

Tinext Transforms Digital Experience for the World's Leading Design Event

Ergonomic Web Design and Personalization Deliver 50% Increase in Traffic



Digital transformation for the world's most exacting client

The Salone Internazionale del Mobile di Milano ("Salone del Mobile") is synonymous with the latest style, innovation and excellence in the world of architecture, interiors and furniture design.

The leading reference point for the industry, Salone del Mobile epitomises the height of business and culture. Visitors flock from around the globe to view the very latest creations from the most renowned international artists, designers and architects. One of the show's highlights, Salone Satellite, is now globally acknowledged as the leading showcase for exciting new design talent, bringing the next generation together with the **world's most important and influential manufacturers.**

KEY FACTS

55th
edition
founded in
1961



3 events
during the
trade show



over
370.000
attendees



67%
International

+270.000
professionals from
160 countries



69%
International

more than
2.000
exhibitors from
67 countries



30%
International

more than
5.000
national and international
press representatives



from
72 countries

Worldwide Saloni trade shows

Milan

Moscow

Shanghai



User-centred design forms the core of growth

Far beyond a simple website, the Salone del Mobile team were looking to create a highly immersive, multi-channel web experience worthy of the event itself. This had to entice the global design elite and enhance the show experience for visitors. Most importantly, it had to emphasise the importance of the brand as a **global reference point** for the world's design news and trends, both during the show and in the 11 months that the curators shaped the next year's offering.

With the design world's unparalleled understanding of ergonomics, the focus was to create **engaging, tailored content** and tools, designed with specific stakeholders and audiences in mind. A new multi-channel, content-driven approach allows users to engage in more ways: via more mobile devices and an array of social networks. This **'mobile first' ethos** has played a crucial role in increasing audience interaction and maintaining **year-round user engagement**.

Visitors to this year's show, can use the Salone del Mobile site to plan their trip from start to finish; allowing **easier registration** on any device, better access to exhibitor information and an **abundance of new multimedia resources** that bring the Salone del Mobile story to life.

One of the core objectives for the new site was to maintain a compelling year-round presence for the show, highlighting its ongoing relevance to the market. Tinext worked with Salone del Mobile's new "Trend Lab" research laboratory and intelligence centre, to develop what has become a go-to, interactive resource for the industry.

The new "Trend Lab" section offers a permanent observatory on the world of contemporary living trends and lifestyles. Research carried out by the Trend Lab team captures the leading international trends in the world of design, furniture and home furnishing. The section combines exclusive face-to-face interviews with the world's leading architects, designers and opinion formers, combining this with reader interaction to create a powerful new online community for spotting and predicting future trends and concepts.

Tinext also realised that a **full graphic restyling** of the site could enhance the creative elements of the event more effectively. With clever use of colour, graphic representation and rich multimedia content, the site is now designed to incite an emotional response from design-lovers all over the world. Built to capture all the latest trends, Tinext created an ever-evolving and refreshing **rich content experience** which changes and modulates depending on the time of year.

” Intuitively, Tinext understood that we wanted to capture user imagination through beautiful imagery, imaginative storytelling and a rich multimedia experience. We wanted to give users a choice in how to interact; social network integration gives them more choice and has dramatically increased engagement. ”

Laura Maini,
Communication Director at
Federlegno Arredo Eventi



Mapping the customer journey through data analysis

To create a truly user-centred design and marketing methodology, Tinext and the Salone team knew that understanding the personalities, and journeys of their users was crucial.

As part of an in-depth strategic analysis, Tinext mapped user profiles with their behaviours and preferences, creating six **personas**. These were representational groupings, created to characterize the main core types of different users interacting with the site and the brand in a similar way. The six personas, regularly visiting salonemilano.it were identified as **exhibitor, retailer, designer, architect, journalist, consumer**.

For each persona, Tinext built a specific **Customer Journey** before, during and after the event itself. The team were able to see, how individuals searched for initial information before the show, how they planned their visit using online tools and how they engaged with the site post-show. All of this information was then analysed within the framework of the personas and used to optimize year-round engagement in content and activity on the site.

With this insight, Tinext was able to **create individual user experiences**; delivering carefully selected articles, content and suggestions, tailored according to what was known about each user. This delivered a user experience that was highly relevant, immersive and, most important, sticky.

For the trade, the new site enables designers, manufacturers and partners to network more easily. Analysis of a **big data** archive alongside a sophisticated profiling system now enables the new salonemilano.it site to answer specific requests from different types of users, matching them to the right personalities.

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The new salonemilano.it website combines the most advanced web design and digital communications expertise - focused squarely on invigorating the visitor and exhibitor experience. Narrative storytelling, innovative services, a new vertical layout, a "mobile first" approach, videos and photo galleries are integrated in a single environment to meet the changing needs of consumers. We're accompanying them on their Salone del Mobile journey - maintaining a relationship and an ongoing dialogue - before, during and post event.

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Laura Maini,
Communication Director at
Federlegno Arredo Eventi



read more
www.tinext.com/salonedelmobile

KEY ACHIEVEMENTS



Strong visual communication and **emotional** look&feel



Valuable **original branded content** uploaded throughout the year



+60%
increase in online registration



+44%
ticket sold online

Before and during the trade show



+80%
height of website traffic reached



+63%
of new users

After the trade show



+50%
pages viewed

+37%
average session time



+15%
sessions



+11%
visitors



About Tinext

Tinext combines the latest digital marketing expertise together with the deep technical understanding of a seasoned enterprise systems integrator.

We deliver solid enterprise web solutions that transform our clients' businesses.

Since 2001, our teams have conceived, delivered, deployed and maintained more than 500 successful projects, with clients including Al Arabiya News Channel, Royal Caribbean International, Whirlpool Europe, City of Lausanne, Generali Group and Swiss national broadcasters RSI.

With a comprehensive range of digital services delivered through our three core practices, Tinext can deliver complete projects or flexible services in combination with other providers.



DIGITAL MARKETING

- Information architecture
- Design and user experience
- Mobile
- Social Media



DEVELOPMENT AND SYSTEM INTEGRATION

- The world's leading Magnolia CMS specialists
- Highly experienced enterprise Java development teams
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- Collaboration solutions



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