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A Legendary Story:
from Paper Products to a Global Brand
Moleskine is the heir of the legendary notebook used for the past two centuries by great artists and thinkers, including Vincent Van Gogh, Pablo Picasso, Ernest Hemingway, and Bruce Chatwin.

In his book *Songlines*, Bruce Chatwin tells us the whole story of his favorite notebook, which he nicknamed "Moleskine."

In 1997, a small Milanese publisher brought the legendary notebook back to life under the name "Moleskine" as the reverent keeper of an extraordinary tradition.

Today Moleskine is an international brand identifying a family of notebooks and journals, writing instruments and travelling tools adapted to different functions.

Moleskine is a cultural icon, a brand that tells a story. A Moleskine object connects the owner to a heritage in art, literature, cultural and geographical exploration.

The little black notebook, with its typical rounded corners, elastic closure, and expandable inner pocket, was originally a nameless object.

In 1986, the original manufacturer - a family operating in Tours - closed down forever: “Le vrai moleskine n’est plus.”

In a few years, the legendary notebook once again began travelling the globe.

Moleskine is a lovemark that enables the creation of a Contemporary Heritage by providing the creative platforms and opportunities to the Picassos of tomorrow as well as the tools to business professionals.

Moleskine cultural connotation is wide and multifaceted. From personalities of the past to makers of the future.
A Truly Global Company

Our offices

Moleskine employees by regional group

15%

35%

50%

× 26 Nationalities

NEW YORK

KÖLN

MILAN

SHANGHAI

HONG KONG

NORTH AMERICA

APAC

EMEA
Moleskine has built through the years a wide global distribution which consists of four channels – Wholesale, B2B, Retail and E-commerce.

**Distribution Strategy**

**WHOLESALE**
- ~27,100 doors in 105 countries

**B2B**
- 4.4 M units sold in 2015

**RETAIL**
- 62 stores
- ~2M visitors/year

**E-COMMERCE**
- ~5M visitors to Moleskine.com in 2015

**CONSUMER VISIBILITY**
KEY BRAND PILLARS

These pillars are areas and themes that resonate with our public. They are a fundamental part of our Brand storytelling. This is why these themes help us engage with our customers: objects we sell enable our public to best experience their lives as they travel, as they collect and share memories, as they express their talent, as they explore and contribute to today’s culture, etc.

CULTURE.
Moleskine is a cultural icon, a brand that tells a story. A Moleskine object connects the owner to a heritage in art, literature, cultural and geographical exploration.

IMAGINATION.
Moleskine collections are open platforms for creativity, trusty companions for meaningful existential experiences.

MEMORY.
Moleskine is a brand connected to the collection of memories, the organization of time and priorities in our working life and in leisure time.

TRAVEL.
Celebrating contemporary nomadism, Moleskine offers a collection of tools to accompany everyday and extraordinary journeys.

PERSONAL IDENTITY.
A Moleskine object becomes an integral part of one’s personality. It is a basic, compact and intelligent accessory. Symbolic and practical design elements are combined, releasing energy and emotions collected over time.
The key to success is understanding and fully leveraging the unique niche that Moleskine created. A combination of two distinct worlds.

1. an act of travelling from one place to another, "an eight-hour train journey"
2. a long and often difficult process of personal change and development.
Moleskine is an inclusive and premium journey brand that enables everyday life on the move.
The Moleskine Target

Expanding beyond the creative class

- People whose profession is strongly related with creativity (artists, designers, architects, actors, etc.)
- Super creative people produce new forms or designs that are readily transferable and broadly useful (a new product, a theorem, etc.)
- People who work in a wide range of knowledge-intensive industries (from hi-tech to business management and banking): the knowledge workers
- Creativity can be either a part of their professional or personal life (aspirational creatives, DIY, etc.)
- High degree of formal education and thus a high level of human capital
- Together with the super creative core they form the Creative Class

- 18-55 years old both male & female
- High degree of education
- Urban resident or worker
- Creative professions
- Conscious/ unconscious creative aspiration

Source: The Rise of the Creative Class, Richard Florida, Moleskine internal data
A legendary story that continues to evolve

1997
- The legendary Notebook

1998
- Planners & Notebooks Cat. extension

2004
- Cahier collection

2006
- City Notebook

2007
- Soft Cover Notebooks
- Passion Journals

2009
- myMoleskine web Community

2010
- Detour Project

2011
- Limited Editions
- Journal app
- Moleskine Stores

2012
- Publishing
- Color collection

2013
- 1st Smart Notebook Evernote
- Smart Notebook Adobe

2014
- Publishing

2015
- myCloud Bags Coll.
- Mobile accessories
- Moleskine+ Smart Writing Set

2016
- Licensing & co-branding
- Moleskine Café
- The Towner
• New Business Model – a legendary chapter in inspiring journey for the brand
• Corso Garibaldi 65, Brera Design District, Milan – open on 25 July 2016
• Vision focuses on “your daily fix of inspirations”, creating a pleasant space for idea sharing, art & cultural exchange, creativity & inspiration nourishment
• Partnership with the Milan-based coffee studio, Seven Grams
• Contemporary design with clean aesthetics, tranquility, neutral colour palette and values of architecture
An Open Platform for story-telling:

- Corporate Projects
- Cultural Partnerships
- Licensing
More Than Just “Products”: An Open Platform for Story-telling

Creative professionals and knowledge workers are our core target and our precious allies in spreading brand values around. To keep this alive, our communication needs to be:

- Inspiring
- Intimate
- Open Minded
- Narrative

When communicating the Moleskine brand, avoid the word “product”. What we design and manufacture are “platforms for creativity”, tools for cultural and geographical exploration, for intimate recording, fine instruments for personal planning and organization.
Being Moleskine objects as an **open platforms** for self-expression and story-telling, they can often join a partner to share a common story.

Partners can be:
- corporations for corporate projects (custom editions)
- cultural events and institutions
- properties for licensing products
Moleskine customized products can support corporate communication needs:

- Corporate Projects
- Internal Communication
- Training for Employees
- Internal Communication
- Loyalty and Incentive
- PR & Media activities
- Special Events
- Reselling
- Capsule Collection
- Conferences and Seminars
- Christmas and Year End gifts
- New product launches

Moleskine Custom Editions X Festival Locarno
Moleskine partners with cultural events and institutions worldwide. Those include word-famous events such as Venice Biennale, London Design Festival, Milan Design Week as well as renewed institutions such as MoMa Museum (New York) and Mori Museum (Tokyo). Each partnership normally is the opportunity to tell a story of cultural relevance for our audience as well as that of our partner.
We partner with Licensors since 2009

What is a Licensing project for Moleskine?
• Usually through a Licensing project we develop new notebooks and planners
• They are called Limited Editions because are in limited runs
• 8 Limited Editions every year, 2 per season
• Sold in our direct channels and through our huge b2c/wholesale distribution network

Which strategy?
• To explore the pop cultural area, looking for cobranding in music, video games, comics, toys, literature, movies...
• Cobranding in pop culture realm can be an effective way to leverage on people passions and to play with our target audience memories
• Our Partners: Lego, Star Wars, Little Prince, Marvel, Simpsons, Beatles, Peanuts...
Which business goal?
• To enlarge the target audience, to reach new customers
• Asian friendly LE as a key growth driver
• New exclusive products for existing customers

How do we manage it?
• Limited Editions are co branded and managed in partnerships with other companies: both parties are strongly engaged
• LE are new products, while Moleskine iconic features and identity are always maintained, celebrating anyway the hosted brand through our open platforms
What is the value for the Licensors in partnering with Moleskine?

- Moleskine is not very important for a Licensor portfolio in terms of revenues generated, size of the business is too small, LE are small runs
- Anyway this partnership can increase the level and perception of the property internationally with its own objects, distribution and target consumers
- Moleskine creates cool objects to be shown in high-end stores and for licensors’ selling material
- Our Partner can benefit from being associated to our
  - brand positioning, premium, inclusive, international
  - communication tools and strategy, media visibility, online visibility
  - distribution network
  - quality products
Case Histories
Case History – Global License – The Avengers

AVENGERS

- An American superhero film produced by Marvel Studios and distributed by Walt Disney Studios Motion Pictures
- It was the third-highest-grossing film worldwide as well as highest-grossing 2012 film.
- Acted by different international movie stars such as Chris Evans, Robert Downey Jr, Scarlett Johansson, etc...

SELLING POINTS

- Strong awareness of AVENGERS superhero at international level
- A series of AVENGERS superhero notebook for collectible value
- High proposition relevance towards customers with movie affection
- Special Spiderman box set as ideal gifting idea

MAIN RESULTS OF THE LICENSING

- Brand awareness has been enhanced internationally
- Developed after the successful launched of the Limited Edition Batman notebook
- Viral response with strong association with the popularity of international hero movie
- Reinforced relationship with Watt Disney for future collaboration
- Very positive reception by audience and media
DORAEMON

- One of the most popular Japanese cartoon character with long history
- Special ambassador for Tokyo's bid to host the 2020 Olympics and Paralympics
- Nominated as Asian hero by the TIME Magazine

SELLING POINTS

- Strong awareness of DORAEMON character throughout whole Asia
- High proposition relevance towards Asian consumers
- Distinctive design tailor-made for Asian taste

MAIN RESULTS OF THE LICENSING

- Launched in 2015, it is the best selling item in all Moleskine sales channels in 2015.
- Most viral news on all Moleskine Asian social media platforms.
- Very positive reception by local audience and media.
- More than 90 media stories generated organically in Asia in 2015.
- Development of planner in 2016 due to its overwhelming response in 2015
LINE

- LINE is a system of instant messaging founded in 2011 in Japan by Korean digital giant Naver
- Key features include free phone call system and a set of characters – LINE Friends, which are used as virtual stickers in the instant messaging
- In Feb 2015, LINE reached 600 million users worldwide set to become 700 million by the end of 2015.

SELLING POINTS

- Strong awareness and market penetration of LINE in Asia
- High proposition relevance towards a young and digitalized Asian consumer
- Distinctive design tailor-made for Asian taste
- Gifting idea especially during festive seasons

RESULTS OF THE PARTNERSHIP

- Our association with LINE was initiated in 2014 starting from development of crossover notebook gifting idea and selling in LINE Friend stores.
- Licensing of LINE x Moleskine notebook was launched in 2015.
- Featured in an additional sales channel, Cathay Pacific inflight magazine in 2015, on top of all Moleskine sales channels.
- Potentiality of developing new products related to key commercial seasons in Asia.
CASE HISTORY

STARBUCKS

- Established in 1971 by three American businessmen to sell high quality whole beans coffee.
- In 1980s, Howard Schultz (Starbucks chairman and chief executive officer) has created a company and expand high quality coffee business with the name of Starbucks.
- Starbucks aims to achieve product innovation, retail expansion and provide service quality for long term.

SELLING POINTS

- Rooted in the cosmopolitan cities, Starbucks is strongly associated with lifestyle experience.
- Starbucks has conjured up an inspirational atmosphere for creativity nourishment.
- Strong heritage of quality coffee builds up the connection between human spirit.
- Passionate brand which always strives for innovation to offer an exquisite taste of finest selection.

MAIN RESULTS OF THE LICENSING

- Collaboration in the Starbucks Loyalty Program has been well received through fast redemption rate of the bespoke diaries
- Awareness of both brands is largely enhanced with extensive online and offline regional PR coverage.
- Increase the loyalty of Starbucks end consumers by offering them high perceived valued premium diaries
- Lifestyle positioning and image is highly accelerated regionally.
Moleskine has partnered with the **Hong Kong International Film Festival** for five consecutive years to celebrate Asian cinema and its most celebrated representatives.

On this occasion Moleskine has created various special edition notebooks featuring Asian most famous actors and directors such as Wong Kar-wai, Peter Chan, Andrew Lau, Jiang Wen, etc.

The notebook is normally used as a VIP gift for the Festival events. A limited number of copies was also sold in selected retail stores in Asia with the revenues being donated to the HKIFF.

The partnership terms:

- Name association with Asian most famous directors
- Full page communication on the 38th HKIFF official catalogue
- Moleskine press release inserted in the official 38th HKIFF media kit
- The story featured on all Moleskine and HKIFF communication platforms