**STRATEGIA DI POSIZIONAMENTO**

**Young fashion lovers**

**To**

**Target**

**‘Brand name’**

**Our**

**Brand**

**Hotels**

**Of all**

**Product type**

**A unique style of beauty**

**Delivers**

**POD (Point of Difference)**

**Special moments of emotion in business life**

**Which provides**

**Benefit**

**Italian lifestyle and artisanal tradition**

**Because of**

**Supporting evidence**

**Elegant and dynamic**

**Presented in a way that is**

**Brand personality**

**Italian design / experience / atmosphere**

**In practical, what makes the brand different from the others is**

**USP (Unique selling proposition**