



***Inspirational examples of
Corporate Stories
Text version of the LM2***



Introduction

This module will present some of the most interesting case studies, showing good examples of corporate storytelling of companies across Europe.

Complete list of the corporate stories, with additional information about the companies and their history, can be found on our Interactive atlas: <https://app.storylines.eu/atlas>.

If you want your company to appear on this list, you can contact us: <https://storylines.eu/contacts/>.



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1. Banque de Luxembourg

Country: Luxembourg

Type of activity: Financial institution

Type of corporate storytelling: Book “Histoire de Familles”

Banque de Luxembourg, founded in 1920, is one of the most important Luxembourgish private banks. Today, the company aims to be a relationship bank for Luxembourg and Belgium and it deals with wealth and asset management.

“Histoire de familles”, published in 2018 by the Banque de Luxembourg, is a collection of stories of Luxembourgish family enterprises. The book’s aim was to describe the history of 10 Luxembourgish family companies, explaining their project and their relationship with the country. This idea was considered as an innovative project because, at that time, there were no books describing the bond between such companies and the Luxembourgish territory.

The aim of Banque de Luxembourg is to involve emotionally through these stories, to attract new audiences and to be an example for young people and for the new entrepreneurs.

This book has also a celebratory function for the country with the objective to promote it and the aim of strengthening the corporate identity of the bank.

Website:

<https://www.banquedeluxembourg.com/en/bank/bl/blog/-/blogpost/histoires-defamilles>





2. Bernard – Massard winery

Country: Luxembourg

Type of activity: Winery

Type of corporate storytelling: Guided tours (website)

This story goes back to 1921 when Jean Bernard - Massard created the wineries and 10 years later he became the official wine supplier of the ducal court. Today the company is the biggest producer of still and sparkling wines in Luxembourg with a total production of around 3 900 000 bottles per year.

In the “Visits & Tastings” section of the site, the company offers the opportunity, comfortably sitting at home, of a digital virtual tour to 360° of the Bernard - Massard cellar. Through a double arrow control the site visitor has the opportunity to move freely within the Bernard - Massard cellar’s environment and, thanks to a button placed at the top right of the screen (“Book a visit”), to book, thanks to the form that opens after having clicked, a guided tour of the cave. In this way 3D digital technology performs the dual function:

- 1) Offering the opportunity to visit an environment that might not have been able to visit.
- 2) For those who have the desire and the possibility to do so, personally visit the historic winery in what is a profitable interchange between online and offline.

Website:

www.bernard-massard.lu





3. Artsana Group

Country: Italy

Type of activity: Commercial

Type of corporate storytelling: Corporate Museum

ARTSANA is an International Group, with a great Italian heart. A company that aims at excellence, operating with experience and innovation in the Baby, Health Care areas.

It aims to contribute to the realization of a great project: to accompany children from all over the world with our products and to be close to adults, favoring the well-being of both through safe and effective solutions.

The Group commercializes its brands in over 150 countries through approximately 400 Chicco points of sale, as well as numerous local distributors, and through the Prenatal Retail Group network which, with the four controlled brands, has a total of around 700 points of sale.

The Toy Horse Museum does not tell exclusively the story of the brand and its products but embodies the company's values.

The Museum was born from the desire of Pietro Catelli to bring the horses back to the home of the legendary Tornese trotter in the form of toys «to teach children how to turn off the computer for creating through imagination». The collection consists of over 670 horses from every historical period and new and continuous donations make it ever richer and beautiful. All the horses in the Museum have an own name that tells their story and the story of the people who donated them.

Website:

www.museodelcavallogiocattolo.it





4. Ceramica Bardelli

Country: Italy

Type of activity: Design, production and sale of ceramic tiles

Type of corporate storytelling: Website

Ceramica Bardelli is a high-end brand, recognized internationally as a producer of ceramic and porcelain stoneware for walls and flooring. Their collections are characterized by contemporary design, combined with workmanship and hand made decoration. Research, development and production activities are concentrated in the Milan factory.

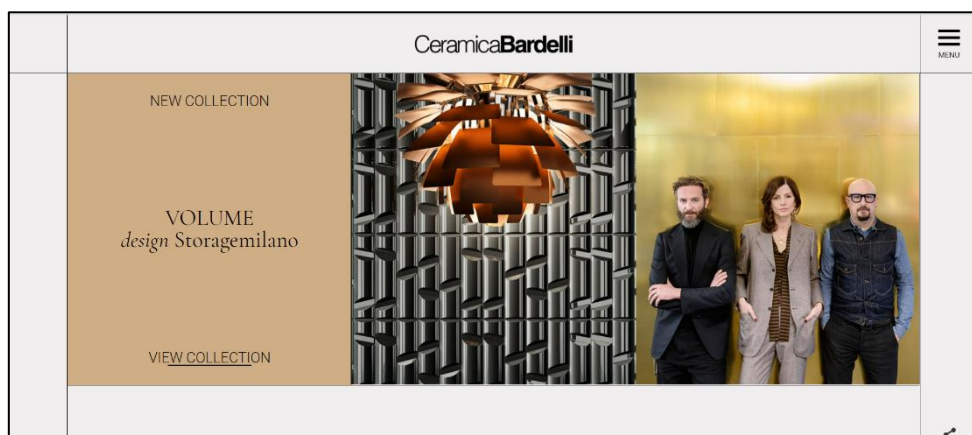
Ceramica Bardelli is very active in narrating and promoting its history and quality. In addition to traditional tools such as catalogues, brochures and a magazine focused on collaborative projects with designers, the company mainly uses a well-developed website, full of information, history, achievements and stories.

As well as their excellent craftsmanship, Ceramica Bardelli emphasizes their collaboration with many famous international design firms (even with some who have written the history of art and design such as Gio Ponti and Piero Fornasetti). A lot of space is dedicated to designers involved with the brand. In particular, the "Designers" section (which also allows designers to download work tools, certifications and data sheets) is divided into individual items.

Each item is dedicated to one of the 12 designers who are currently working with the brand. So, every page tells the story of the designer, his or her training and professional evolution, how they met the company and how they designed and developed the different collections.

Website:

<https://ceramicabardelli.com/en/ceramica-bardelli-en/philosophy>





5. Bauwerk Parkett AG

Country: Switzerland

Type of activity: Parquet Manufacturer

Type of corporate storytelling: Magazine

As a market leader in Switzerland Bauwerk has been confronted with increasing competition and a strong decrease of prices. Against this challenging background, Bauwerk has developed a marketing strategy aimed at supporting flooring customers and facilitating their market success by a.o. generating qualified leads and enable high value selling. The Telling of the Bauwerk Brand Story to all relevant target groups - such as end customers, architects, investors and floorers – along their customer journeys has become a key factor of market success.

Bauwerk has specifically designed the “Artwork” magazine as a high end inspiration and information medium and as one of the main Bauwerk touchpoints – together with the Bauwerk concept showrooms and the digital ecosystem – for the expression of the brand story.

The “Artwork” magazine is designed to express the strategic brand fundamentals:

Vision: Bauwerk stands for a lifestyle in which aesthetics and high quality are cultivated just as much as sustainability and health.

Mission: Bauwerk enables people to consciously create their living spaces.

Brand Identity Model: The Bauwerk Brand Identity Modell describes the promises, personality, core/essence and benefit of the Bauwerk brand.

Key Message: Living consciously means questioning every aspect of your life. Becoming intensely aware of and reflecting on everything you do and everything that surrounds you.





6. Carl Hansen & Son

Country: Denmark

Type of activity: Furniture Manufacturer

Type of corporate storytelling: Video

Carl Hansen & Son is a Danish company which produces wooden iconic design furniture of high quality. The activity of the founder Carl Hansen started in 1908 with a humble crafting workshop in Denmark working on request. The aim of his project was to create an expressive design with the support of natural materials and craftsmanship.

Supported by the Danish Modern design movement and the test of advanced manufacturing techniques, the company benefitted during the rest of XX century from the cooperation with contemporary designers, even foreign.

The storytelling methodology is built just upon visual elements: weavers live demonstrations and related videos shared on the main social networks like YouTube, Facebook and Instagram. Furthermore, they become focused testimonials of the corporate storytelling, witnesses of an exclusive experience.

Benny Larsen, one of the master craftsmen, had several participations among the most important events in the world, and in smaller happenings created ad hoc like showrooms or stores openings. His performances become immediately viral, thanks to the spectators that film him and share the videos on the social networks. The company precisely sought this: involve the audience and use its social sharing to spread out videos in which it is explained how Carl Hansen & Son chairs are made and which are their details.

Website:

www.carlhansen.com





7. Ciù Ciù Tenimenti Bartolomei

Country: Italy

Type of activity: Winery

Type of corporate storytelling: Book

The corporate story of the Ciù Ciù winery took the form of an autobiography of its founder (corporate autobiography). The corporate autobiography is the life story of the founder of a company, told by himself, in which the family story tends to overlap until to the identification with the story of the company and where this life story is not a simple chronicle of facts but contains an ethical aspect and a vision. Therefore, not an impersonal story, proper to the organizational stories, but a life story; not a story told by a third person, such as a biography is, but a more empathic and personal count of a life in first person; not a simple chronology of facts but a description of the emotions and passions that accompanied them.

The impact of the book can summarize in five points:

A celebratory function. The book official presentation which took place at Offida's Serpente Aureo theatre on June 27, 2015, in front of an audience of about 400 people, including city and regional authorities, immediately carried out a celebratory function of the company's founder.

Community building. The publication of the Natalino Bartolomei autobiography was an opportunity for many company employees, especially young people, to learn about the company's history and the values on which it is based.

Content generation for company communication. The autobiography of the founder was also an opportunity to offer original content for digital corporate communication which, in the case of Ciù Ciù, is realized through a website and social media.



Strengthening corporate identity. It is no coincidence that the positive experience of the book has generated in Ciù Ciù Vini a new and more lively interest in the rural history of its territory. An interest thanks to which the company decided to invest in innovative heritage marketing projects.

Promotion of the territory. It was this discovery of an "exotic" and rural civilization, such as the sharecropping civilization, that generated a new interest in the territory in which the story is set.



8. Cosentino SA

Country: Spain

Type of activity: Innovative Quartz Surfaces manufacturer

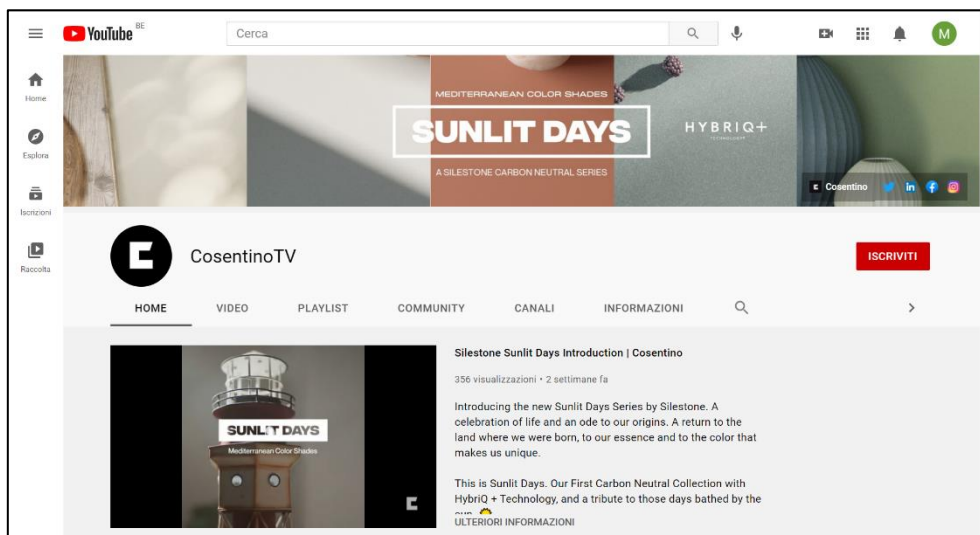
Type of corporate storytelling: YouTube TV Channel

Cosentino Group is a global, Spanish, family-owned company that produces and distributes high value innovative surfaces for the world of design and architecture. It works together with its clients and partners to provide with solutions that offer design and value. Cosentino Group's mission is to be a leading company that responsibly imagines and anticipates high value and innovative surfaces.

The Cosentino YouTube TV channel has been active since December 18, 2012, with 2,260,257 views. The TV channel, together with social media, the online magazine Megaceen, the paper magazine C, is an important way that the company has activated to inform and update public and professionals. Furthermore, the knowledge of Cosentino products is increasing and spreading in an immediate way and YouTube TV channel contributes to creating a company history in a very easily accessible way. The identity of the brand and the knowledge of the company path are spread through these media.

Website:

<https://www.cosentino.com/it-it/rivista-c/>





9. Ingros Carta Giustacchini

Country: Italy

Type of activity: Office Supplies

Type of corporate storytelling: Monograph

Ingros Carta Giustacchini Spa, based in Roncadelle (BS), is a company with family origins active in the office supplies and services sector. In a five-century history, from artisanal paper production that began in the mid-16th century on the Brescia side of Lake Garda, with Giuseppe Giustacchini, the company moved, in 1813, to the marketing of office products until it reached, today, the supply of stationery, paper and cardboard, toner and cartridges, items for archives and forms, machines and office furniture, IT accessories, packaging, items for school and drawing.

The monograph, 231 pages, accompanied by numerous vintage images, documents and testimonies, pays homage to almost seventeen generations of Giustacchini who from Levrage (fraction of Pertica Bassa in Valsabbia) have conquered Brescia and Italy passing through the production of paper and its commerce up to the diversified current activity. The book owes its particular interest to the fact that it not only celebrates the history of a company but, bringing to light a fortunate production line from Brescia, tells the story of an entire territory over the centuries.

Immediately after its publication in 2016, the book was presented at numerous events, exhibitions, and debates on the entrepreneurial history of the Lombardy region and on business communication. The release of the book was accompanied by the production of a video on the ancient processing of the paper carried out by the Paper Museum of Toscolano Maderno (BS). Also, in 2016, the monograph was awarded the Special Mention "For the Best Adherence to the canons identified as standard by the definition of Biographical Solution of Entrepreneur or Business or Product / Service" at the OMI award.

Website:

<https://www.giustacchini.it>





10. Iris Ceramica Group

Country: Italy

Type of activity: Ceramic and porcelain tiles

Type of corporate storytelling: Corporate Museum

Established in 1961, Iris Ceramica Group is the leader in the design, production, and sales of ceramic tiles. Over the years, the company has introduced a series of innovative processes and products and acquired many technological patents that have become a point of reference for tile production. Today Iris Ceramica Group is composed by a range of unique and dynamic brands, including some of the most popular on the market, with their own strong identity, distinctive character, and different aims, based on the Founder and President Romano Minozzi's beliefs for the future: quality and innovation.

The Historical Museum, which is now part of **Museimpresa** – the Italian association of company museums and archives promoted by Assolombarda and Confindustria – is dedicated to all the people who have been part of Iris Ceramica Group, contributing to the development of its products and the success of the holding company.

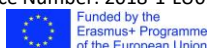
The itinerary follows a chronological thread that accompanies visitors from the early 1960s, showing all the main stages of the Group's history by means of some 600 objects, including tiles, slabs, trim pieces, catalogues, and publications. The story illustrates the evolution of the Italian ceramic district, in particular of the companies of the Group, but also the innovative communication activities favored by the drive of Romano Minozzi, whose entrepreneurial vision was always projected toward the future.

Website:

<https://www.irisceramicagroup.com/en/media/inauguration-of-iris-ceramica-groups-historical-museum/>



Project Reference Number: 2018-1-LU01-KA202-037318





11. Kala-Lappi Oy

Country: Finland

Type of activity: Fish processing

Type of corporate storytelling: Website

Kala-Lappi is a Finnish fish refining company that uses traditional methods to smoke rainbow trout for Finnish and European markets.

The company has developed their own production technology in-house for the process of smoking. Kala-Lappi has currently four different smoked rainbow trout products that are on sale nationwide in Finland. The company exports its products for a first-class French gourmet chain, as well as to grocery stores in Denmark and Germany.

The company story of Kala-Lappi is presented in a narrative way both in the style and in the structure of the story. The narrative approach is shown by the structure of the story of the founder that reminds one of the stories of the ancient Greek heroes. In, at least, 4 elements:

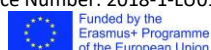
- **A noble birth.** At the beginning of the story, the hero was born in a family with a great story and tradition.
- **The departure.** Afterwards he decided to move away from family tradition to create his own business.
- **The “call”.** But, at a certain point of his life, he received a “call” that was a turning point for him.
- **The return trip and the victory.** After the call he realized his authentic vocation and decided to turn his passion, which was also his family’s passion, into a new business founding Kala-Lappi company

Website:

<https://www.kalalappi.fi/eng/#historia>



Project Reference Number: 2018-1-LU01-KA202-037318





12. Listone Giordano

Country: Italy

Type of activity: Wooden Floors producer

Type of corporate storytelling: Book – Heritage

Listone Giordano is the leading brand in the high-end wood flooring sector, which is part of the Margaritelli multi-business group. Respect for ethical and professional values, in addition to the passion for wood and technological innovation that have characterized the company for over a hundred years, have allowed it to establish itself on the market and achieve success; a business plan constantly oriented to perfection, which has always favoured the search for original solutions and the exploration of the less travelled streets. The result is a range of inimitable products dedicated to all those who love the quality of life and who seek it in a unique place as their home.

“Heritage” is an exclusive and prestigious book that narrates through ancient photos and modern images the story of Margaritelli family and its relationship with the wood. Its style, also aesthetic, perfectly represents the values of elegance and class that the brand wants to transmit.

The engaging factor is determined by the correct use of first-hand sources that explain clearly how Listone Giordano became the brand using wood.

Environmental sustainability and support of culture can affect positively the audience that is still non-interested, because of the goodness of these causes.

“Heritage” is a travel, a storytelling preferring the contact with a paper page instead of the digital option. The tradition is the innovation.

Website:

<https://www.listonegiordano.com/>





13. Mutina

Country: Italy

Type of activity: Design, production and sale of ceramic tiles

Type of corporate storytelling: Various activities

Founded in 2005 from an acquisition and passed in a few years from zero to 26 million in turnover (2017 figure, but the growth is constant), Mutina Spa is one of the most interesting brands of Italian ceramic tiles, able to create influential lines of trend, between research design and contemporary art.

The company relies on a project that combines cutting-edge technology, craftsmanship and experimentation to create a product of high technical and aesthetic quality.

A unique case in the Italian ceramic coating sector, with the aim of telling not only its own quality, but also the evolution of contemporary art, interacting with both major artists and emerging talents, Mutina has created the rich and ambitious **Mutina project for Art**, a set of very articulated activities, of international scope and documented by an ad hoc section on the website with references to the major social media. The project includes Mut, an exhibition space at its headquarters; This is Not a Prize, a prize awarded annually; Dialogue, collaboration program with artists, galleries, partners belonging to various areas of interest and international art institutions.

The recently established Mutina for Art project is undoubtedly supporting the company's production activity with results of absolute importance, both in the international reputation of the brand and in the market feedback (high-end).

Website:

<https://www.mutina.it/en/about-mutina-for-art>





14. Olivari

Country: Italy

Type of activity: Design and production of handles

Type of corporate storytelling: Website and travel exhibition

The company was founded in 1911 by Battista Olivari in Borgomanero, in the province of Novara, where the factories are still located today, and the entire production of handles takes place. In 1926 Battista Olivari's wife, Antonietta Ramelli, succeeded him, becoming one of the few women at that time heading a company.

In searching for new ideas and design solutions for its products, the Olivari company constantly follows technological evolution. From generation to generation the Olivari family has handed down their attention to detail, their search for innovation and above all their passion for work.

As it approached its centenary anniversary, having been founded in 1911, the company decided to update the analysis of its history and take stock of nearly twenty years of entrepreneurial activity of the third generation of Olivari. This resulted in the tribute book, **Macchina semplice. Dall'architettura al design. 100 anni di maniglie Olivari** (Simple machine. From architecture to design, 100 years of Olivari handles), published in 2010.

Macchina semplice describes and illustrates Olivari's best products from the late 1940s, through their work with prominent architects. In five chapters the author retraces one hundred years of company history, from architecture to design: from the reconstruction period after the Second World War, to the years of the economic boom, to the transition between modern and post-modern, and to the need, in recent years, for sustainability.

Website:

<https://www.olivari.it/en/bibliography/>

OLIVARI

CHI SIAMO PRODOTTI DESIGNERS PROGETTI COMUNICAZIONE NEWS AREA TECNICA CONTATTI IT EN

LA NOSTRA STORIA

Maniglie made in Italy dal 1911

Dal 1911 Olivari realizza maniglie in Italia, all'interno dei propri stabilimenti, dove si svolge l'intero ciclo produttivo.

P artendo da barre in ottone, le maniglie vengono stampate, lavorate, smerigliate, lucidate, cromate e marchiate al laser. Olivari ha ottenuto le certificazioni ISO 9001 e ISO 14001 e si avvale delle tecnologie più evolute, ma ha mantenuto tutta la sapienza artigianale accumulata in cento anni di storia.

Nei suoi cento anni di storia la Olivari ha sempre ricercato il massimo della qualità affidandosi alla creatività dei migliori designers ed architetti. Di generazione in generazione la famiglia Olivari ha tramandato l'attenzione per i dettagli, la ricerca dell'innovazione e soprattutto la passione per il lavoro ben fatto.



15. Poltrona Frau

Country: Italy

Type of activity: Home and office furniture

Type of corporate storytelling: Museum, Book, Photos, Video, social media

Poltrona Frau was founded in Turin in 1912 by Renzo Frau, a Sardinian origin upholsterer and agent. Standing for its craftsmanship, quality and customizing company it shortly became a very well-known company in Europe and during the 90's all over the world from the USA to Asia, from Oceania to Middle East and Africa. It is today appreciated for its high quality, craftsmanship and capability to interpret the international flair always maintaining its outstanding heritage and tradition.

A Poltrona Frau item is today considered a combination of nice stories and culture, the culture of making masterpieces by Italian artisans from the Marche Region to the rest of the world in the home and office environment, in the public spaces like Auditorium, theatres, airport lounges and hotels, fashion corporate showrooms and in luxury cars, yachting and aircrafts.

The Corporate story has been created thanks to the paper archive coming from the historical site in Turin when the company has moved to Tolentino in 1962 and to the historical memory of the people who worked in Poltrona Frau. Poltrona Frau understood the importance of doing an archive collection and research, even because of the opening of the Poltrona Frau Museum, which tells the history of more than 100 years of activity.

Poltrona Frau story is also highlighted day by day by the employees and the artisans who made the heritage of the past and are working for the future of the company, preserving the past and passing on the tales on the future. The PF witness is also made by the owners whom Poltrona Frau item means a timeless experience.

Website:

https://www.poltrona_frau.com/en/museum





16. Taxi Torino

Country: Italy

Type of activity: Public transportation

Type of corporate storytelling: Monograph, social media

Taxi Torino was born from the merger of the historic cooperatives 5730 and 5737. Together they have a fleet of 1400 cars, one of the largest in Italy. Combined with the new intelligent mobility tools, Taxi Torino rides represent a particularly interesting service to the citizen in terms of safety, economy, and practicality.

The service provides customers with an audio guide, available in Italian and English, which tells the story of Turin and explores the cultural aspects of each place visited. A particularly interesting opportunity for those who want to visit the city in an hour even at night!

A small, light volume book (around hundred pages) was created to bring the stories of Turin taxi drivers to paper. In what is unanimously recognized as the Italian capital of the car, the stories told by Domenico Regis, a former taxi driver with a passion for storytelling, paradoxically begin with the memory of the coachmen who at the beginning of the twentieth century crossed the city with their horse-drawn carriages. That was indeed the beginning of the first Turin public transport service.

The narrative cycle today continues in other forms and on other channels, mainly on social media and on the official Facebook page of Taxi Torino, the page that brings together the largest number of fans in Italy among those dedicated to taxi cooperatives.

Website:

www.taxitorino.it





17. USM

Country: Switzerland

Type of activity: Modular furniture systems

Type of corporate storytelling: Photos and Video (Making places)

The family-owned company USM U. Schärer Söhne AG was founded in 1885 in Münsingen, near Bern, as a metalworking and hardware workshop. At the beginning of the sixties, in its third generation, it took the step that turned it into the modern, design-oriented industrial company that we know today. Developed by engineer Paul Schärer and the Swiss architect Fritz Haller, to meet personal needs, the USM modular furniture system was initially used in modern offices, before expanding into many other areas of everyday life.

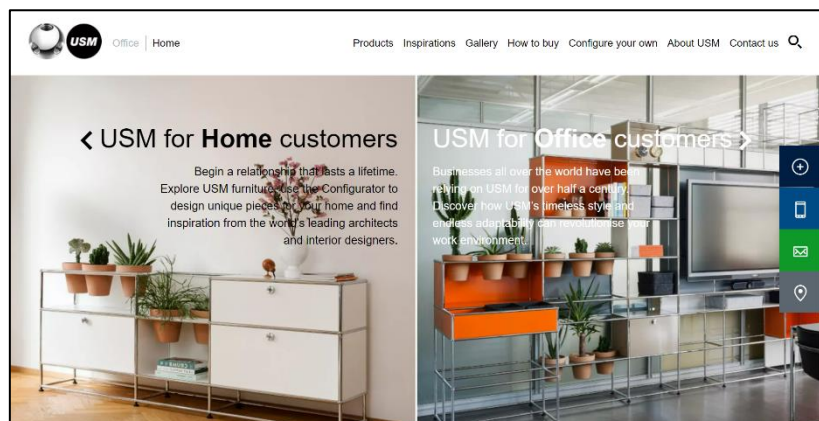
Over the decades, only three product lines have been added, including the USM Haller table, the USM Kitos table frame system and the USM Privacy Panels, all compatible with each other and becoming Swiss export bestsellers.

With **Making Places**, at the Milan Furniture Fair USM proposed more than just a stand – there was a narrative space full of colour, energy and sharing which visitors had the opportunity of customising and where the modular USM Haller systems were shown to respond to the renewed needs of the nomad and curious worker.

As an ideal shared workspace, Making Places became a collective process where the public could create a new visual identity for USM Haller modular systems, playing with the use of stickers so they could leave the mark of their passage and place the geometric and clear cut aspect of the great classic design of the Swiss company in a cheerful, unpredictable, unconventional perspective.

Website:

<https://www.usm.com/en-gb/home/about-usm/usm-history/>





18. Econt

Country: Bulgaria

Type of activity: Logistics

Type of corporate storytelling: Social work, charity, cultural events

The ECONT company was founded at the beginning of the Transition period after the fall of the totalitarian regime in Bulgaria. At first, they offered transport of small packages, mainly locally, and few years later in Romania and Greece.

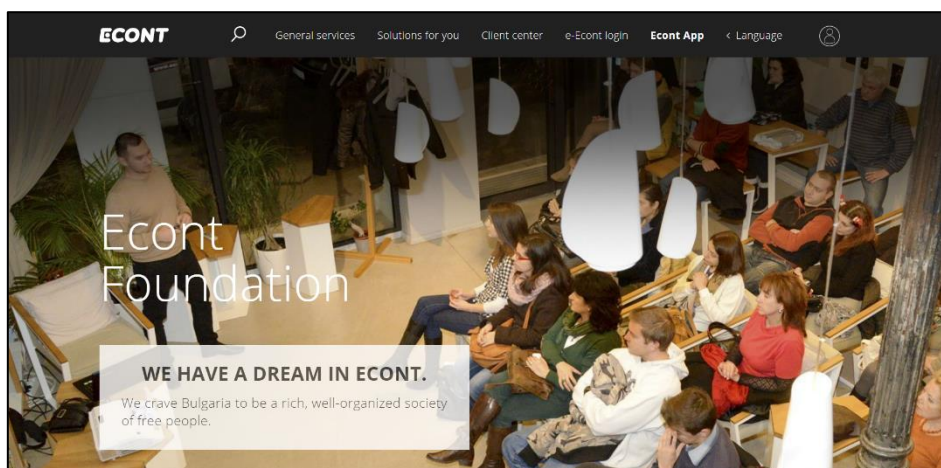
Nowadays ECONT is one of the largest transport companies in the region and are one of the most prominent Bulgarian companies when it comes to corporate social responsibility, charity and cultural events.

Apart from their usual transportation business, ECONT are well known in Ruse region for their social work. The company founded a non-profit foundation in 2012, which works with talented children, secondary schools, and cultural institutions, promoting modern and innovative learning and teaching formats that have a strong practical focus. They also organize many cultural events in their own venue (a mixture of coffee shop and a library), covering new books presentation, prominent guest speakers from the art world, concerts, debates, and many others.

In the recent years, the ECONT foundation is working with other organizations on different projects, focused over education and learning, new knowledge programmes and introduction of new technologies. They work closely with kids from several secondary schools in Ruse, introducing new education plans, and trying to introduce the students into new ways of creative thinking and responsible behaviour.

Website:

<https://www.econt.com/econt-express/fondacia-econt>





19. Refan

Country: Bulgaria

Type of activity: Cosmetics

Type of corporate storytelling: Online activities, Corporate social responsibility

Refan started as a small family business around 1991 by Stefan Popov, who wanted to popularize Bulgarian perfume-making traditions. The name of the company is formed by the names of the founder (**Stefan**) and his wife (**Reni**).

Nowadays Refan is a global brand, and the company itself is trying to stay close to its roots, along with many new initiatives regarding corporate social responsibility, charity, and cultural life in the country.

Refan uses a combination of social media activity, public events (often unrelated to their business), and clever marketing and franchising in order to tell its story. It accents on family business values, support of the local youth and culture, as well as sport events among the youngest.

An example for good campaigning – both domestic and abroad, was the cooperation with company's home city Plovdiv, which was elected European capital of culture for 2019. The company released a limited series of products, branded with city's logo, and made from traditional bulgarian rose oil. The success was two-fold – it popularized not only Plovdiv as European capital of culture, but also the bulgarian traditions in rose oil production and quality.

Website:

www.refan.bg





20. Svoge

Country: Bulgaria

Type of activity: Chocolate industry

Type of corporate storytelling: Online activities, Corporate social

The history of the Chocolate Factory in Svoge begins in Sofia, where Velizar Peev opened the first chocolate factory in Bulgaria in 1901. The art of chocolate making he learns in France while he is working there. When he comes back to Bulgaria, a French chocolate master comes with him to help him with the production.

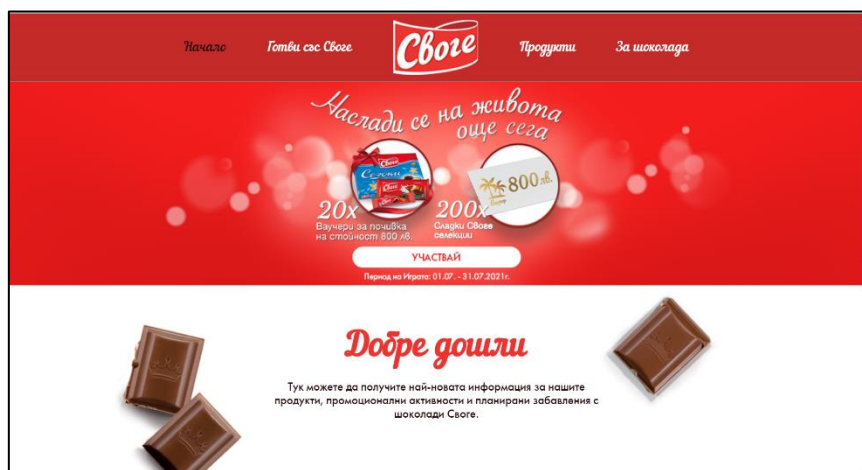
At that time chocolate was an unfamiliar product in Bulgaria and is viewed with great distrust, and starting a business was difficult. However, with perseverance and love for chocolate Mr. Peev managed to promote his products. He actively advertised them around the city, first with a cart bearing "Velizar Peev - biscuits, bread and chocolates" sign and later with an automobile.

The corporate story of chocolate Svoge is written like a story. It traces the beginning of the company until present day, which is more than 100 years of history. It is written in an easy and light style. In addition to the story, on the company's website, there is a special section, where Svoge has provided a wide collection of recipes with chocolate. They are easy to make, and the ingredients include Svoge chocolate.

Apart from this Svoge has dedicated two sections to their products divided into chocolate candies and chocolate types. Detailed information about any product can be found there making it easy to have everything in one place, without adding too much "heavy" details, like specific dates or timelines.

Website:

<https://www.svogeshokoladi.bg/>





21. Mucci Giovanni

Country: Italy

Type of activity: Confectionery

Type of corporate storytelling: Corporate museum

Among all the Italian producers of confetti, Mucci Giovanni S.r.l., founded in 1984 by a young Nicola Mucci, produces confetti that are nowadays classified as the best Italian confetti. Their confetti and dragées (crystallized liquors covered in chocolate) are made with care and love.

In 2005 the Mucci family set up the “Museo del Confetto Mucci Giovanni”, which in 2011 was appointed by the Ministry of Cultural Heritage and Activities as a particularly important cultural asset.

The Confetto Museum contains all the passion, attention, care, competence, love for one's work and for one's origins, to take on the role of "communicator" and educational tool where it is possible to learn, to be intrigued and stimulated in the research and understanding the culture of confetto, its symbolism, its curiosity, and processing techniques.

It welcomes numerous school groups and tourists from all over the world. The visits to the Museum are guided and accompanied by the tasting of some specialties including the famous Tenerelli (secret recipe of the Mucci Family).

The Museum participates in initiatives aimed at promoting the brand of the Mucci Giovanni company, the territory and collaborates with cultural institutions, both Italian and foreign.

Website:

<https://www.museodelconfetto.it/>





22. FROLLA

Country: Italy

Type of activity: Artisanal biscuits production

Type of corporate storytelling: Book

FROLLA S.r.l. originates in 2018 from the will and the determination of its two founders, Gian-Luca and Jacopo, of creating a company that not only produces quality food but, above all, can really help disabled people in finding their own place and self-sufficiency.

Even if FROLLA's story is not too long, its mission and ambitions have drawn the attention of many partners, allowing in this way a lot of collaborations with partners from the entire Marche region.

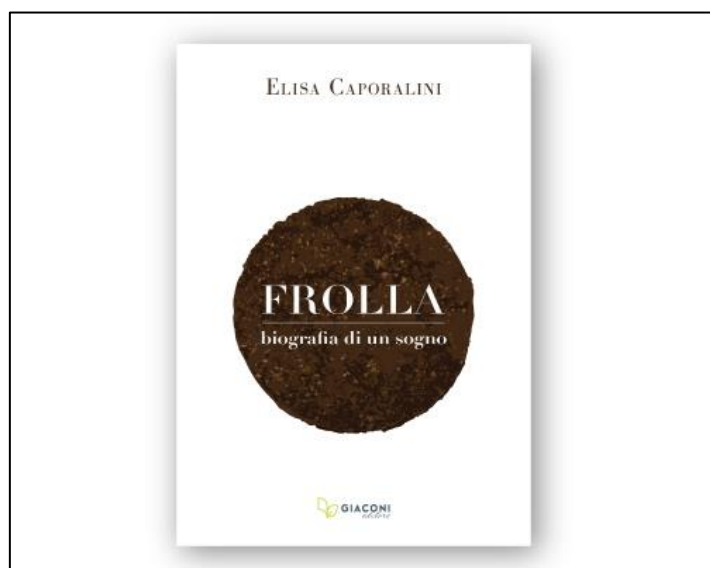
The book FROLLA - Biography of a dream, written by the wife of one of the founders, contains the story of how the two founders created the company. The book is divided into many chapters, each one containing a part of both the individual stories of Jacopo and Gianluca, and of FROLLA.

The book does not focus on the company and on the stories of the founders from an economic or company-oriented point of view, but instead it tries to transmit to the reader all the emotions and the sensations that Jacopo, Gianluca and all those who were involved felt.

The text, accompanied by heart-warming photos of the founders, the employees and of all those involved in the project, talks directly to the heart of the reader, making it sympathize with the heroes of the book, and hope that their project obtains even more success than the one already obtained.

Website:

<https://frollalab.it/>





23. Ducati

Country: Italy

Type of activity: Motorcycle's production

Type of corporate storytelling: Museum

The company was founded in 1926 by the engineer Antonio Cavalieri Ducati, with the name "Scientific Society of Radio Brevetti Ducati", and it was specialized in the research and production of radio communication technologies. The aim was to exploit industrially the patents of his son Adriano, pioneer of radio transmissions. Soon, the company began to assert itself, before moving to various industrial fields. After his death, his sons began their activity with the production of a condenser called "Manens".

The Ducati Museum was founded in 1998 in the occasion of the first edition of the WDW (World Ducati Week) as a marketing and public relations tool to promote the history of the brand and communicate to fans the evocative power of Ducati motorcycles. Strongly anchored in the territory and the reality of Borgo Panigale, the Museum tells sixty years of competitions, reconstructing the events that since 1926, the year of foundation of the Ducati Radio Brevetti Scientific Society, brought the company to success. Located inside the plant, the Ducati Museum occupies an area of approximately 1,000 square meters.

The Museum organizes exhibitions, workshops, and publications to enhance the Ducati motorcycle history. To communicate the brand and the vocations of the territory, it collaborates with numerous Italian and foreign universities, with institutions of the Emilia-Romagna region and with the main promoters of international motorcycle events.

Website:

<https://www.ducati.com/it/it/museo-e-fabbrica-ducati/museo>





24. Salvatore Ferragamo

Country: Italy

Type of activity: Shoemaking

Type of corporate storytelling: Museum

Founded In 1927, Salvatore Ferragamo S.p.A. is an Italian fashion house specialized in women's shoes production. After its founder's death in 1960, the brand progressively extended its production to women's accessories (bags, foulards, ecc) and to male shoes and accessories. With its worldwide distribution, the brand is one of the biggest presents in the fashion industry.

The museum was inaugurated in 1995 by Wanda Ferragamo and her sons to enhance and make known the history of the founder, the brand, and its footwear, now recognized as true works of art. Hosted in the historic site of the company, the medieval Palazzo Spini Feroni, was enlarged in 2006 and today occupies the basement of the Palazzo.

The goal is to have more space to show not only the story of Salvatore Ferragamo but the relationships that have always existed between the company, art, design, and costume and to be able to better dialogue with the main museums both in Italy and in Italy foreign. The Museum, perfectly inserted in the urban fabric, works as a communication tool to transmit Ferragamo's values and research to the outside.

Website:

<http://www.ferragamo.com/museo/>





25. Barilla Group

Country: Italy

Type of activity: Pasta production

Type of corporate storytelling: Video library

Barilla is an Italian multinational company in the food sector, operating in the market of dried pasta, ready-to-eat sauces, bakery products, flour and bread.

Founded in 1877, in Parma, by Pietro Barilla, in less than 150 years it became the most important pasta and flour derivatives manufacturer in the world, and one of the main representatives of Italianness.

On its website, in a special section, Barilla has a wide collection of materials: photos, articles, publications and videos of both advertising and non-advertising content.

Of all the recollected materials, the recollection of videos is interesting. Only a small part of all their videos is present on the website, because most of them are uploaded on their YouTube channel.

The collection of advertising videos contains the recollection of all the videos that Barilla broadcasted on television and other media during the years.

The collection of non-advertising videos contains the recollection of all the videos that Barilla produced for non-commercial means and that show directly the company, its vision and mission, its history.

Website:

<https://www.barillagroup.com/it/category/library-video>

