

ALTAGAMMA SOCIAL LUXURY INDEX

SECONDA EDIZIONE

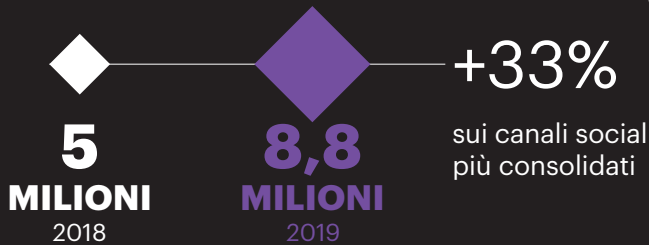
LA RICERCA

Analisi di conversazioni spontanee su social media, blog, forum relative ai brand di Altagamma nel 2019

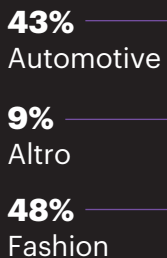


I RISULTATI

MENTIONS SPONTANEE DEI BRAND

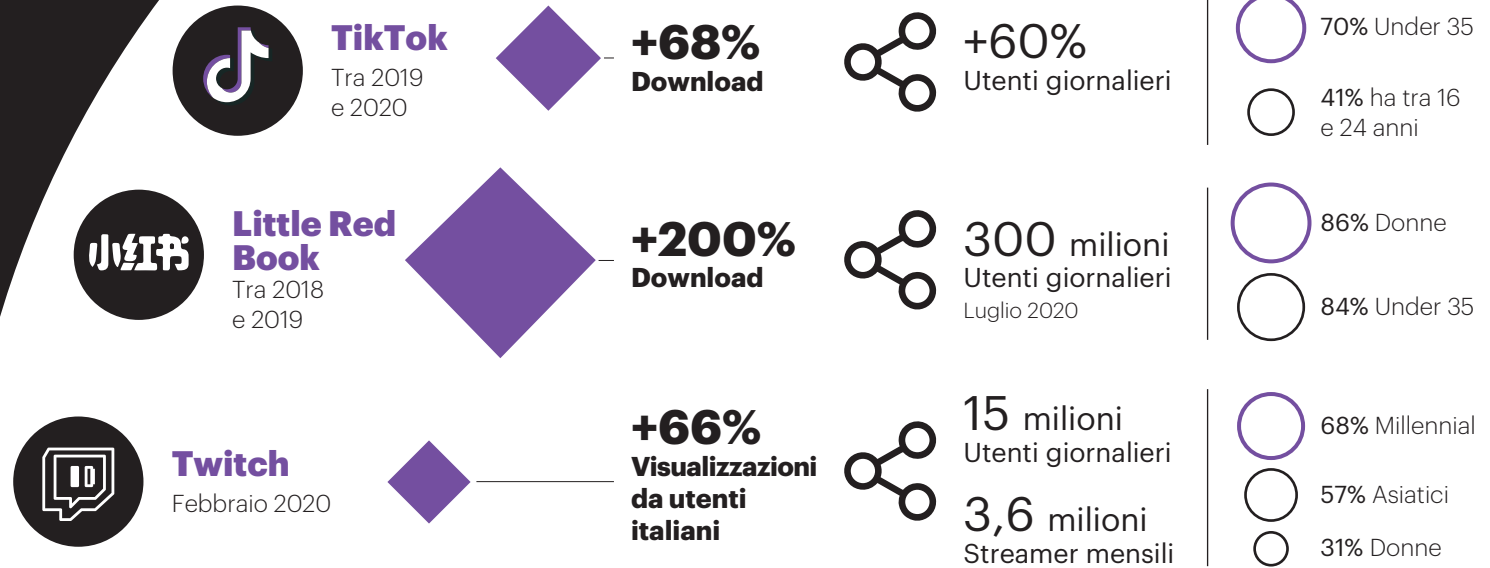


PER SETTORE

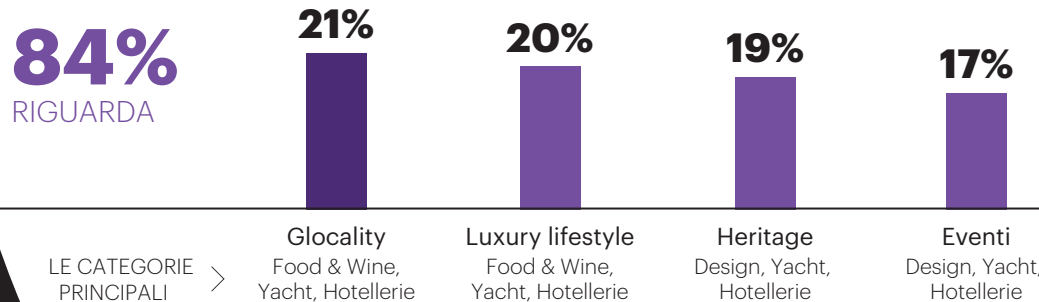


 Utilizzo del concetto di Made in Italy da potenziare

SOCIAL EMERGENTI, NUOVE FRONTIERE PER I BRAND IN ASIA



LE CONVERSAZIONI SUI SOCIAL RELATIVE AI BRAND

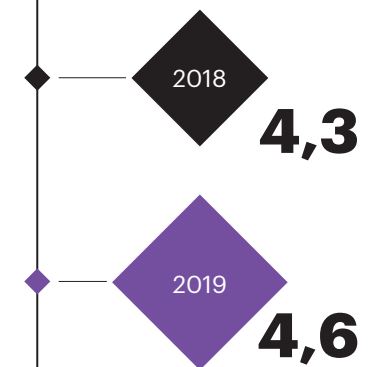


I NUOVI TREND EMERGENTI DEL 2019



SOCIAL LUXURY INDEX

Valore medio in scala 0-10



Il **Social Luxury Index** valuta in scala 0-10 le performance sui social dei membri Altagamma