

## Visual communication is a winning communication in industrial markets

In today's hyper-competitive markets, tissue companies, too, daily face the need to establish a competitive advantage by communicating in complete and articulated fashion with their interlocutors in order to transmit their competencies and the advantages of their machines in a credible and engrossing way.

### Perini Journal

In industrial markets, this type of communication has traditionally been based on the shared conviction that the messages to be transmitted should be rather rational, often neglecting the fact that objective data can be highlighted also through very emotional and engrossing experiences. Like all interlocutors, also those in the industrial realm can be influenced by the rational and emotional components of communication. And also in B2B relations, technical competencies and the functional characteristics of the machines can be accentuated by creating an emotional connection with their dialogists.

A GREAT HELP FOR COMPANIES IN THIS SENSE CAN COME FROM VISUAL LANGUAGE meant as the ensemble of signs aimed at transferring a concept: not just mere styling but the use of visual elements as a means for communicating and interacting. After all, it is very clear how important and growing the role of visual communication in modern society is. We undoubtedly live in a "visually intensive" world in which we are constantly bombarded by visual stimuli coming from every type of media (TV and movie screens, mobile devices, computers, bill postings, shop windows...).

Our efforts are concentrated on understanding the images even more than on reading the words.

Consequently, often even unconsciously, we become increasingly used to interpreting the reality that surrounds us through the aid of visual elements such as icons, info-graphical representations, distinctive signs (and everything amplified by the use of mobile, that makes image production and fruition increasingly fast and immediate).

Visual communication is based on the joint and coordinated function of the eyes that "receive" external stimuli, and of the brain that creates a meaning for all the sensorial information perceived. For this reason, if the scope of the communication (also related to a machine or to a service) is to strike up an interaction with the interlocutor in order to establish a relationship, using a visual approach can facilitate this process enormously, and just one graphic sign or image can have a greater influence than a huge amount of text.

Visual communication applied to the realm of industrial products, too, is foundational in order to attract attention, synthesizing messages for the purpose of isolating them with respect to the "background noise" of communication in general, and to make the benefits tied to the product's characteristics and to the aspects of service tangible, helping to understand them more quickly and effectively and thus to remember them.

AN INTERESTING EXAMPLE CAN BE FOUND IN THE WAY CHOSEN TO COMMUNICATE THE LAUNCH OF THE NEW REWINDER FABIO PERINI MODEL MILE 5.1. The campaign was accompanied by minute care for the visual elements involved in order to promptly highlight to the audience the main features of the machine, its pluses and its belonging to the "family" of MILE machines. The visual factor thus identified accompanied all the communication and launch elements and materials, and was also used on the machine itself, on show during the Open House in Lucca. Furthermore, visual info-graphic elements permeated the video presented during the Tissue World Conference. Through a mix of video clips, key words and iconographic elements, this video, entitled "Yesterday/Today", illustrates how real innovation exists only when the benefits of a new technology become accessible to everyone. Just like in the case of the MILE 5.1, which, by being allocated in the medium segment of the market, makes the progress of Fabio Perini technology accessible to a greater number of customers.

The innovative aspect of the video and its emotional immediacy have earned it a Special Star in the Audio & Video category at the XVI edition of Premio Mediastars, a technical prize event for Italian advertising which took place in Milan on June 11th at the S. Fedele Auditorium. Seeing the Fabio Perini S.p.A. receive an award together with the great consumer market brand names has taught us once again that creativity can be a winner independently of the field it is applied to. •