

CLIENT REQUIREMENTS

Indesit Company is the second largest European white goods manufacturer in terms of market share and fifth largest in the world. It produces cookers, hobs, ovens, fridges, freezers, washing machines, washer-dryers, dryers and dishwashers.

International market research performed by the group has identified several consumer macro-categories in Italian. In order to communicate this market segmentation to all company branches, Indesit needs the consumer clusters to be translated in English. **The English names must be consistent with the cluster profile (obvious), simple and easy to remember.**

SERVICE

- ANALYSIS of research summary and cluster description
- RESEARCH performed by 2 English native speaker copywriters to produce a group of names which best satisfy the client's requirements. Analysis of selected names in terms of frequency of use/volume on the Internet.
- PROPOSAL of 3 DIFFERENT NAMES FOR EACH CLUSTER and the pros and cons of each suggestion.
- ONLINE REVIEW between client and English copywriters

RESULTS

- ✓ **QUALITY: EXCELLENT**
- ✓ **RESPECT for DEADLINES : EXCELLENT**
- ✓ **AVAILABILITY: EXCELLENT**
- ✓ **OVERALL EVALUATION: EXCELLENT**

Agostini Associati has translated into English the names of the consumer macro-categories established by Indesit following international market research

Markets

Italy

Indesit Company has its roots in Fabriano, a town in Le Marche where it has its headquarters, innovation centre and a number of production facilities. Internationalization and unification of European markets hasn't blurred the Italian identity of Indesit Company, which stays loyal to the values that have made it the no. 2 white goods maker in Europe: innovation, respect for the environment, leadership ambition, responsibility towards stakeholders, straightforwardness and genuineness. These are the strengths that have enabled it to successfully replicate its model of an industrial district in other countries. The Company has eight production plants in Italy (in Le Marche, Campania, Piemonte, Veneto and Lombardia) serving local and European markets.

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