



ANTARES VISION GROUP

MARKETING PRESENTATION

MARKETING TRENDS



“ Good Marketing Makes The Company Look smart.
Great Marketing Makes The Customer Feel Smart ”
Joe Chernov



“We are drowning in **INFORMATION**
but starved for **KNOWLEDGE**”
- John Naisbitt





9 GENNAIO 2007

MARKETING IS **EVERYWHERE**



HOW OUR MARKETING IS DIFFERENT?

VALUE FOR LIFE

LISTEN THE NEEDS



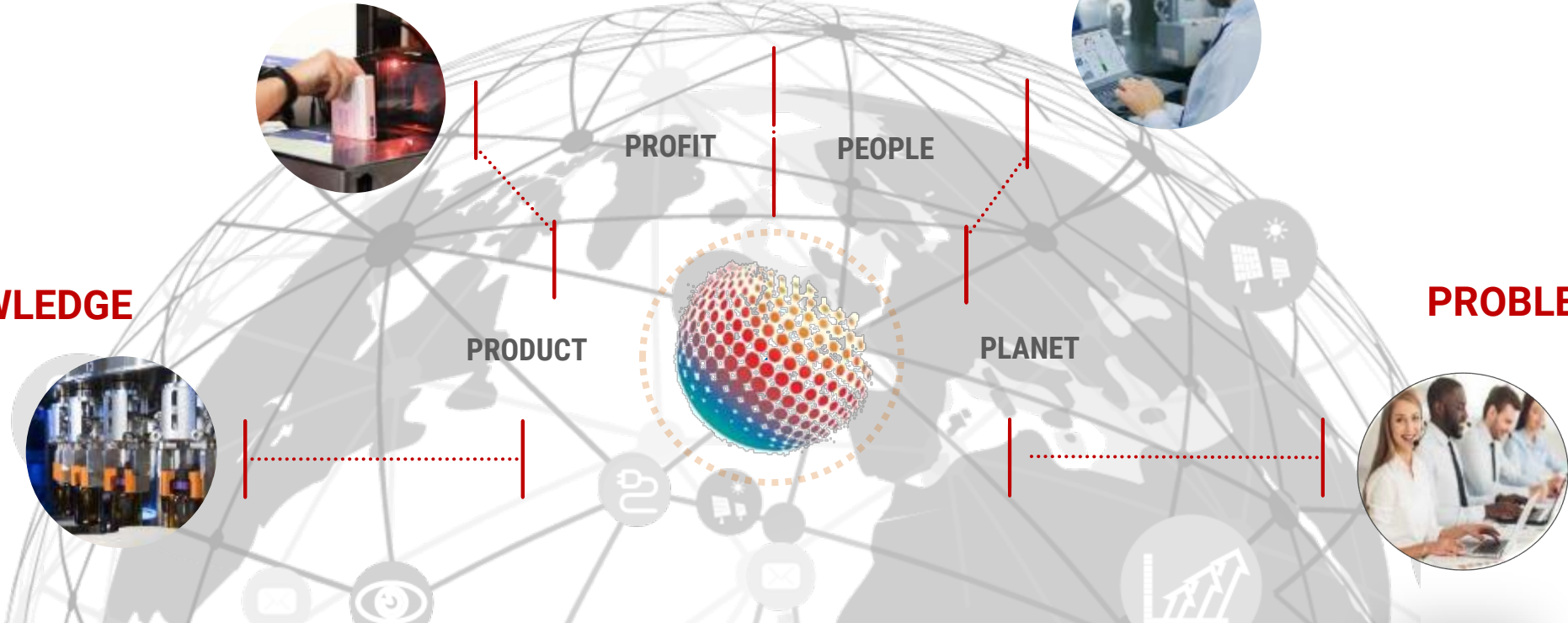
DATA ANALYSIS



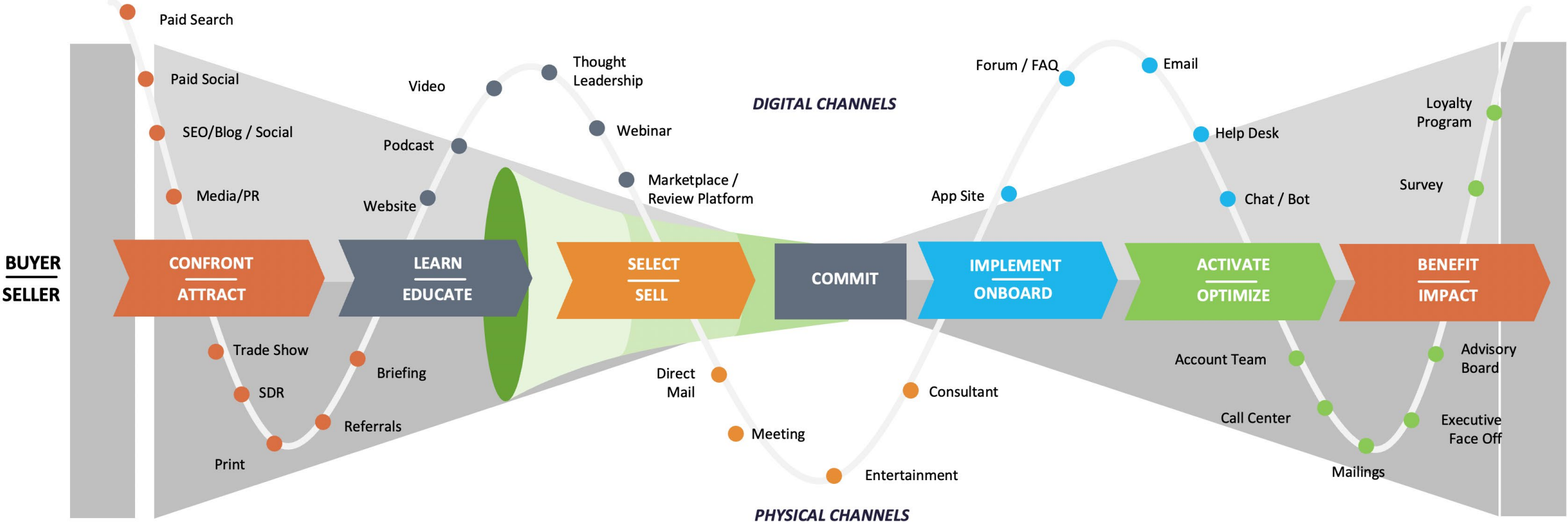
SHARED KNOWLEDGE



PROBLEM SOLVING



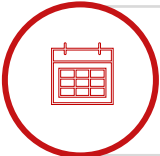
FROM MULTICHANNEL TO OMNICHANNEL



FROM MULTICHANNEL TO OMNICHANNEL

OFF-LINE

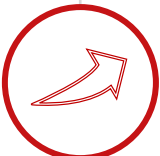
ON-LINE



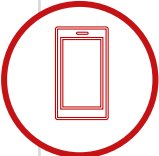
EVENTS
[TRADE SHOWS, CONFERENCES]



PR AND MEDIA



COLLATERALS
[BROCHURES, FLYERS, ROLL-UP]



WEBSITE & SOCIAL MEDIA



DIGITAL COMMUNICATIONS



DIGITAL EVENTS

TRADE SHOWS





TechnoRetail NEWS TR MAGAZINE VIDEO EVENTI

NEWS
Identità digitale anche per i cosmetici con
Antares Vision Group



TechnoRetail

27 February 2023



PRESS RELEASE

**Emidio Zorzella, Antares Vision Group's Chairman, to join the Healthcare Panel
Business & Investment Summit at the United
Nations**

**Emidio Zorzella, Chairman and CEO of Antares Vision Group, will
participate in the Healthcare Panel Business & Investment
Summit**

Economia

Antares Vision acquista il 30% della spagnola PY
con accordo distributivo



La Repubblica

09 February 2023

Italia Imballaggio
magazine

Encoding beauty: il punto di vista di...
Antares Vision Group



Italia Imballaggio

20 February 2023



DIGITALIZE PRODUCTS & SUPPLY CHAINS
FOR BEAUTY & COSMETICS

total control over the life-cycle of products and a higher standard of manufacturing efficiency, sustainability and consumer safety.

A UNIQUE DIGITAL IDENTITY FOR FULL PRODUCT TRACEABILITY

- By generating and associating a unique number to each packaged item, we create a unique digital identity representing a bridge between the physical and the digital world.
- All packaging formats are identified and fully traceable in real-time.
- As each product enters the supply chain, the system records all events and monitors status and location.
- All data are managed within a reliable and secure IT architecture.
- Real-time information is always available and stored in the cloud for easy accessibility.
- A proven technology deployed on billions of SKUs with industries such as pharmaceutical and food & beverage.

CONNECT TO YOUR NETWORK

Managing entire digital identities along the supply chain enables a higher level of collaboration and full transparency among suppliers, manufacturing contractors, co-packers, distributors and retailers. Real-time visibility contributes to timely deliveries and stock optimization, increasing the overall efficiency of the distribution chain.

EQUIPMENT YOUR SUSTAINABILITY

Based on reliable data collected all along the manufacturing process, dedicated modules within the Antares Vision Group track your activities and help you perform the complete assessment of product lifecycle: from the qualification of ingredients, packaging components, and their suppliers, to compliance reporting, to the measurement of carbon and water footprint. A digital approach to carbon & water footprint allows the environmental profile of your product and provide measurable standards for your corporate sustainability goals.

MANAGE RECALLS AND CONTROL PRODUCT DIVERSION

Unique product identification, through the digital identity, contributes to minimize the efforts, connected costs and operational damage associated with, and as well as risks of diversion.

Also, whenever a product is located at a location that does not match with the distribution plan, the system will notify all relevant stakeholders, to display the appropriate controls and interventions.

CONSUMERS' JOURNEY

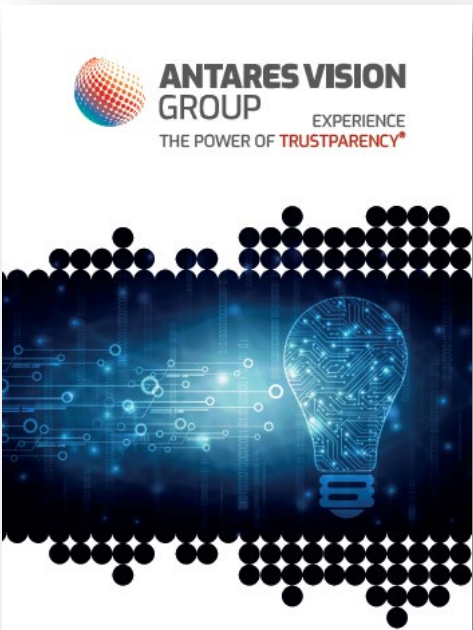
A new level of data enables to support your social channel strategy, collecting advanced consumer insights, you can deliver a richer, user-driven and experience-rich tailored contents to enhance the communication of company and product values, and foster the loyalty of a new generation of interested and demanding customers.

ANTARES VISION GROUP Experience the power of **TRUSTAPRENCY®**



Antares Vision Group is a leading provider of digital identity solutions for the beauty and cosmetics industry. Our solutions enable brands to track their products from production to distribution, ensuring authenticity and preventing counterfeits. We offer a range of services including product serialization, supply chain transparency, and consumer engagement. For more information, please contact us at info@antaresvisiongroup.com or visit our website at www.antaresvisiongroup.com.


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ANTARES VISION GROUP EXPERIENCE
THE POWER OF **TRUSTAPRENCY®**

PASSION. INCLUSIVITY. GROWTH.
Antares Vision Group is a place where you can grow your skills and shape the future.

FOLLOW US ON INSTAGRAM



WEBSITE

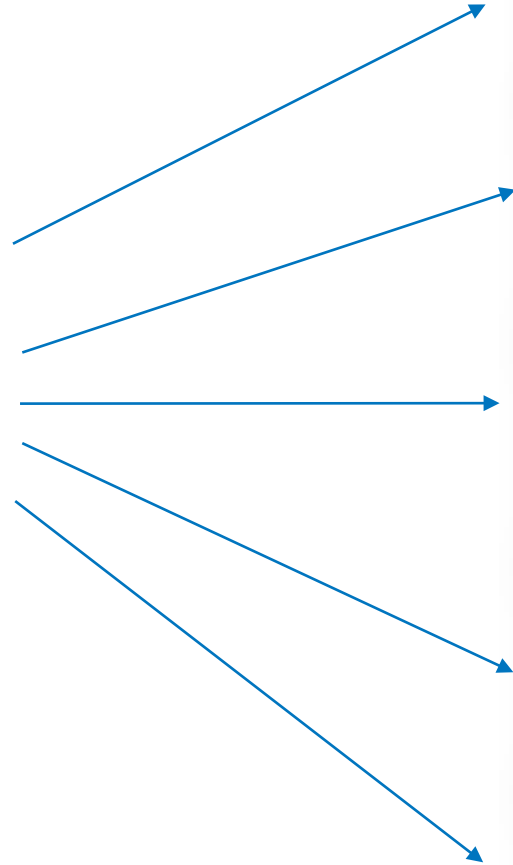
GROUP'S WEBSITE



INTELLIGENCE AND INNOVATION TOGETHER

Discover the most intelligent integrated ecosystem of solutions.

[DISCOVER MORE](#)



THE GLOBAL TRACK & TRACE SOLUTION SHAPED AROUND YOUR NEEDS

INSPECTION SOLUTIONS FOR THE BEVERAGE INDUSTRY

TRACEABILITY SOLUTIONS FOR BRAND PROTECTION AND PRODUCT DIVERSION CONTROL

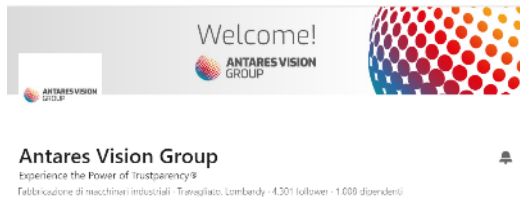
INSPECTION SOLUTIONS FOR THE FOOD INDUSTRY

MACHINE VISION INSPECTION FOR RIGID CONTAINER

BUSINESS AREA WEBSITES



ANTARES VISION GROUP PAGE



CORPORATE NEWS

FINANCE NEWS

ACQUISITIONS

CSR

EVENTS AND INTERVIEWS

ANTARES VISION GROUP INDIA:



BUSINESS AREA PAGE

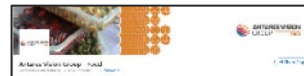
LIFE SCIENCE



COSMETICS



FOOD



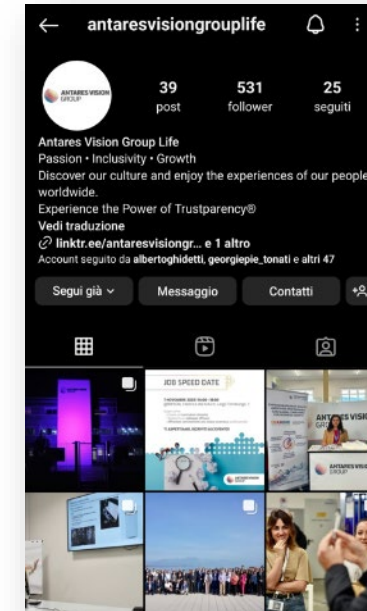
BEVERAGE



RIGID CONTAINERS



PRODUCT AREA PAGE



CSR

EVENTS AND INTERVIEWS

TALENT AQUISION

EMPLOYER BRANDING



From the 27th to the 30th of November, you'll find us **with our partner A**
PACK, showcasing our most innovative solutions for **pharmaceutical ins**

Stop by **Hall 18-23, Level 1, Stand 2316D** to meet our experts and discu
inspection and **integrity control** for pharmaceutical products - from **aut**
equipment, but also **serialization and aggregation**.

AND THERE'S MORE!

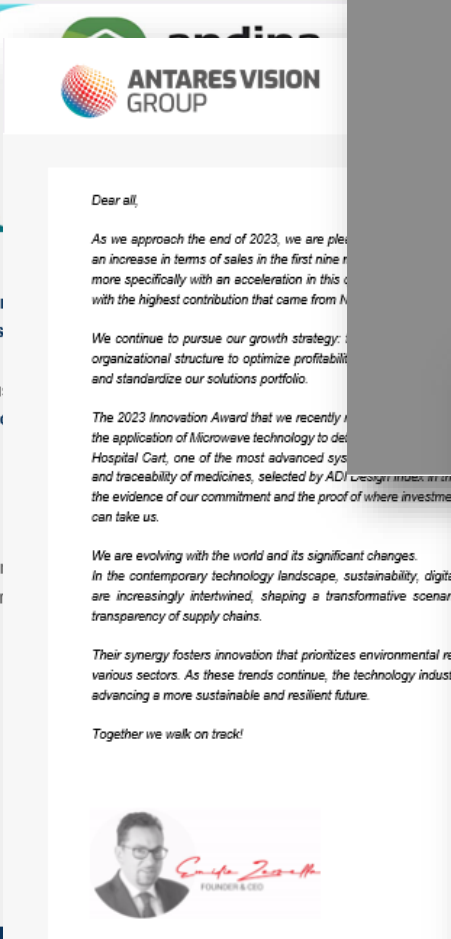
At the stand you can also join the **Easy TS EVO demo**: discover our pha
detection of microcracks or pinholes affecting the sterility of any container

We look forward to meeting with you in Bogotá!
Visit Antares Vision Group at **Hall 18-23, Level 1, Stand 2316D**.

Best regards,

Leandro Esposito / Area Sales Manager LATAM
Antares Vision Group

Send an email to get more info



**ANTARES VISION
GROUP**

INTERNAL COMMUNICATION

**AV GROUP
LATEST NEWS** **EVENTS
CALENDAR** **SOLUTIONS
LIBRARY**

**ANTARES VISION
GROUP** — **LIFE SCIENCE**

WEBINAR | 28 June 2023, 4 PM (CET)
**DIAMIND FACTORY: AN INNOVATIVE APPROACH
FOR DIGITALIZING LINE CLEARANCE**

**A DEDICATED AI-POWERED
AUTOMATED TECHNOLOGY FOR
FASTER AND MORE EFFICIENT
PROCESSES OF LINE CLEARANCE.**

Free Webinar, register now!

SOFT SKILL

HARD SKILL

MAKE EXPERIENCE

DIGITAL COMPETENCE

THINK OUT OF THE BOX

DATA ANALYSIS

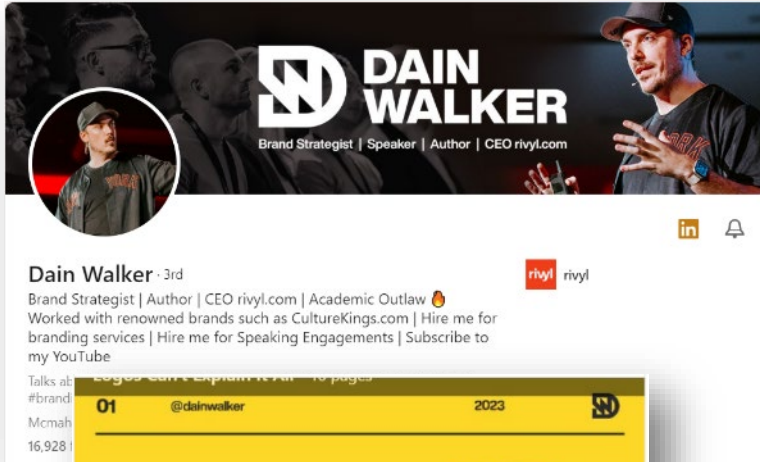
BUILD A GOOD NETWORKING

PROJECT MANAGEMENT




- **COMMITMENT IN GOOD TRAINING**
- **CREATE VALUE**
- **MAKE THE DIFFERENCE**

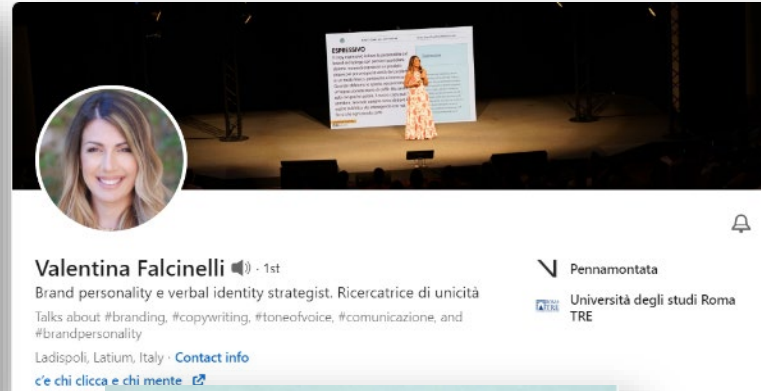
KEEP UPDATED



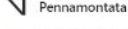

DAIN WALKER
Brand Strategist | Speaker | Author | CEO rivyl.com

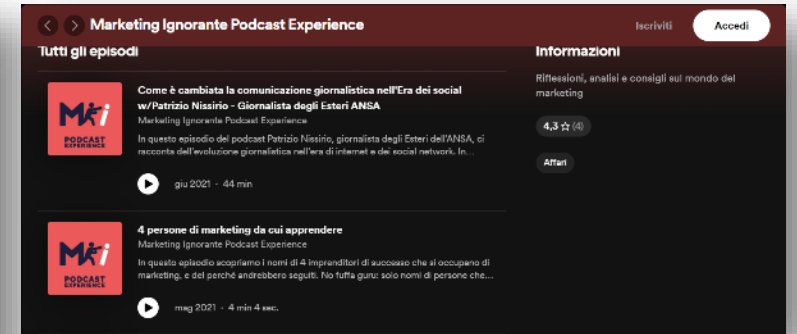
Dain Walker · 3rd
Brand Strategist | Author | CEO rivyl.com | Academic Outlaw
Worked with renowned brands such as CultureKings.com | Hire me for branding services | Hire me for Speaking Engagements | Subscribe to my YouTube





Valentina Falcinelli · 1st
Brand personality e verbal identity strategist. Ricercatrice di unicità
Talks about #branding, #copywriting, #toneofvoice, #comunicazione, and #brandpersonality
Ladispoli, Latium, Italy · [Contact info](#)
[c'è chi clicca e chi mente](#)

 **Pennamontata**
 **Università degli studi Roma TRE**



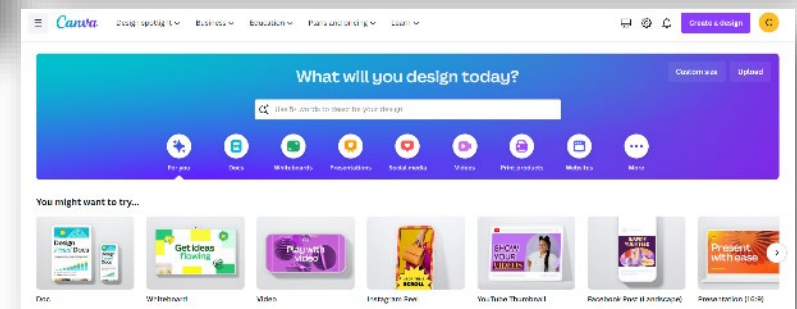
Marketing Ignorante Podcast Experience iscriviti Accedi

Tutti gli episodi

Informazioni
Riflessioni, analisi e consigli sul mondo del marketing
4.3 (4)
Affari

Marketing Ignorante Podcast Experience
Come è cambiata la comunicazione giornalistica nell'Era dei social w/Patrizio Nissirio - Giornalista degli Esteri ANSA
Marketing Ignorante Podcast Experience
In questo episodio del podcast Patrizio Nissirio, giornalista degli Esteri dell'ANSA, ci racconta dell'evoluzione giornalistica nell'era di internet e dei social network. In...
giu 2021 - 44 min

Marketing Ignorante Podcast Experience
4 persone di marketing da cui apprendere
Marketing Ignorante Podcast Experience
In questo episodio scopriamo i nomi di 4 imprenditori di successo che si occupano di marketing, e dei perché andrebbero seguiti. No fuffa guru: solo nomi di persone che...
mag 2021 - 4 min 4 sec



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Design tools & resources for your business

You might want to try...

Design tools & resources for your business



skande

non dire che sei il migliore, racconta che sei diverso

un Brand funziona per differenza: più si distingue dai concorrenti, più ha successo



- ❖ **TODAY'S PRESENTATION**
- ❖ **COMPANY PRESENTATION**
- ❖ **CORPORATE VIDEO**
- ❖ **TRUSTPARENCY VIDEO**