

PENSATO+PARTNERS



creative
marketing
consultants

Marketing and Strategy

PENSATO+PARTNERS CONSULTING
Munich, Germany

„SHOOT FOR THE MOON.
EVEN IF YOU MISS IT
YOU WILL LAND
AMONG THE STARS.“

LES BROWN (*1945)
Amerikanischer Redner und Autor

Competence is based on Experience.
We refer our experiences 1:1 to our Partners and Clients.

We are driven to offer our customers ...

- ... holistic, creative and individually aligned Marketing- and Event concepts,
- ... authentic and pragmatic Strategy- and Management consulting,
- ... efficient solutions tailored to the needs of our customers and clients,
- ... a reliable and systematic Implementation,
- ... as well as effective and target group aligned Media and Public Relations services.

Expertise

360° Marketing-, Event- and Strategy Consultancy service portfolio:

Marketing & Event

- » Brand creation
- » Brand management
- » Communication
- » Consumer Insights
- » Marketing audit
- » Marketing planning
- » Marketing management
- » PR services
- » Promotion
- » Trade fairs
- » Trainings
- » Events and Incentives

Strategy

- » Business strategy
- » Corporate strategy
- » Case studies
- » Growth strategy
- » Organization

Innovation

- » Positioning
- » Market & Trend analysis
- » New Products/ Services
- » Business Models

References / Customers 2009

01 dauniasolar Customer: dauniasolar S.r.l.

- » Mission / Target: Development of Business models; Corporate Strategy; Branding; Organization; Market- and Competitor analysis; Finance; Joint Project Development, Project management; Business- and Marketing planning; Investor Relations.

dauniasolar

ds

Kapitalanlage
Photovoltaik-Freiflächenanlage in Süditalien

INVESTMENT OPPORTUNITY / JOINT PROJECT DEVELOPMENT

a) 10 MW A.U.-Project in Lucera (FG) and
b) 9 MW A.U.-Project in Apricena (FG) in Apulia, Italy

DAUNIA SOLAR S.r.l.
Torremaggiore, 25/10/2009

Project A: 80 MWp

2008	2009												2010										
09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08
STMD 80 MWp																							
STMD Substation A																							
Order Parts HBB	Construction Substation A																						
Order Parts EPC	Construction MWp / 8 MWp per Month																						
Authorization GSE													GSE										
Production													Production										
LOI	FINAL CONTRACT												REALIZATION										
SIGNING	CONSTRUCTION												OPERATION										



References / Customers 2009



- » Mission / Target: Event- and Marketingmanagement; Web 2.0 and Internet Marketing; Public Relations; Assistance of Management in Business Strategy issues.



References / Customers 2009



- » Mission / Target: Creative concept Brand; Development of Business models; Corporate Strategy, Business planning; Market- and Competition analysis, Strategy and Positioning; Business- and Marketing planning; Supply Chain; Branding; Start-Up Finance Solutions.

Agenda

- [1] Einführung
- [2] Ziel 1: Branding & CI Guide
- [3] Ziel 2: Web-Plattform, SEO und Onlinemarketing
- [4] Ziel 3: Kommunikationsmittel & Marketingaktivitäten
- [5] Resümee

Die Produkte

- Bei den Produkten handelt es sich um erlesene und handgemachte italienische Spezialitäten von höchster Qualität
- Die Produkte entstehen in „nicht-industrieller“ Fertigung, sind Naturbelassen und ohne zusätzliche Konservierungs- und Farbstoffe (Bio-Qualität)
 - Produkte genügen höchsten kulinarischen Ansprüchen
 - Produkte fördern eine gesunde Lebensweise
- Die Rezepturen der Produkte basieren auf traditionellen Rezepten der Regionen, welche von Generation zu Generation überliefert wurden
 - „So wie einst von der Großmutter zubereitet“
 - Tradition & Geschichte

Maßnahmen (Marketing & Vertrieb)	Produktion (Hersteller)	Finanzierung	Personalmanagement	Marketing / Vertrieb	Rechtsanwaltschaft	Controlling	IT	Werkzeugmaschinen
Maßnahmen Report	○	○	○	○	○	○	○	○
Gründungsphase 1 (Einheit & Business Development)	○	○	○	○	○	○	○	○
Gründungsphase 2 (Anschaffung R&D)	○	○	○	○	○	○	○	○
Gründungsphase 3 (Vertrieb)	○	○	○	○	○	○	○	○



References / Customers 2008

04 TURNING SYSTEM EXPERTISE INTO VALUE ESG Elektroniksystem-und Logistik-GmbH

- » Agency: -
- » Mission / Target: Conception, organisation and execution of trade fairs, exhibition shows as well as other customer events with Budgets exceeding 10k EUR.
- » Implementation: Event concept development; Stand/ booth; Catering; Project planning, preparation, facilitation, coordination and management; guest list and invitation management; Hotel and Transfers; Logistics; Services and Support on location; Exhibits; Advertising and promotion material; Supervision of assembly and disassembly, Final inspections; Event supervision; Follow-up and efficiency review.
- » ILA 2008 / AFCEA 2008 / Aerospace Testing 2008 / FISITA 2008 et al.



References / Customers 2008

05

TURNING SYSTEM EXPERTISE INTO VALUE



ESG Elektroniksystem-und Logistik-GmbH

- » Mission / Target: Concept, organisation and execution of ESG Symposium 2008
- » Implementation: Concept development; Assistance to involved Business units; Staging Topics; Programme and organisation; Moderation, Entertainment; Catering; Exhibits; Location and decoration; Event technology; Project planning, preparation, facilitation, coordination and management; Invitations management; Transfers, Logistics; Service and support on location; Advertising and promotion material, Supervision of assembly and disassembly, Final inspections; Event supervision; Follow-up and efficiency review.

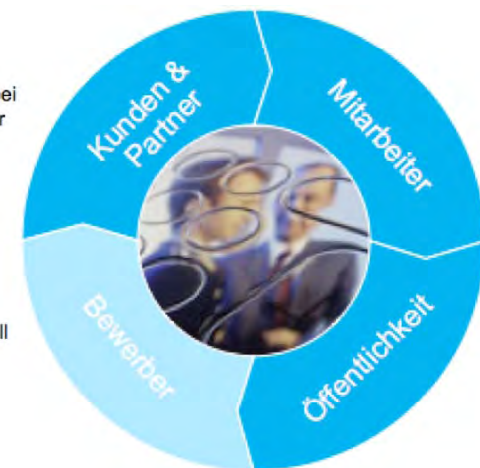


► **Ziele:**

- Positionierung als innovatives Unternehmen bei Kunden, Partnern, Pressevertretern und in der Öffentlichkeit
- Stärkung der Innovationskraft

► **Rahmenbedingungen:**

Aus der gewohnten Veranstaltung *ESG Fachsymposium*, einer wissenschaftlichen und themengebundenen Tagung mit Fachvorträgen soll eine reine Nachmittags- und/oder Abendveranstaltung werden.





References / Customers 2008

06

TURNING SYSTEM EXPERTISE INTO VALUE



ESG Elektroniksystem-und Logistik-GmbH

- » Mission / Target: Conception, organisation and execution of ESG Höfefest 2008
- » Implementation: Concept development and design; Programme and schedule; Entertainment; Call for tenders, Catering, Location and decoration, Event technology; Project planning, preparation, facilitation, coordination and management; Guest list and invitation management, Mailings; Logistics; Services and Support on location; Exhibits, Advertising and promotion material; Supervision of assembly and disassembly, Final inspections; Event supervision; Follow-up and efficiency review.



► **Kurzbeschreibung der Veranstaltung:**
1 x pro Jahr öffnet die ESG firmenzentrale für Mitarbeiter und Anwohner mit Familie Ihre Pforten.

► **Vorschlag Namensgebung:**
ESG Hoffest

► **Event-Motto:**
„Wir stellen uns vor“ und „Spaß für die ganze Familie“

► **Ziele:**

- Steigerung des Bekanntheitsgrads der ESG
- Positionierung als ...
- ... größte System- und Softwarefirma in FFB
- ... attraktiver Arbeitgeber für qualifizierte Fachleute aus FFB und dem Münchener Westen

► **Location:** ESG Firmenzentrale



References / Customers 2008

07 **easy living** ■■■ easy living / LEW Lechwerke AG

- » Agency: SPORT MEDIA SERVICE SMS GmbH
- » Mission / Target: Concept development and design, Project management of Pressconference easy living Millionenkick with Oliver Kahn; Qualifying-Event easy living Millionenkick with Sepp Maier.



References / Customers 2008



- » Mission / Target: Development of Business model; Business- and Finance planning; Market- and Competitor analysis; Strategy and Positioning; Project management; Business- and Marketing planning; Location scouting; Creative Briefing; Events.



Further References / 2001 until 2007

Siemens Mobile

- » Agency: der baukasten GmbH Munich
- » Mission / Target: conception, project management and execution of Siemens M-Day / Worldwide Mobile Day / employee event for ca. 1.000 Guests; Siemens Mobile F-1 Indianapolis Formula One Party with ca. 1.800 Guests; Siemens Mobile Promotion 4-Schanzentournee; Siemens Mobile Product-Trainings POS.

WE LOVE / ProSiebenSat.1 Media AG

- » Agency: PACT AG Munich
- » Mission / Target: Assistance in conception, project management and execution of WE LOVE Party with No Angels in p1Club Munich for ca. 900 Guests.

Bar privée Munich

- » Agency: -
- » Mission / Target: Event management and creative Marketing- and Event concepts.

Further References / 2001 until 2007

Microsoft

- » Agency: der baukasten GmbH Hamburg
- » Mission / Target: Project management and execution of Promotion POS Microsoft Windows and Office Product-Trainings POS Microsoft Windows and Office.

Blue & me gioielli | Handmade Italian Jewellery

- » Agency: -
- » Mission / Target: Full-service start-up-consultancy; Business model, Business plan; Branding and Brand creation; Brand Strategy, Corporate Strategy; Supply Chain Management; Brand Positioning; CRM; Website and Web design; Print media; Marketing mix; PR; Promotion; Events, Fashion shows.

Bruno Pensato Fashion

- » Agency: -
- » Mission / Target: Marketing- and PR; CRM; Supply Chain Management; Management assistance; Innovations management; Assistance reorganisation.

„MAN WHO WAITS
FOR ROAST DUCK
TO FLY INTO MOUTH
MUST WAIT VERY,
VERY LONG TIME.“

CHINESE WISDOM

Contact

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