



# Human Brand: 11 (Brand imprese mercati) (Italian Edition)

*Salvo Scibilia*

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Forse le marche vanno viste come dei piccoli vulcani che eruttano valori, apparentemente in modo indipendente l'uno dall'altro ma che, nel sottosuolo, intessono delle linee fitte di comunicazione e di scambio.

Se immaginiamo di ricomporre la nostra vita attraverso dei frammenti riuniti in un grande album fotografico, anche per le marche che hanno popolato la nostra vita dovremmo trovare un posto. Alcune ci aspettano ancora sugli scaffali del supermercato o di qualche negozio, altre non esistono più, sono state spazzate via dall'avanzare della tecnologia, dal capriccio di consumatori onnivori o dalla prepotenza dei concorrenti. Per la marca esiste la prospettiva di una vita ben più intensa di quella che gli esperti le organizzano all'interno di schemi e modelli. Lei ama l'aria rarefatta della relazione: con se stessa, con la concorrenza, con i valori di riferimento, con la sua storia passata e con il futuro; con i consumatori che ha incontrato, sfiorato, perduto e con quelli che la sceglieranno ancora.

Una marca ricorda, immagina, rimpiange, si illude; ruba qualcosa alla concorrenza e, a sua volta, viene citata, presa a modello.

Una marca può creare nuovo lavoro o costringere a salire sui tetti chi il lavoro lo ha perso. Nessuno pensa a tutte queste cose mentre va in giro a guardare le vetrine, ed è giusto che sia così.



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