



# THE BEST OF PRODUCTS DAY #3: THE AGE OF RELEVANCE

## VIDEO TRANSCRIPT

### THE AGE OF RELEVANCE

At Accenture Customer Innovation Network  
#AgeOfRelevance

GIULIANA FERRAINO – moderator - journalist -  
Corriere della Sera

“Welcome to The Age of Relevance”

ANGELO D’IMPORZANO – Accenture, Products  
Lead for Italy and Central Europe

“I see so many friends that were with us in the  
last two years... this is the third event that we  
are doing in this core Innovation Center around  
Consumer Industries”

SANDER VAN’T NOORDENDE – Accenture,  
Group Chief Executive Products

“At Products in Accenture we have set as our  
purpose creating tomorrow for our people, our  
clients and the customers and consumers –  
be they patients, shoppers, travelers – of our  
clients. Relevance is about purpose; it’s about  
engagement – and it’s about delivery.”

MARK CURTIS – Fjord, Co-Founder and Chief  
Client Officer

“We design things: we design things for you,  
Clients. You design things, too.  
We do it together: we call it collaboration in the  
world of today.”

SID McGRATH – Karmarama, Chief Strategy  
Officer

“I think the way we think about people is  
fundamental to it. If we recognize the way people

engage with brands, it’s entirely emotional.”

BOB KUNZE-CONCEWITZ – Campari, Group  
Chief Executive Officer

“You want every consumer to become a brand-  
lover and to be with us all of their life.”

ANDREA PRATI – Costa Crociere, Worldwide  
Channels Strategy and Commercial Operations

ALESSANDRO BONACINA – Amplifon, Chief  
Marketing Officer

GINGADDO PRATI – Barilla, Group Chief  
Financial and Information Officer

MARIA MAZZONE – Accenture, ACIN Milan  
Lead

We have created 5 different experiences:

- Relevant Workforce
- Brand Ecosystem Play
- Circular Fashion
- Personalization at Scale
- Rethink the Store

MARK CURTIS – Fjord, Co-Founder and Chief  
Client Officer

“It’s all about people. As life moves on, let’s  
make them relevant. Thank You very much”

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