

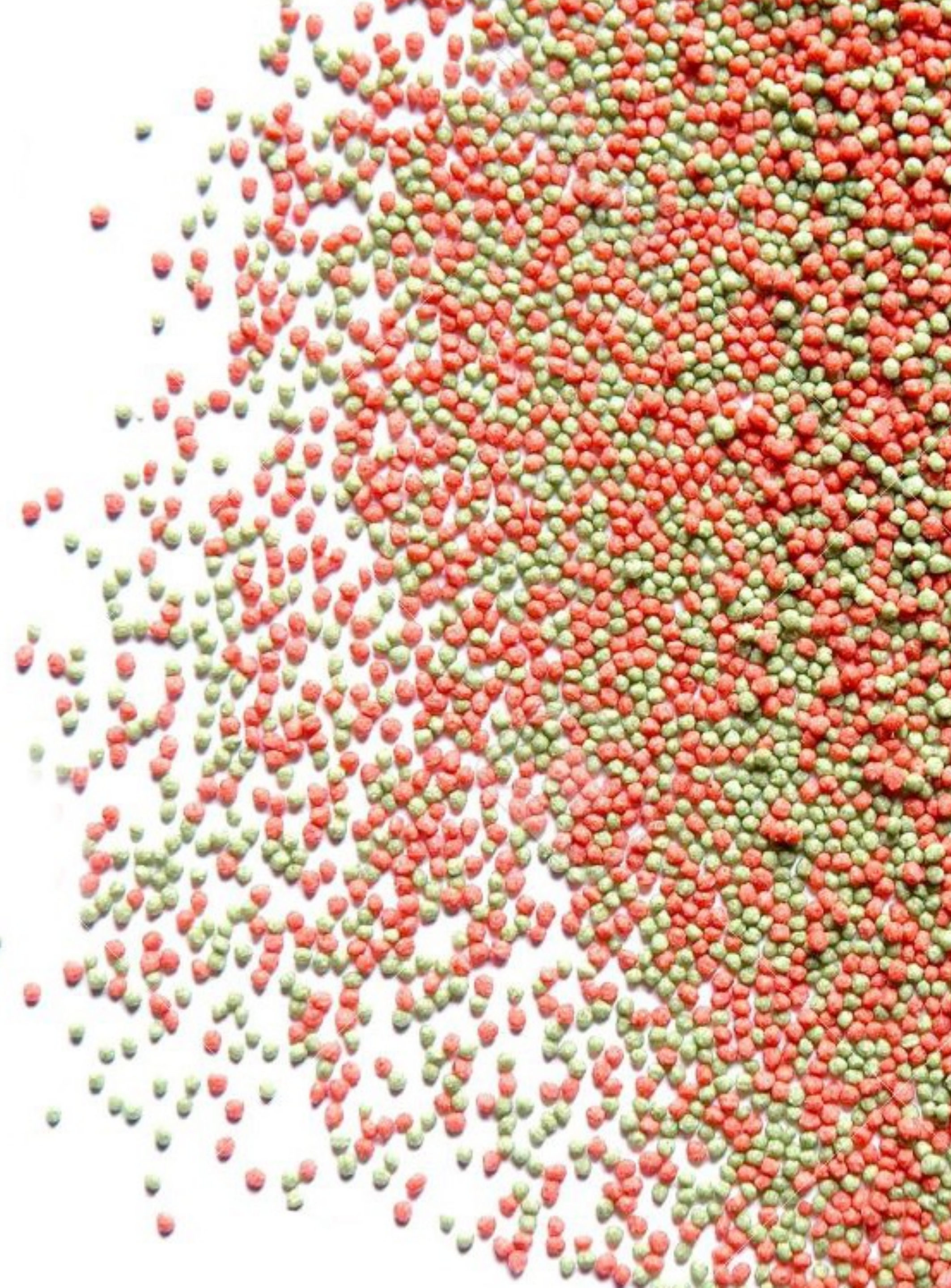
# **CONTROLLARE** **IL PRODOTTO,** **CONTROLLARE** **LA COMUNICAZIONE**

**LA GESTIONE DEL MESSAGGIO  
IN UN MONDO GLOBALE  
E DIGITALE.**

**YOUNG  
DIGITALS**

**Guido Ghedin**  
Managing Partner  
Young DigitalS

**4° Forum Food  
& Made in Italy**  
Milano, 28 giugno 2016







**COMPLETE  
CONTROL  
FROM A TO B**



**CULTURE**






4886  
9244





**SOUNDS GOOD**  
**TASTES BAD**





**WHY TO BUY IT**





**WHY TO BUY IT**  
**HOW TO COOK IT**





**WHY TO BUY IT**  
**WHEN TO DRINK IT**





**WHY TO BUY IT**  
**WHERE TO EAT IT**





**WHY TO BUY IT**  
**HOW TO COMBINE IT**





**WHY TO BUY IT**  
**WHAT TO DO WITH IT**





**ADAPT**  
**ADOPT**  
**AD HOC**





**CHANNELS**





下厨房



# THANK YOU



**Guido Ghedin**  
Managing Partner  
Young Digital

