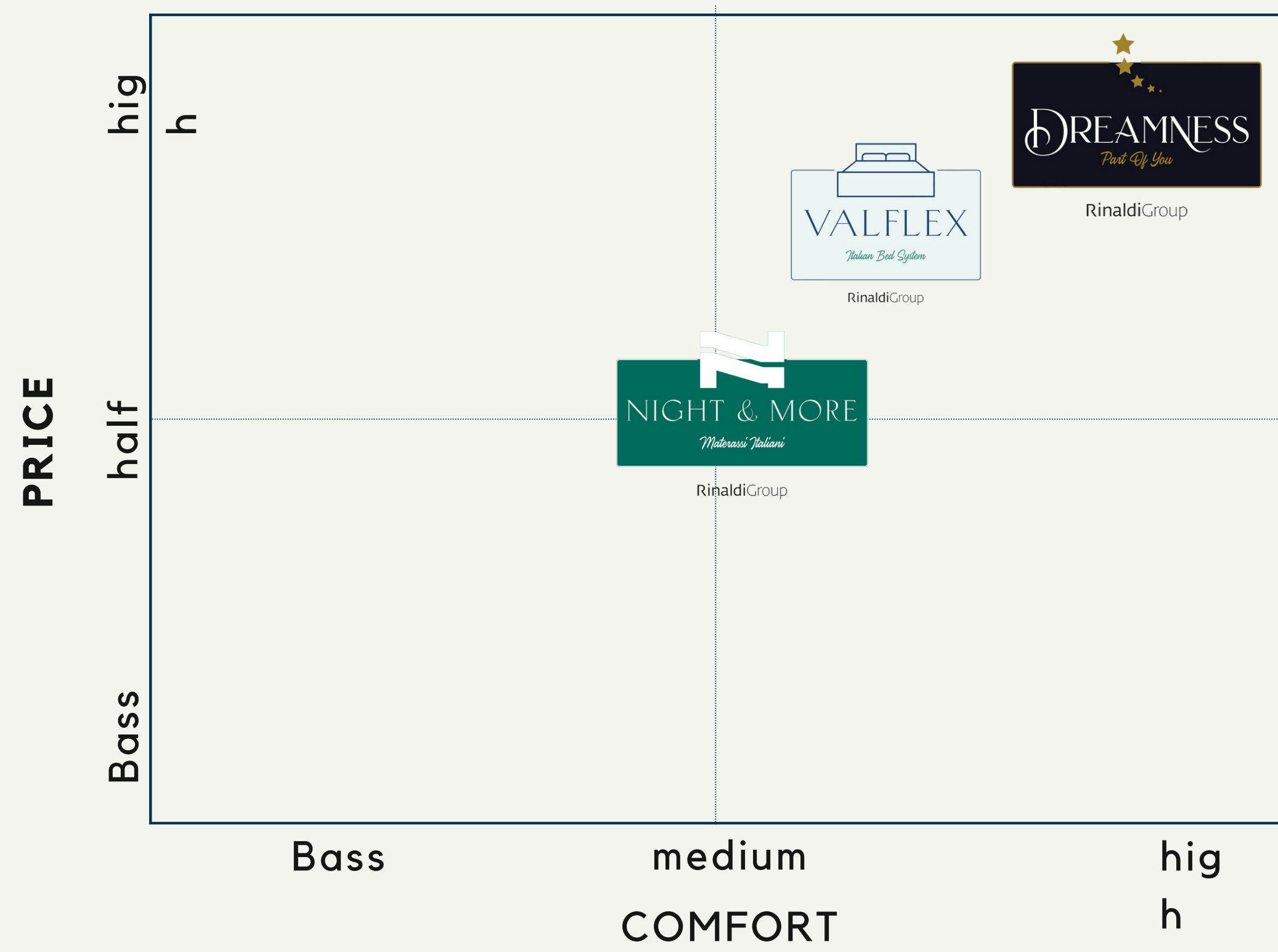


Core service=good rest

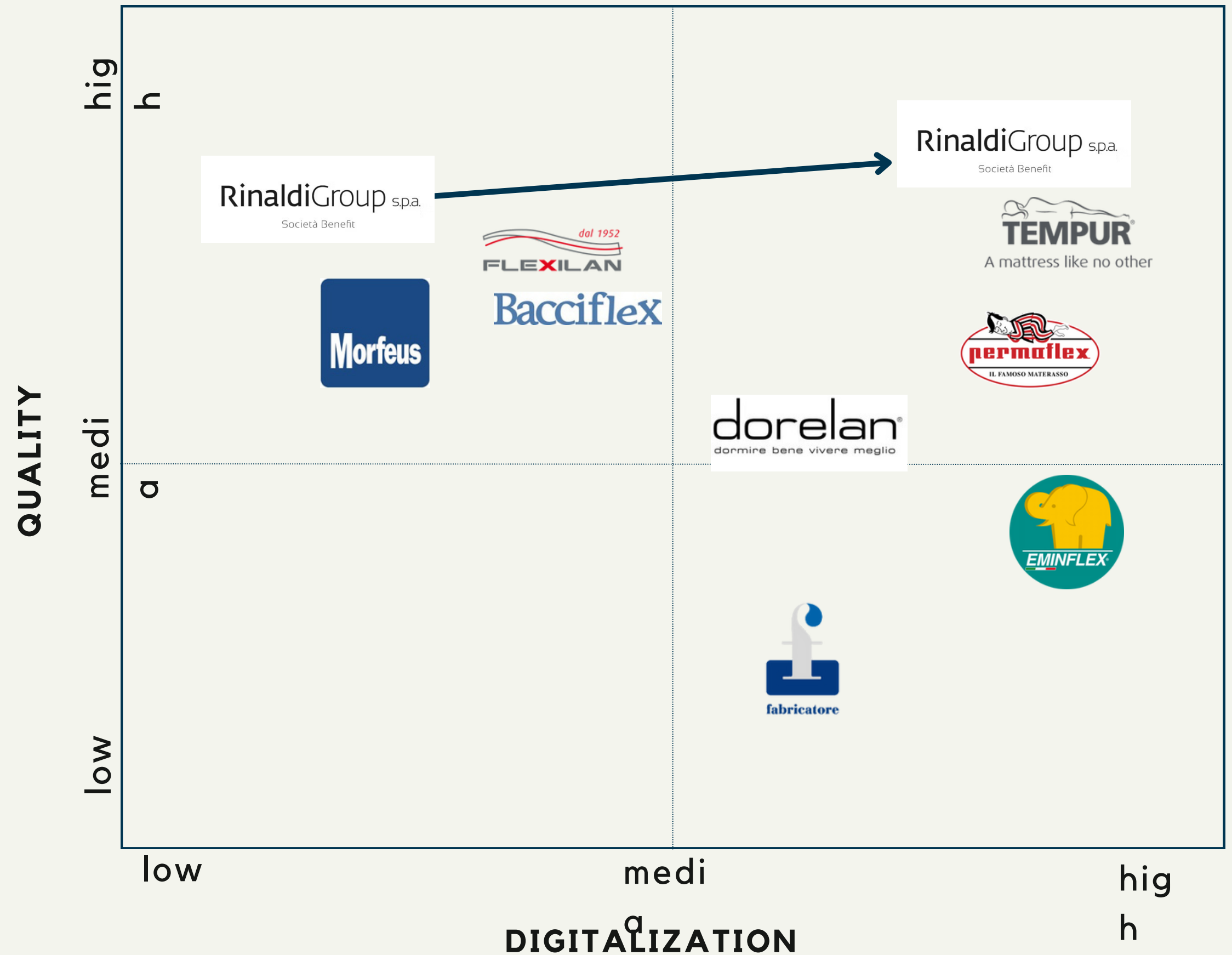


High quality mattress
research

BRAND POSITIONING



THE NEW POSITIONING OF THE CORPORATE BRAND



PARTNERSHI P



 **scalapay**
Compra ora, paga poi

AIMS - Sleep Medicine

For spreading the culture of good sleep and offering pre-purchase consultations

HOTEL 5 PLACE

To promote product quality through the "BedCard"

SCALAPA

Y For the installment of online purchases

NEW BRAND IDENTITY

WHAT WE REPRESENT



Physique

Black and white
"Benefit Society"
Double bed

Relationship

Reliability
Familiarity
Trust

Reflection

Researchers of quality and
comfort attentive to the
environment and their own
well-being

Personality

Experts, innovators, attentive
to quality, the environment
and people

Culture

Made in Italy, family,
innovation,
sustainability, attention
to good sleep

Self-Image

Feeling satisfied, responsible,
sustainable, innovative and
attentive to your well-being



NEW BRAND ARCHITECTURE



RinaldiGroup

SMART & CHIC

Smart brand of high quality, Made in Italy products at affordable prices. Dedicated to large-scale distribution and e-commerce.



RinaldiGroup

COMFOR

5 lines of scientifically tested products, made with highly innovative materials, intended for home furnishing professionals.



RinaldiGroup

LUXUR

Brand dedicated to prestigious healthcare facilities and hotels that need to guarantee quality and comfort to their guests.

PURPOSE

CREATE SUSTAINABLE WAY
A NEW FORM OF WELL-BEING

PRODUCT



SLEEP ANALYZER

Device designed to give the customer the opportunity to control the quality of their sleep using a simple App.

In this way, Rinaldi Group can give concrete form to its values of innovation and attention to the culture of good sleep.

BED'S LIFE CONTROLLER

Mattress wear monitoring system with the aim of preventing the moment of "discomfort" that often occurs due to prolonged use of the mattress.

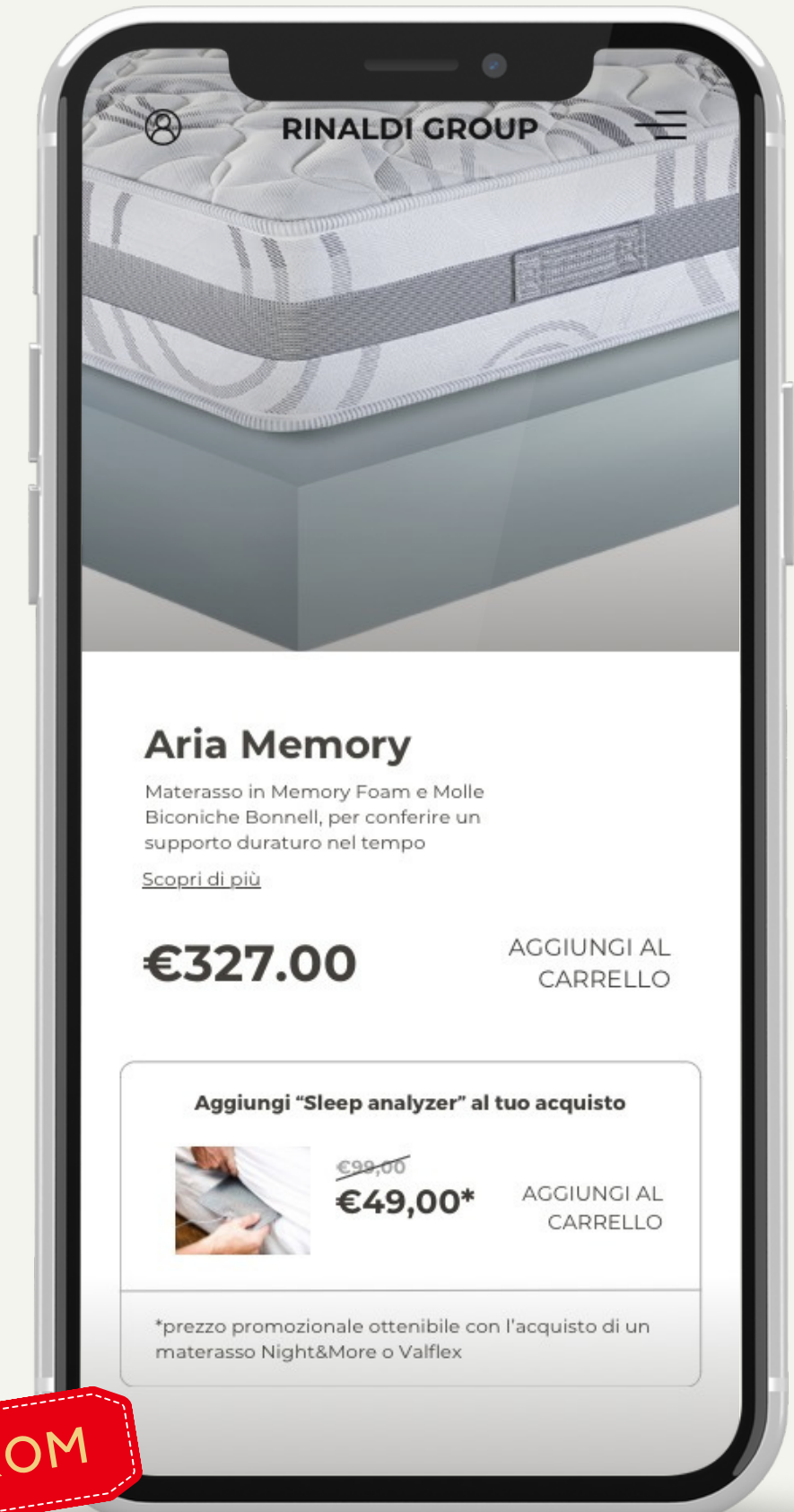
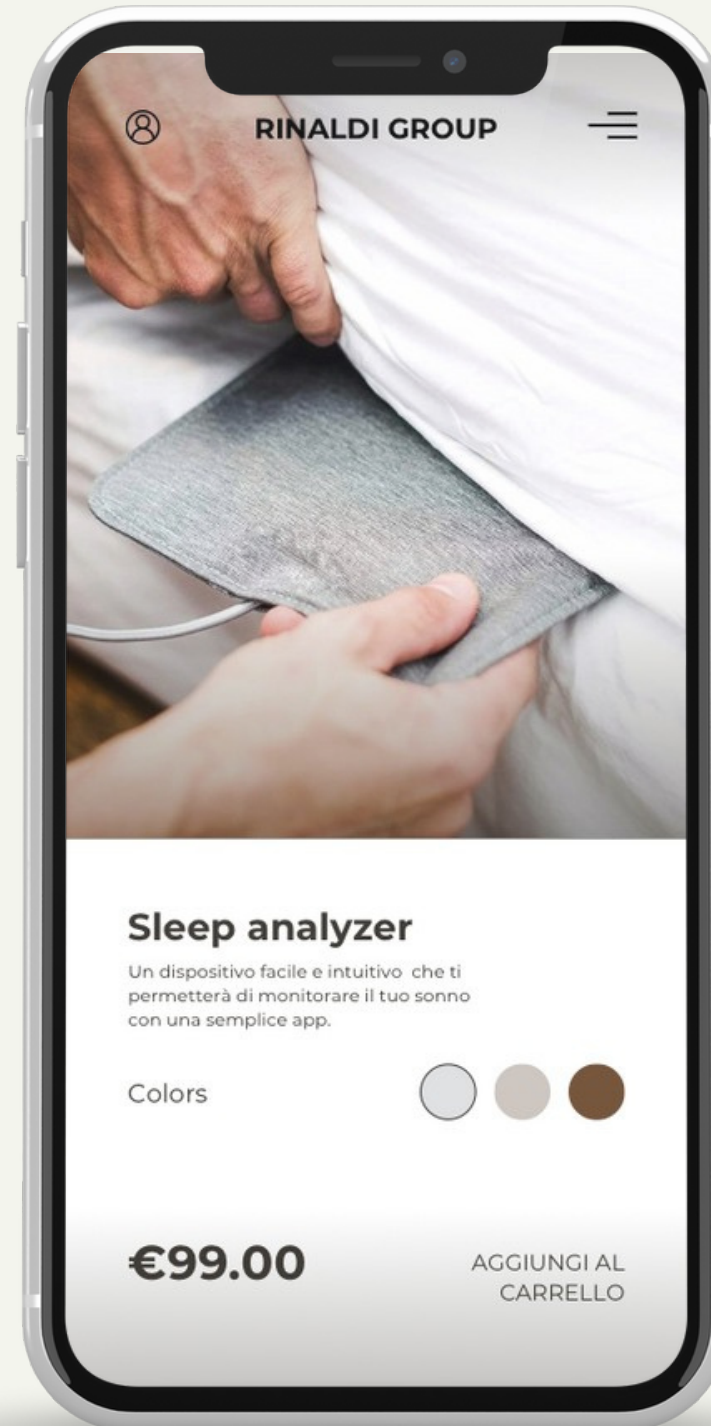
By scanning a QR CODE using the App and answering a series of questions, the residual life of the mattress will be determined from time to time.



PRICE

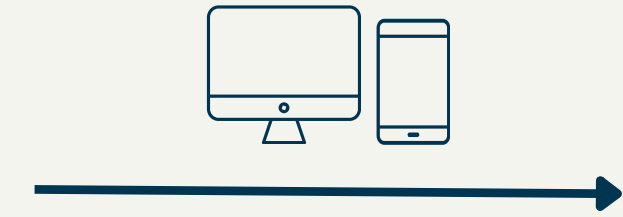
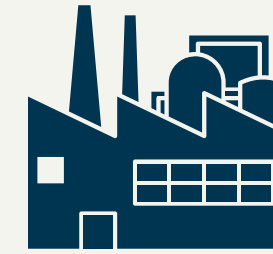
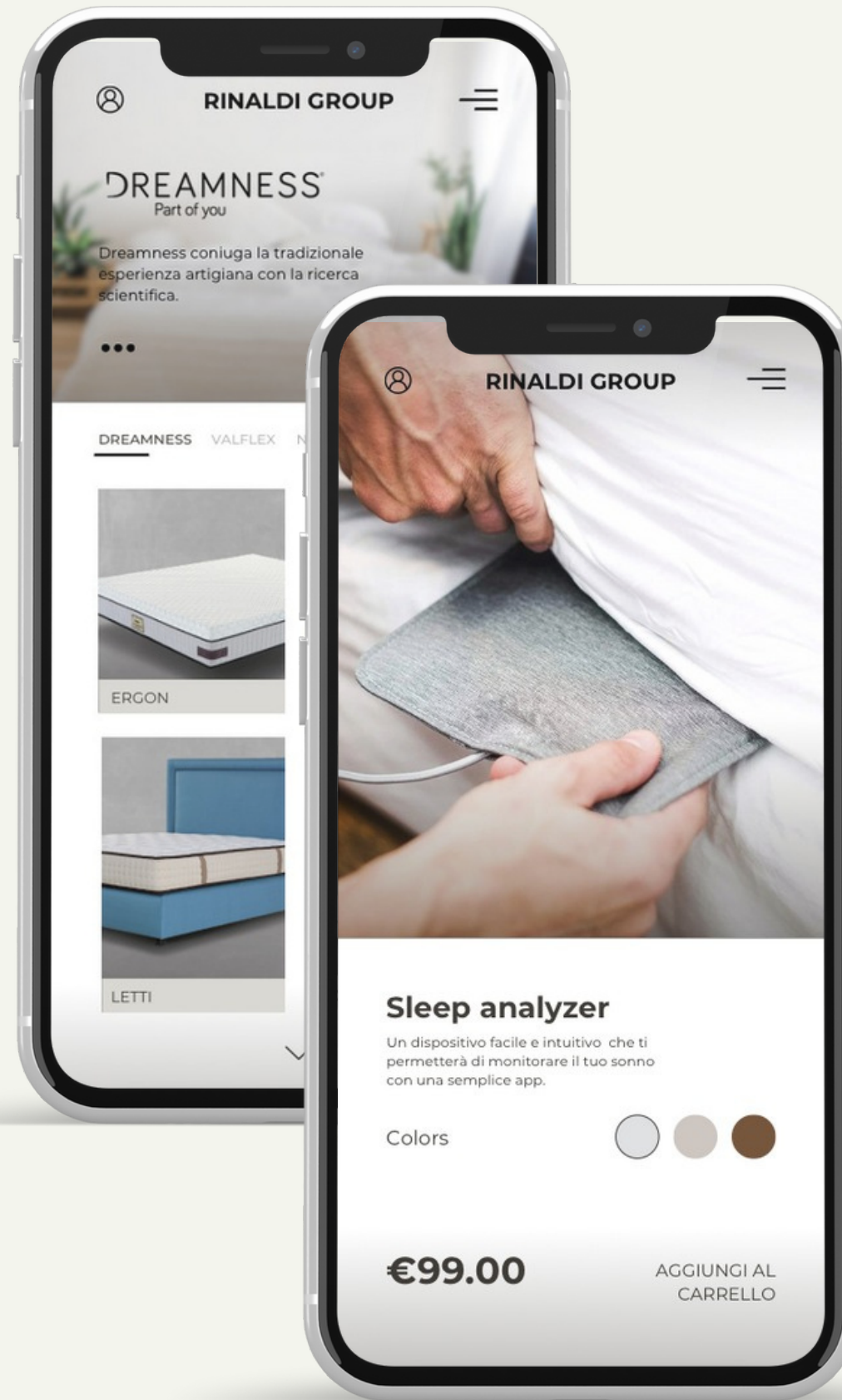
PENETRATION STRATEGY

The selling price of the single device Sleep Analyzer is by €99 however by purchasing it together with a mattress you can take advantage of a promotion that reduces the price to €49



PLACE

E-COMMERCE



Possibility of reaching a greater number of consumers

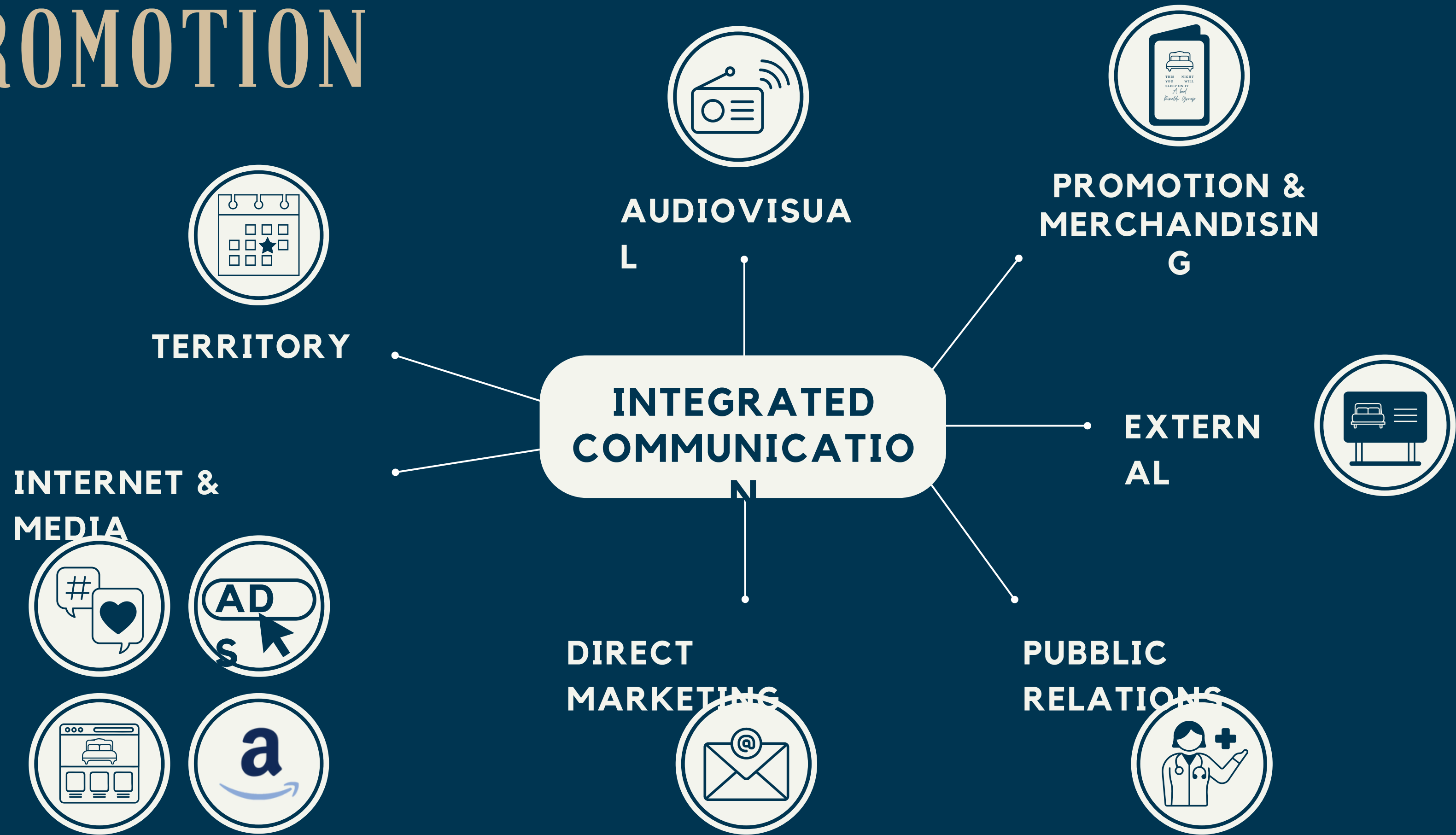


Reduction of costs for staff and for the purchase/rental of the premises



Possibility to test the mattress for 100 days

PROMOTION





MODEL WEIGHT



WHO WE ARE ADDRESSING TO

BUYERS PEOPLE



BUYER PERSON
Career woman

NAME: Sara **AGE:** 28 years old **PROFESSION:** Architect

OBJECTIVES AND MOTIVATIONS

- Buying a mattress for his new home
- Improve your lifestyle Improve the quality of your rest Purchase innovative and sustainable products
-

PROBLEMS AND BARRIERS

- Finding the best quality-price ratio Being able to test the mattress purchased online
- Time to research the product in store



Shop often online



BUYER PERSON
Couple over 50

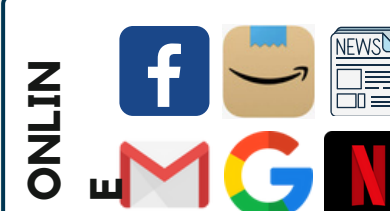
NAME: Leandro - Mina **AGE:** 60-55 years **PROFESSION:** Retired-Lawyer

OBJECTIVES AND MOTIVATIONS

- Buy a mattress that guarantees benefits and comfort
- Improve your health Buy a long-lasting product
- Reduce physical problems resulting from the mattress

PROBLEMS AND BARRIERS

- Skepticism towards the promises of the various brands Lack of culture in the mattress/health sector Fear of making uninformed purchases



Prefers physical purchase. He rarely buys online



BUYER PERSON
Entrepreneur stated

NAME: Riccardo **AGE:** 48 years **PROFESSION:** Hotel manager

OBJECTIVES AND MOTIVATIONS

- Guaranteeing the best possible service to its customers Purchasing a long-lasting, high-quality product Being able to prevent the mattress's moment of "Discomfort"
-

PROBLEMS AND BARRIERS

Establish a relationship of trust with your supplier
Skepticism towards the various promises of brands
Need to see and try the product



Make purchases both online and in physical stores

HOW WE COMMUNICATE



G-S
sleepers



HEALTHY
sleeper



PREMIUM
sleeper



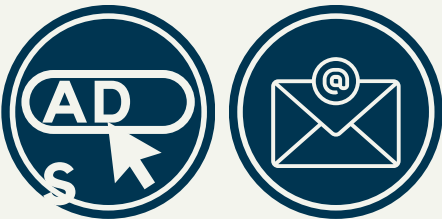
**INSTAGRAM
CONTEST**
#dolcedormire



**RADIO
ADVERTISEMENT**
"Broken dreams?
Rinaldi mattress"



EVENTO
"SIA hospitality design"



Personalised



Personalised



Personalised

WEB SITE



STRENGTHEN BRAND AWARENESS SPREAD THE CULTURE OF GOOD SLEEP
GUIDE THE CONSUMER TO THE ONLINE AND PHYSICAL PURCHASE OF
PRODUCTS

AWARENESS CAMPAIGN

"BETTER SLEEP"

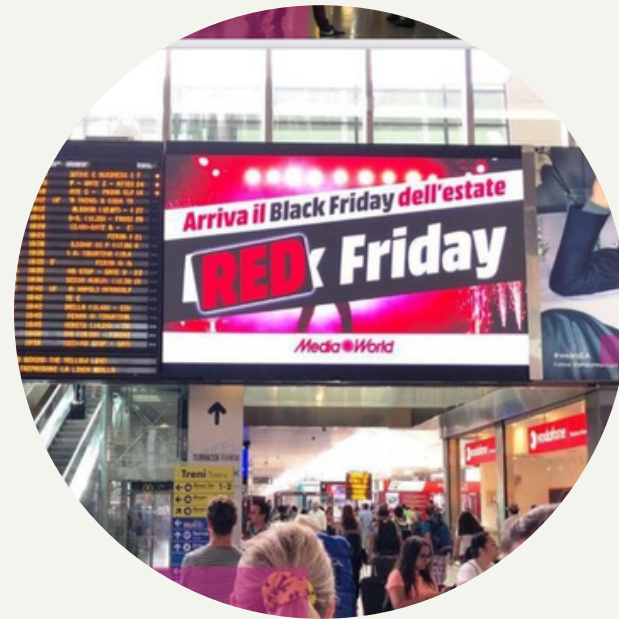


Daily questions related to the moment of awakening and asked in a familiar tone.

Rinaldi Group and AIMS become confidants who suggest not to underestimate the state of health linked to good sleep.

LARGE RETAIL STATIONS

Communicate to passengers with the large and small screen



ICONIC AND INNOVATIVE MEDIA SPACES

- Impact
- Recognizability
- Monitoring the
- Target
- Measurability

Touchpoint

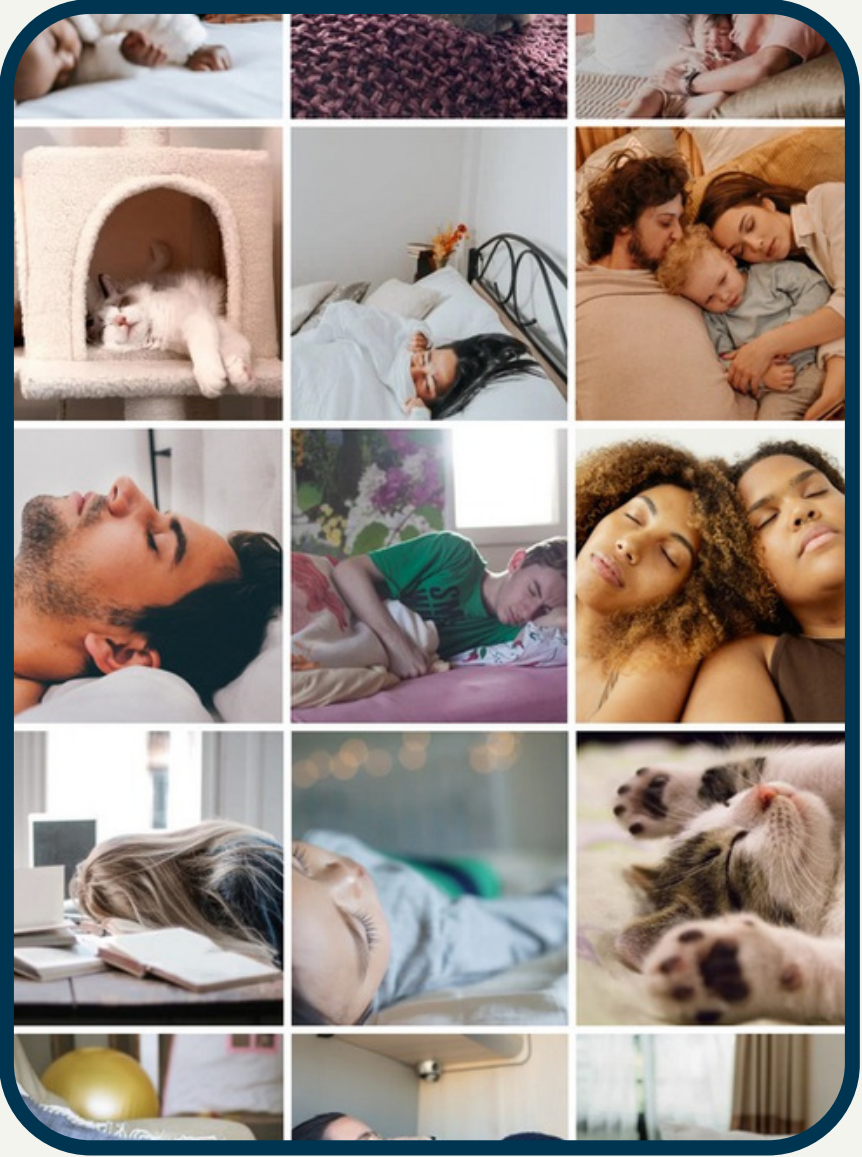
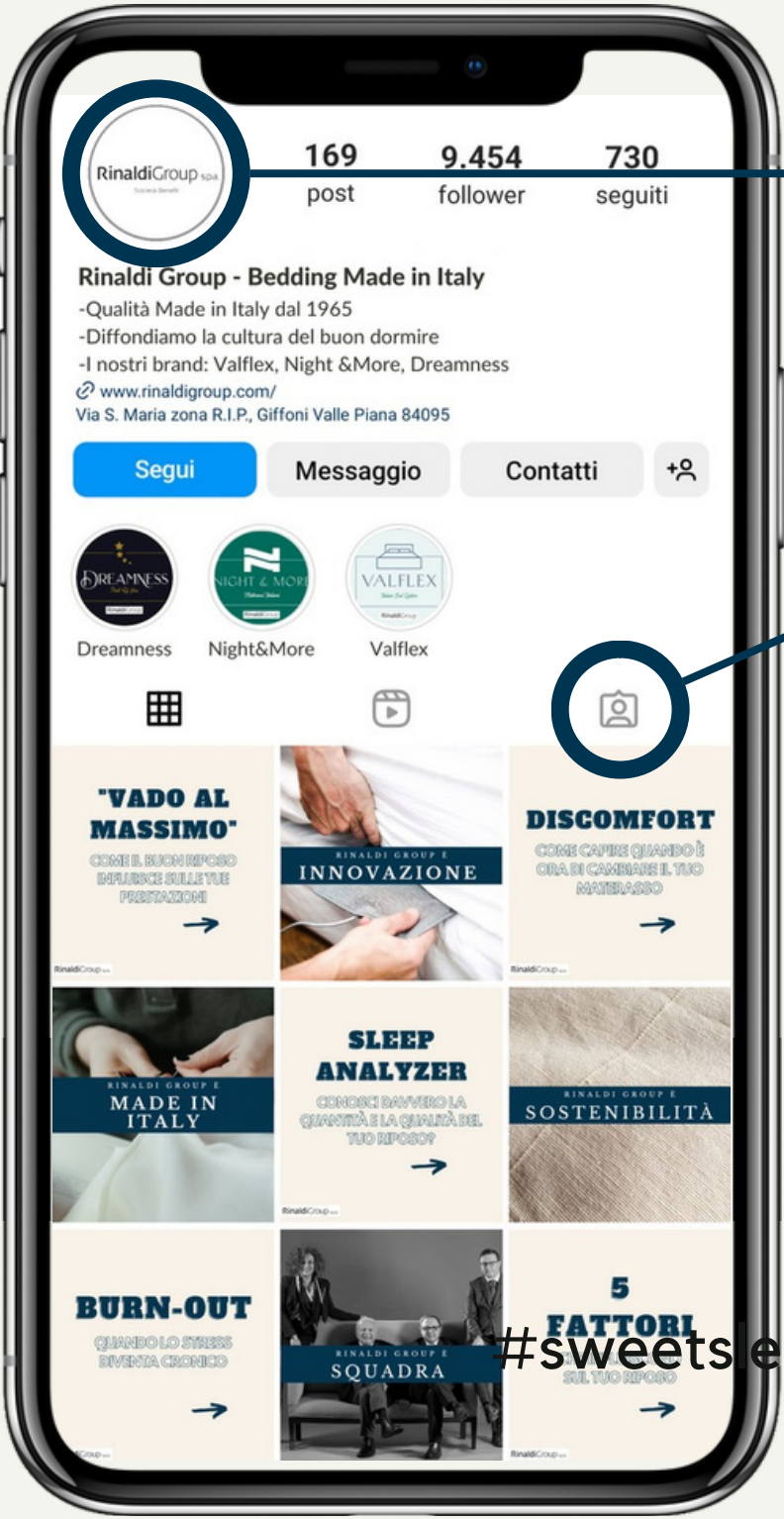


MOBILE ADV. CAMPAIGN

- Targeted planning
(where and when)
- Touchpoint
- Retargeting
-

SOCIAL MEDIA

CONTEST
#DOLCEDORMIRE



#sweetsleep #rinaldigroup @rinaldigroup

INCREASE ENGAGEMENT



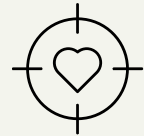
**EVENT
IDEA:**

Extra luxury hotel room entirely furnished
with Dreamness products



**TARGET
:**

Premium sleepers



**CORE
SERVICE:**

Possibility to view and test the setup;
information corners with technicians and
experts; possibility of purchase;
hospitality



**LOCATION &
DATE:**

Rimini - SIA hospitality design,
11-12-13 October 2023 Recreating a 5-
star night:



**ATMOSPHERE
:**

Luxurious, relaxing, warm
Direct email, social media, website



**COMMUNICATION
:**

SIA HOSPITALIT Y DESIGN

GOALS

- Increase Brand awareness
- Improve Brand image
- Create engagement



RinaldiGroup spa
Società Benefit

Il riposo che meriti

WWW.RINALDIGROUP.COM



@DREAMNESS - PART OF YOU

Rinaldi Group coniuga la
tradizionale sapienza
artigiana con la ricerca
scientifica

RinaldiGroup spa
Società Benefit

Dhalim trono di Orione

Pannello superiore:

Tessuto stretch in Nilit che favorisce il microclima corporeo ottimale per un riposo rigenerante.

Struttura interna:

100% HydroAir al alta traspirabilità, con estratti naturali di Soia e Cocco dalle proprietà dermoprotettive.

25 cm

Multi
comfort

All
season



@DREAMNESS - PART OF YOU

Lo speciale rivestimento in tessuto Nilit e la struttura interna garantiscono elevate prestazioni che pongono DHALIM al vertice dei prodotti ad elevata sostenibilità, in grado di massimizzare il comfort per un riposo rigenerante.

BEDCARD

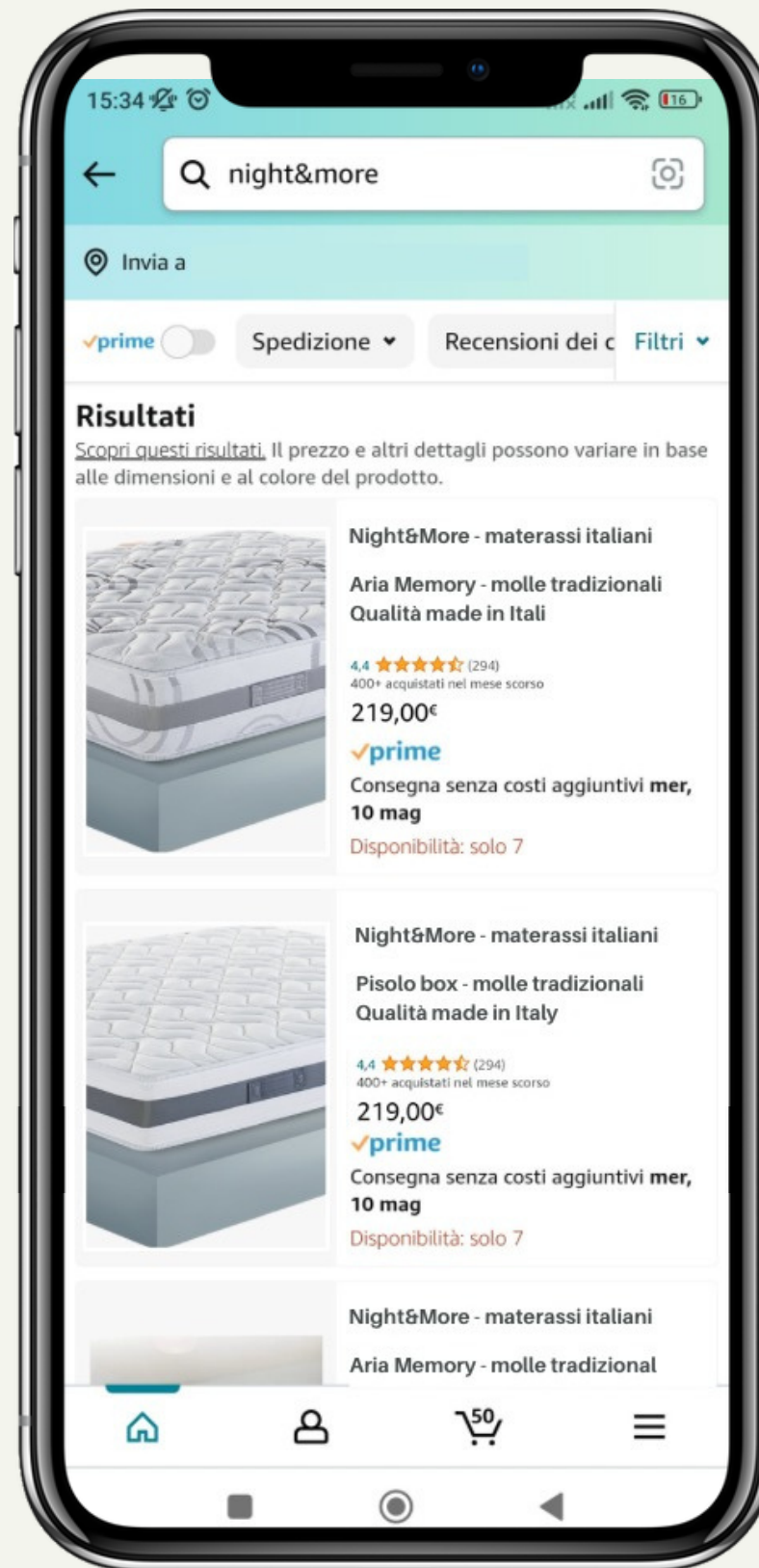
An information card that the
Hotels in Partnership will place on
their Dreamness mattresses at
the beginning of each new stay.

Goals:

- New Touch point
- Increase Brand Awareness
- Improve Brand image

AFFILIATE MARKETING

AMAZON



RinaldiGroup

**More competitive and accessible
Night&More products for the target
audience**

ADVANTAGES

- high exposure and visibility increased traffic
- use of cookies for data collection and low-cost re-ta
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BUDGET

	YEAR 1				YEAR 2				YEAR 3				TOTAL
	I	II	III	IV	I	II	III	IV	I	II	III	IV	
Re-branding	€50.000												€50.000
Website	€30.000			€500				€500				€500	€31.500
External		€20.000			€20.000				€20.000				€60.000
Event				€70.000				€70.000				€70.000	€210.000
Spot radio		€30.000		€30.000		€20.000	€20.000				€20.000		€120.000
Google ads		€30.000	€30.000	€30.000			€20.000	€10.000			€20.000	€10.000	€150.000
Social ads		€30.000	€20.000	€10.000		€20.000	€20.000			€10.000	€10.000	€10.000	€130.000
Influencer M.			€20.000	€30.000		€20.000	€20.000				€15.000		€105.000
Bedcard		€15.000			€15.000				€15.000				€45.000
Email		€300	€300	€300	€500	€500	€500	€500	€700	€700	€700	€700	€5.700
TOTAL	€80.000	€125.300	€70.300	€170.650	€35.500	€60.500	€80.500	€80.100	€45.700	€10.700	€72.000	€91.200	€907.200

IL TEAM MARKETING



FEDERICA
VITALI



SARA
PACIOTTI



LUCA
BUDASSI

THANK YOU
FOR THE
ATTENTION