



ACINMILAN – WHERE THE FUTURE HAPPENS EVERY DAY

VIDEO TRANSCRIPT

MILAN

6AM

ELENA FRAY, CEO

HOW CAN I MAKE MY BRAND EQUITY
STRONGER THAN MY COMPETITORS'?

HOW CAN MY BRAND BE RELEVANT FOR
EACH INDIVIDUAL?

HOW CAN I DO IT AT SCALE AT SPEED?

ACIN IS MY BRAND ENHANCEMENT LAB...

WHERE I GO FOR INSPIRATION

WHERE I CONNECT WITH THE WIDER
ECOSYSTEM

WHERE I DISCOVER AMAZING INSIGHTS
ABOUT MY CUSTOMERS

I WORK WITH ACIN TO CO-CREATE THE
INNOVATION JOURNEYS THAT KEEP MY
COMPANY AT THE EDGE

AND ACHIEVE MY NEW BRAND PURPOSE

ACIN HELPS ME TO SCALE UP MY
TRANSFORMATION JOURNEY

WHAT ARE YOUR NEW CHALLENGES?

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