

Let's start from the **logo**: we don't love it so much but by now it's too difficult to change it, so let's work with it and make it cool.

**Our visual style** should be clear, light and essential. We want to communicate with beautiful pictures and small, original, graphic details.

First of all let's work on our Facebook page appeal: create a profile picture giving value to our logo and matching it with a super cool cover (we prefer the cover is a picture).

Start from the logo:

- let's be clear, light and essential
- do we need a face/mascotte?
- let's work with our light blue color



the look we like:

—revfluence—



Then let's create a cool **watermark** to sign the pics we post on Facebook. We want users to share our contents but always with something that reminds of us. We want something small, not too intrusive but cool and relevant. Maybe we can work with our light blue color? That's just a suggestion. Take a look at the Deliveroo italian page, we really like their style.

Do we need a face/mascotte? That's something we want you to think about and tell us what you think is best.

let's create a cool watermark to sign the pics we post on Facebook



 PayPal

 My Autogrill

Then we have to work on our **Facebook content**.

**QUOTES**: we want a picture as background  
Use an example quote about:  
women, tech, motivational.

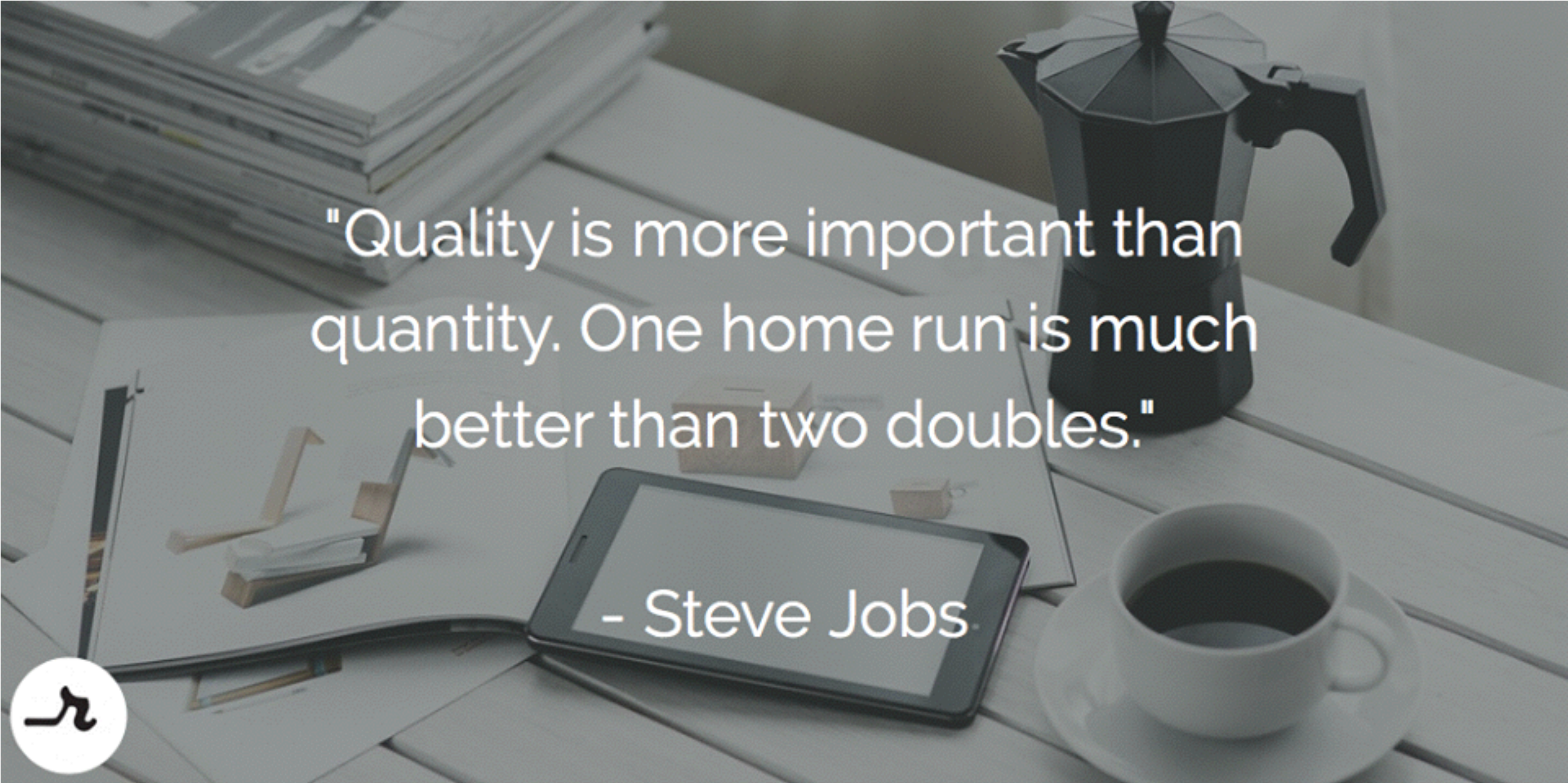
**REAL TIME MARKETING**: choose a theme you like to make an example post.

**ABOUT US**: something with a cartoon style to talk about us, how we work and what we offer. How would you explain Worldz in a post?

**GIF**: create a gif with different products you can buy with us (make an example with pictures of your choice). Then do the same thing using a **CAROUSEL** format.



let's work with quotes (with a picture as background) about:  
wom, tech, motivational

A photograph of a desk with a tablet, a coffee cup, and a stack of papers. The text is overlaid on the image.

"Quality is more important than quantity. One home run is much better than two doubles."

- Steve Jobs





let's play with irony and real time marketing

**Venerdì 17.  
Cornetto?**



**JUST EAT**

**Alla cenetta pensiamo noi,  
ma i fiori li compri tu.**



**JUST EAT**

let's create something with a cartoon style to talk about us,  
how we work and what we offer





let's create gifts with different product you can buy from us



**IL COLLEGA  
GLOBAL EXECUTIVE  
MANAGER IN CHIEF**



**FACCIAMO PRANZO/  
FACCIAMO CENA**



let's do the same thing using carousels



16 febbraio alle ore 11:30 · 

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THANK YOU

