

# CASE [REPOSITIONING]: NESPRESSO



In 2011 Nespresso asked baba a research project on the opportunity for the brand to inspire and manage the evolution dynamics

## Research problem

- Opportunity for a trend monitoring system
- Relationship between brand and innovation
- Availability of a consulting force to select strategic innovation platforms

## Methodology

- Semiotic desk analysis on the evolution of Nespresso brand identity
- On-going observation intended to strategic platforms building for Nespresso evolution
- Workshop with Future Brand and Nespresso to develop the strategic platforms

## Recommendations

- The Nespresso mix includes levers that have concerned all quadrants of innovation
- Need to brand renewal according to trends

**Brand uniqueness as a suitable asset aligned for the most upgrading and identifying trends**