

# ALESSI

Creative Brief and Logo | Chloé Letendre

**A**lessi is an Italian luxury home furnishings manufacturer that creates innovative, high quality every day household items. Founded in 1921 by Giovanni Alessi, the brand has a rich history of modern, unconventional designs that push the limits of what household items should look like and that "make the ordinary extraordinary". Despite this rich history of craftsmanship, Alessi is not well known by Canadian audiences and needs a logo redesign to appear more modern and current, to appeal to a broader public that may not be familiar with their reputation.

## Key Challenge

Alessi wants to increase brand awareness and recognition in Canada, as their Canadian audience is still unfamiliar with the brand's history and reputation, despite Alessi products being available in stores across the country.

## Purpose

Alessi wants to increase their share of the household items and small appliances market in Canada, which will involve increasing traffic on their social properties and expanding their presence on the most current social media platforms. They also want to modernize their logo to be more appealing to a broader, international audience.

## Competitors

### Caraway

Caraway is a home goods brand that sells cookware and bakeware at mid-

range prices. Their brand identity centres around sustainability and ethics.

**Strengths:** clear brand identity and identifiable designs; appeals to environmental and ethical values; high quality

**Weaknesses:** limited variety of products

**Media strategy:** showcasing the simplicity and order that is enabled by brand products

### Ikea

Ikea sells furniture, kitchen appliances, home accessories and other goods. They are known for their minimalist style and low-end prices.

**Strengths:** Great variety of products; affordable prices

**Weaknesses:** Lower quality products; reputation for being low-grade

**Media strategy:** creating the image of a cozy, homey and stylish, yet within reach, lifestyle; localized social media pages

### Le Creuset

Le Creuset is a kitchen goods brand that sells cookware, bakeware, dinnerware, and kitchen accessories at high-end prices. They are known for their long history and traditional style.

**Strengths:** High quality products; enduring good reputation

**Weaknesses:** Heavy products; old-fashioned design

**Media strategy:** Promoting a luxurious lifestyle, yet attempting to increase relatability by inserting slice-of-life posts; localized social media pages

## Target Audience

Currently, Alessi is largely unknown on the Canadian market and suffers from low brand recognition. Thus, this campaign will primarily focus on building brand awareness, through the redesign of the Alessi logo. This new logo will embody Alessi's brand values and appeal to Millennials and Gen Xers who value innovative, modern, sleek, minimalist design. More specifically, it will target individuals who value the arts and can see everyday objects as works of art in their own right.

## Deliverables

- 1 logo design
- 1 bus stop ad (image)
- 1 social media ad (video)

## Tone and Brand Voice

Alessi's brand voice is composed, sophisticated and practical.

## Media Strategy

Since the goal of this campaign is to increase Alessi's brand recognition in Canada, it will focus on getting the brand name in the public eye. The ads will depict Alessi's brand identity and spark people's curiosity. As a result, potential customers will be more likely to search Alessi's social media pages to learn more about the brand, thus increasing traffic on their social properties. The following channels will be used for promotion:

## Bus Stop Ad:

Alessi ads will be placed on bus stops, as these will allow for a great volume of viewers to see them: these ads will have the potential to catch the eye of commuters, drivers, and pedestrians alike. Increasing the total number of people that see the ad will enhance the chance of catching the eye of individuals who are part of Alessi's target audience.

## Video Content:

While Alessi has beautiful product photography on their Facebook and Instagram pages, they have yet to fully take advantage of video channels. An important social media trend of the past years has been the rise of TikTok for content marketing. Thus, it is suggested that a video ad be produced and shared on TikTok. The video format will allow for viewers to create an emotional connection with the brand, thereby enhancing the impact of the ad. In addition, using social media marketing will allow for the targeting of Alessi's target demographic directly.

## Budget

\$50,000 CAD total for the logo redesign and two ads.

## Chief Message

"If you know, you know". Once customers have tried Alessi products, they know how special the design and functions are.



This sleek, minimalistic logo embodies the very essence of Alessi: it is sophisticated and creative, simultaneously spelling the brand's name and mirroring its innovative designs with the placement of the letters, to form both a word and a work of art. This creative modern design will appeal to the target audience, Millennials and Gen Xers who value the arts, and give them a taste of what the brand is all about.



The bus stop ad complements the new logo's sophistication and cements Alessi's identity, showing the *Pulcina* coffee maker in all its glory within a cozy, everyday scene. It establishes Alessi as a refined yet approachable brand that elevates everyday objects.



The app icon drops the brand name in favour of simply displaying the abstract graphic, as legibility of the text would be reduced due to the icon size.

## Sources

### Alessi Socials

**Facebook:** <https://www.facebook.com/AlessiOfficialPage/>

**Instagram:** [https://www.instagram.com/alessi\\_official/](https://www.instagram.com/alessi_official/)

**Pinterest:** <https://www.pinterest.it/alessiofficial/>

**YouTube:** <https://www.youtube.com/channel/UCwNMri28k5R5LX-pwx9AkGw>

### Brand Sites

**Alessi:** <https://us.alessi.com/>

**Caraway:** <https://www.carawayhome.com/>

**Ikea:** <https://www.ikea.com/ca/en/>

**Le Creuset:** [https://www.lecreuset.ca/en\\_CA/home](https://www.lecreuset.ca/en_CA/home)

### Other sources

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