# New Media and Digital Communication in the Tanning Sector

Amalia Fuschini, IBM Fashion Industry Leader

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# Agenda

**1** How to innovate in Tanning Sector: some cases

**2** The Tanning Sector in Social Media

**3** Worldwide Tanning Sector Assessment

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# How to innovate in Tanning Sector: some cases

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# Google & Levi's: Project Jacquard

How clothes and furniture can be transformed into interactive surfaces.

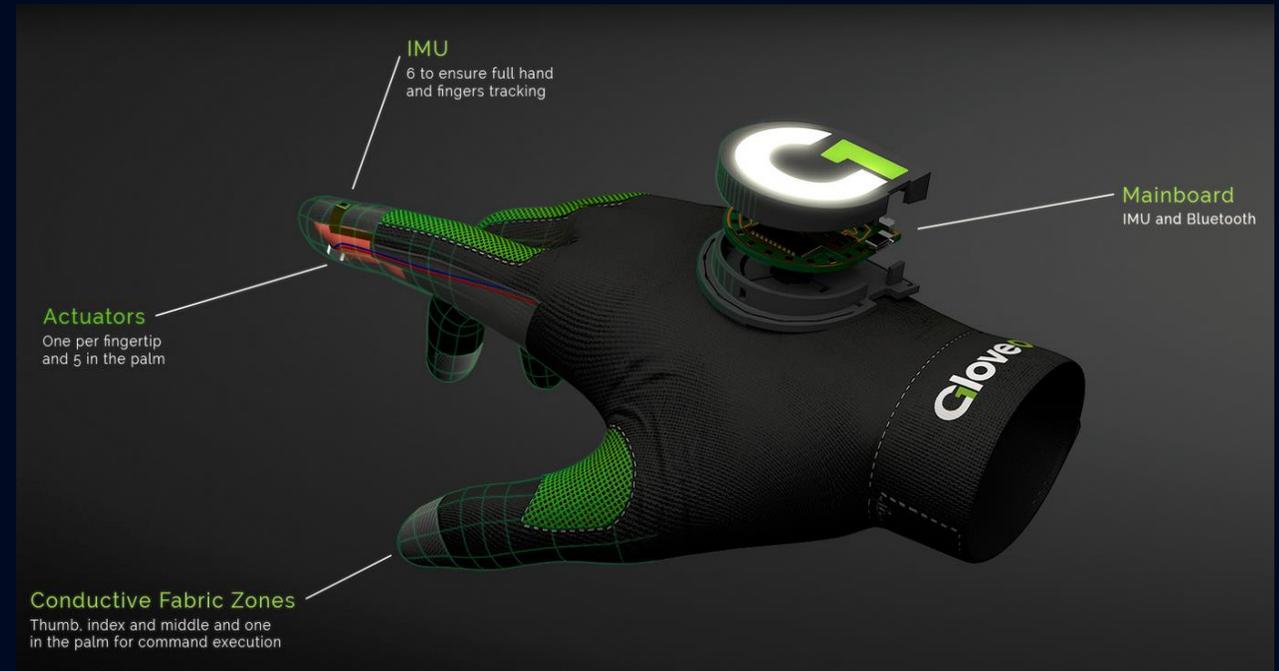Project Jacquard makes it possible to weave touch and gesture interactivity into any textile using standard, industrial looms.

Using conductive yarns, bespoke touch and gesture-sensitive areas can be woven at precise locations, anywhere on the textile.

Connected clothes offer new possibilities for interacting with services, devices, and environments.
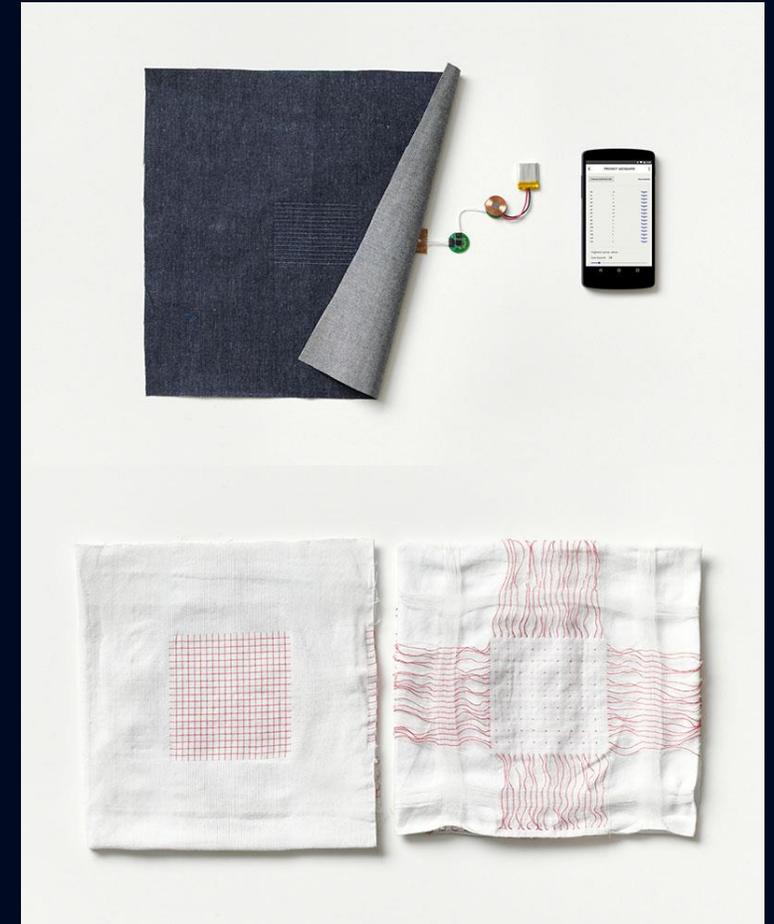
# Gloveone: visionary technology in Touch Virtual Reality

## Use both hands to sense and interact with virtual objects on screen or with glasses.

It is all about translating touch sensations into vibrations. A set of actuators arranged on the palm can vibrate at different frequencies and intensity to accurately reproduce sensations in both hands.





IMU
6 to ensure full hand and fingers tracking

Mainboard
IMU and Bluetooth

Actuators
One per fingertip and 5 in the palm

Conductive Fabric Zones
Thumb, index and middle and one in the palm for command execution

Feel the weight of virtual objects, differentiate between textures, feel the sound, warn with alert sensations, execute commands as a smart controller device, reproduce high definition touch sensations.

# Fujitsu: the tablet with tactile sensation screen

## The Japanize enterprise develops prototype haptic sensory tablet



Fujitsu prototypes tablet with a touchscreen that conveys tactile sensations – either smooth or rough depending on the image - right on the touchscreen display.

Fujitsu has developed the industry's first technology to use ultrasonic vibrations to convey tactile sensations by varying the friction between the touchscreen display and the user's finger.
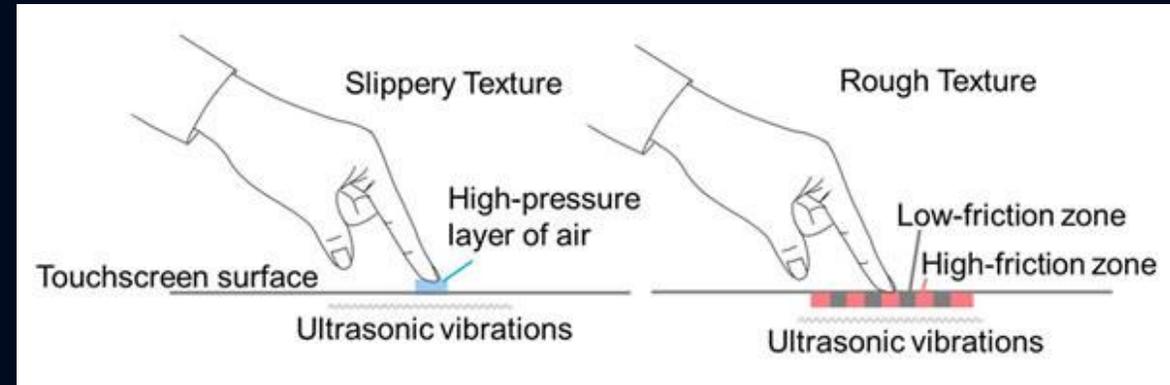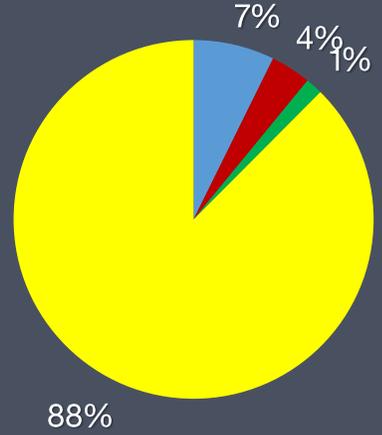
# The Tanning Sector in Social Media

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# Worldwide Tanning Sector Assessment

# Worldwide Tanning Assessment: Methodology

## DEFINE ANALYSIS DIMENSIONS AND METRICS

### OBSERVE

- **Analyzed Dimensions:** Digital Tanner Presence, Channel Structure, Leather Catalogue Presence and Customer Relationship

## EVALUATE THE DIGITAL CHANNELS AND LISTEN THE NETWORK

### ANALYZE

- **Digital Channels:** Website, Mobile and Social
- **Listen the tanning network of users**
- **Interview tanners**

## ILLUSTRATE CLUSTERS EVOLUTION PATH

### UNDERSTAND

- **Clusters identification:**
  1. Just Web Participant
  2. Dynamic Web Participant
  3. Social Communicator
  4. Social Strategist

# 1. Just web participant

The digital presence just through simple website isn't enough

*"We are starting a path on digital channels to be more viral and enter in touch with influencers"*

**Digital behavior:**

Website look is simple and poor of updates.

Usually the mobile optimization is not developed.

Effort to listen market trends in the digital landscape is good, but social presence is totally missing.
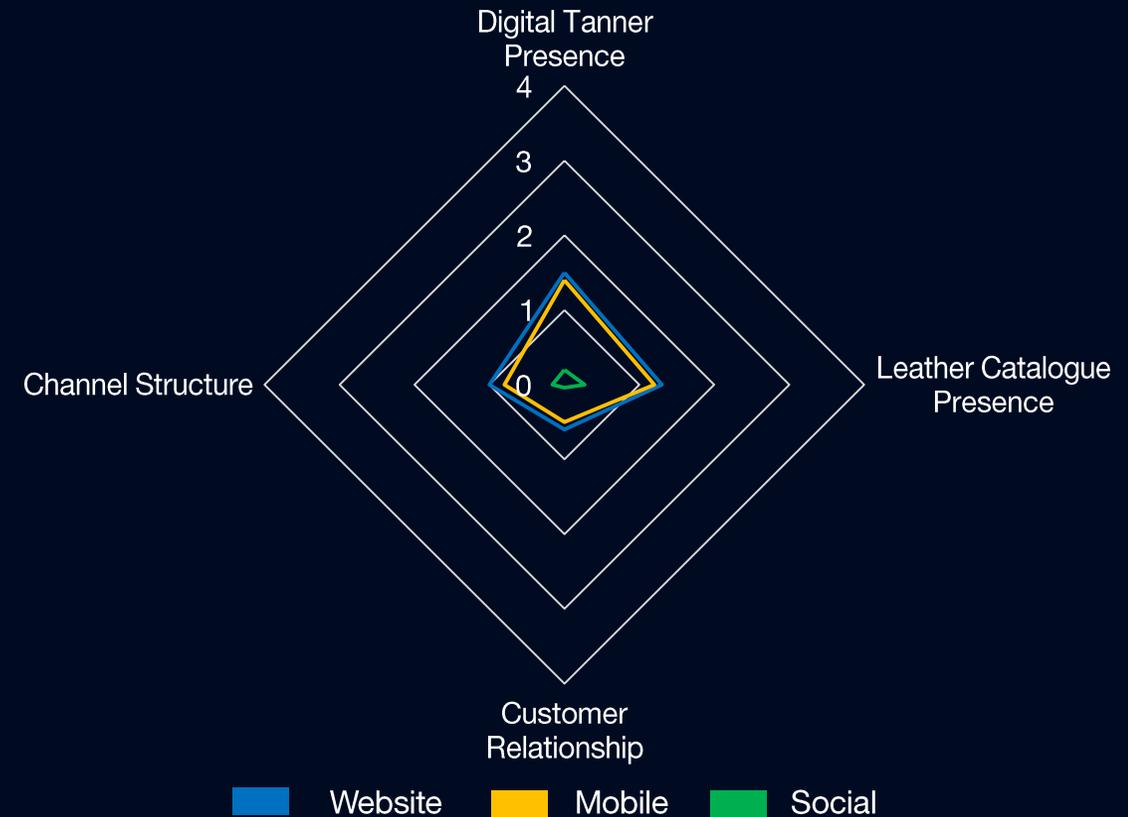
**Vision&Values:**

The aim is to increase the awareness on digital channels, but tanner values aren't properly perceived.

**Needs&Pain points:**

Contacts and maps on digital channels are not provided.

Frequently order tracker features are missed.

Digital Tanner Presence

4

3

2

1

0

Channel Structure

Leather Catalogue Presence

Customer Relationship

■ Website  ■ Mobile  ■ Social

**Scale**: 0 represents the minimum score achieved, meanwhile 4 the maximum one

# 2. Dynamic web participant

Even if the market isn't digital, go head sharing values, not products

*"If an innovative digital technology will be introduced, probably the situation changes and digital channels could rebuild our approach to the market"*

**Digital behavior:**

Website look is modern, with a good communication but focused on leather catalogue.

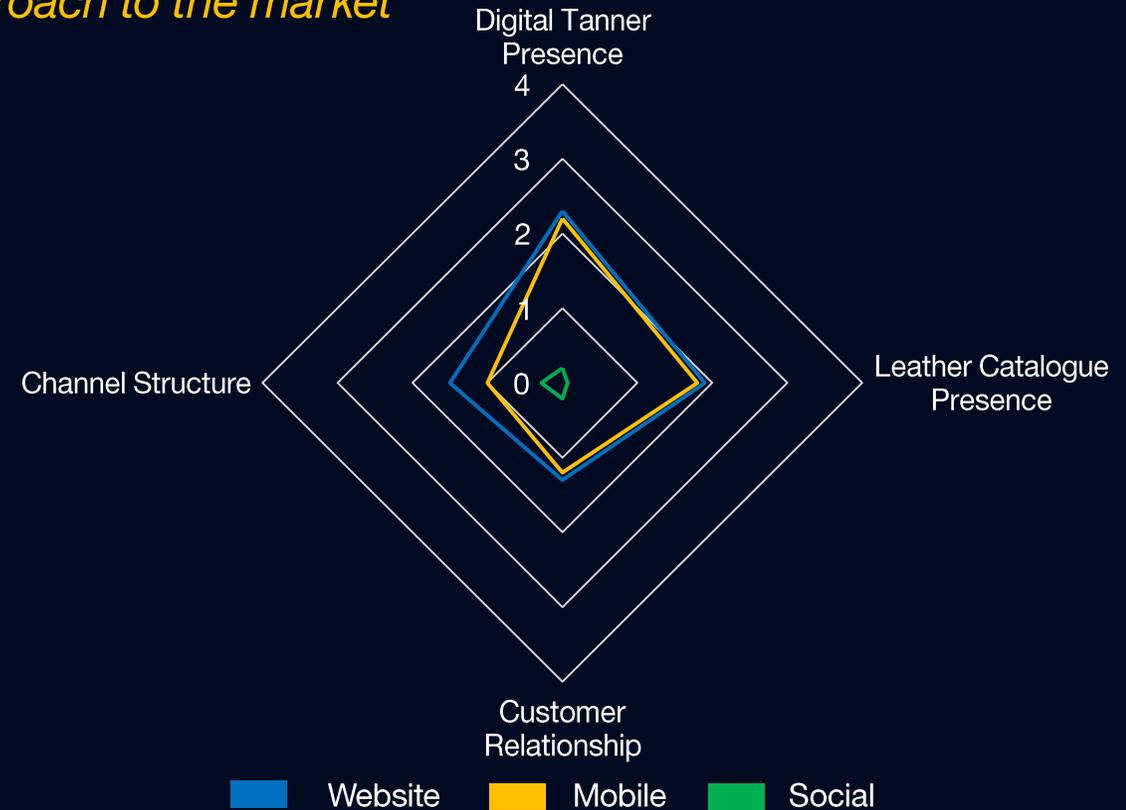Mobile optimization isn't perceived as a need.

**Vision&Values:**

Digital activities support the leather catalogue and related technical details.

Customer reserved area on website is an additional benefit.

**Needs&Pain points:**

Values communication is not effective, especially on social channels where no strategy is led and contents don't collect a good engagement among digital customers.



Digital Tanner Presence

Leather Catalogue Presence

Channel Structure

Customer Relationship

Website   Mobile   Social

**Scale**: 0 represents the minimum score achieved, meanwhile 4 the maximum one

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# 3. Social communicator

## Start the creation of an ecosystem on different channels

*"Digital could produce benefits for organizational functions, but not all understand its additional value and relevance"*

**Digital behavior:**

Modern and interactive website look with clear links to owned social accounts.

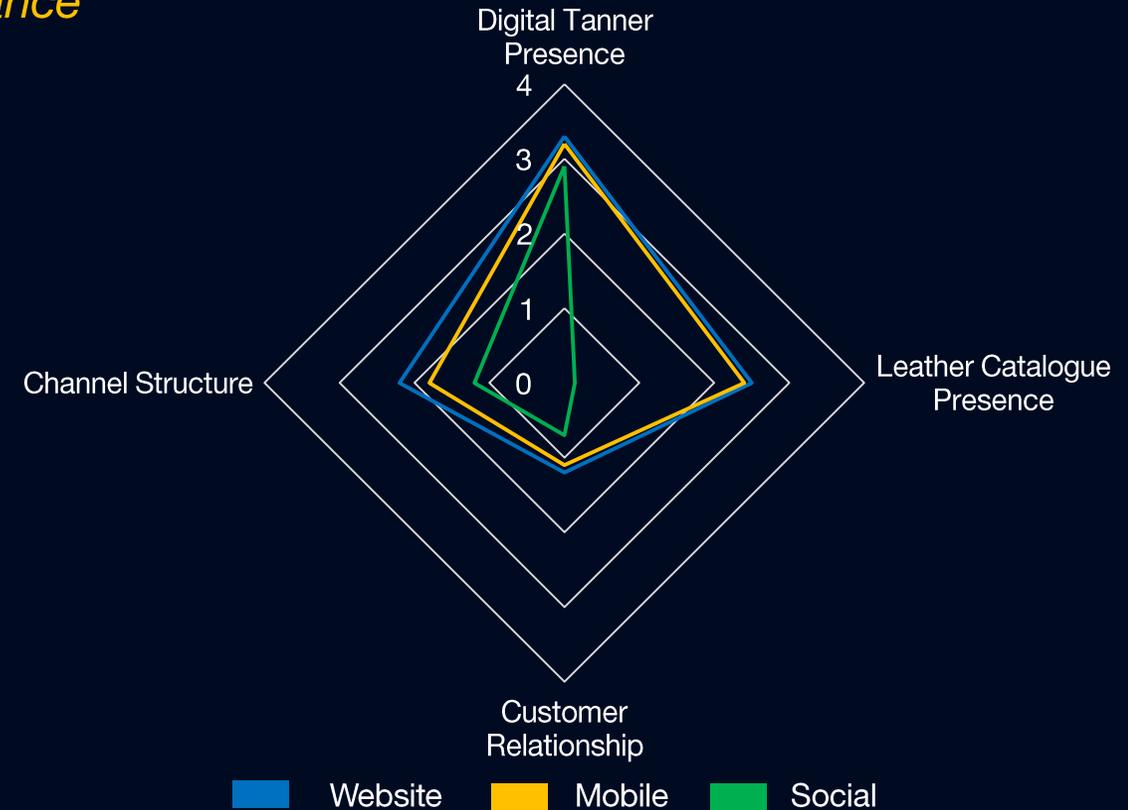Mobile experience is not optimized.

**Vision&Values:**

High interest in tanners values' communication, starting a digital path to close the distance with clients and in future with final customers.

Tanner values are properly perceived across all channels.

**Needs&Pain points:**

Starting strategy across different digital channels is developed, even if the focus is on website mainly as a digital catalogue.



Radar chart axes: Digital Tanner Presence, Leather Catalogue Presence, Customer Relationship, Channel Structure. Scale 0–4.

Legend: ■ Website   ■ Mobile   ■ Social

**Scale**: 0 represents the minimum score achieved, meanwhile 4 the maximum one

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# 4. Social strategist

## Storytelling strategy helps to reduce the risk of counterfeiting and to lead the market

*"Promote the tanning across digital channels boosts the knowledge of final customers, real drivers of the leather demand"*

**Digital behavior:**

Innovative website look with links to owned social accounts and activities.

Mobile optimization is a priority, being a key-element of the digital strategy.
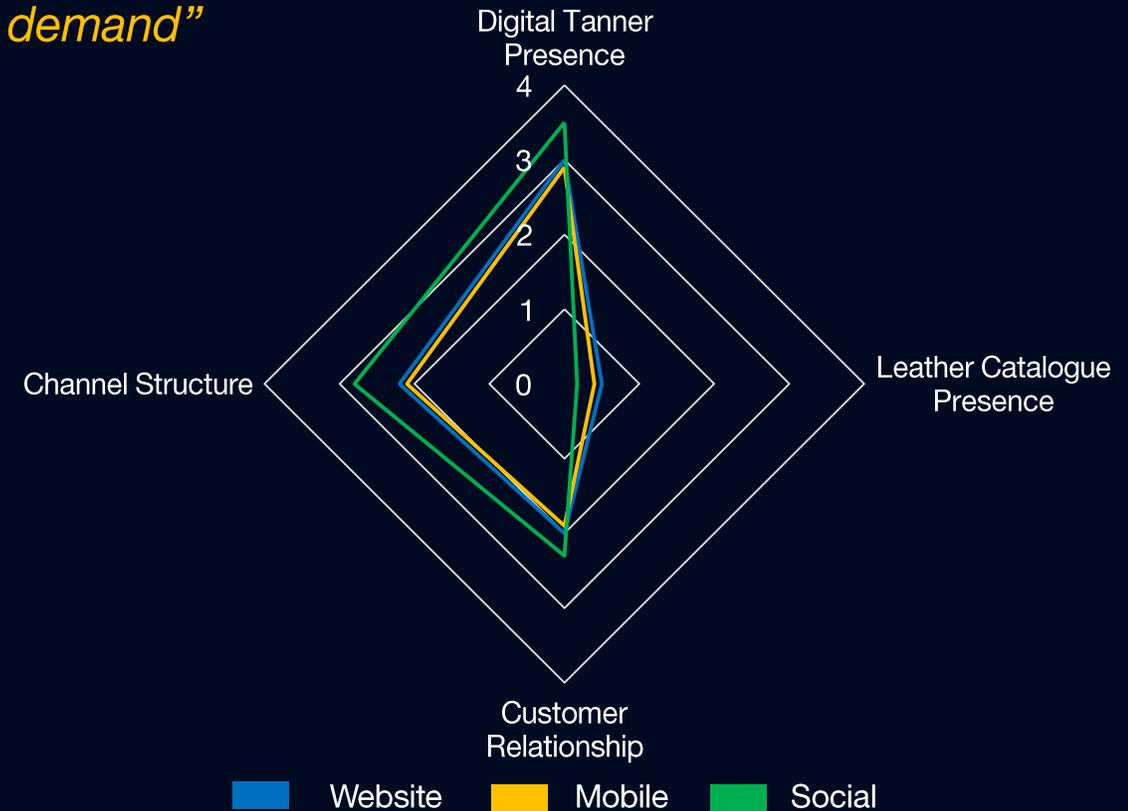
**Vision&Values:**

Communicated values are aligned across all channels.

Discussion with clients and final customers are structured as storytelling on all digital channels, increasing the efficiency of digital ecosystem.

**Needs&Pain points:**

It's missed the opportunity to enter deeply in contact with key-people, such as influencers or stylists among digital channels, creating a profitable relationship.

Digital Tanner Presence

Leather Catalogue Presence

Channel Structure

Customer Relationship

Website   Mobile   Social

**Scale**: 0 represents the minimum score achieved, meanwhile 4 the maximum one

# The path to the future

How grow up in the digital landscape?

#1 Be the first of your industry  in the digital landscape to speed up your worldwide visibility, leveraging also on social media.

#2 Create an effective customer experience across all channels, to answer to digital expectations of clients, final customers and influencers.

#3 Diversify communication strategy: narrate values and topics through storytelling approach, engaging also final customers and influencers.

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