

OUR PROJECTS are *useful* for:

Running Awareness Campaigns

We are often asked to define a concept and disseminate it across the Regions. This is how ***the best information campaigns*** come to life, raising awareness on issues related to health, the environment, nutrition, technology, and the third sector, while tying them closely to Italian local communities. These feature in-depth insights, calls to action, public events, free services, and, above all, a wealth of news!

Giving Visibility to Products

We are often asked to give visibility to a product and, consequently, to the company behind it. Even before starting, ***we map out a marketing plan***. A highly detailed one. We cross-reference the client's characteristics, goals, and needs with our support activities, in order to offer a value proposition that genuinely increases brand awareness.

What is our first step? ***We position the company within an authoritative ecosystem*** so that its product also becomes a benchmark for the function it was designed for. We therefore weave partnerships with authoritative entities, such as Universities, Industry Societies, and Associations, to build a compelling narrative framework around the product.

And what about the second? ***We set a reachable and quantifiable goal.*** An illustrated infographic, in digital and print format, featuring 10 tips on how to use the product well can become the core of an initiative, for instance. An editorial plan will position it across websites and social networks, promoting it and turning it into news ready to be developed into interviews for widespread dissemination.

Is there a third one? Yes, indeed! ***We think about who comes before and after your product***—to strengthen communication and broaden outreach.

Reaching the Public Immediately with Authority

We are often asked to reach the public right away, bypassing traditional steps such as conferences, meetings, and round tables. Getting straight to the point is possible by focusing on outreach from the very beginning.

How? Through press releases tailored for different media outlets, along with audio-video interviews and relevant imagery, useful for launching our integrated multimedia outreach that will capillary-deliver new messages across the territory. ***Carefully planned communication*** yields significant results and ***saves money.***

Engaging with Young People

We are often asked to engage young people to promote courses, master's programs, and tailor-made initiatives for them. Many public or private universities, as well as schools and associations, share this need. To meet it, we rely on **up-to-date communication** capable of going beyond the traditional print-only approach by using languages and media that resonate with the under-18 generation.

Blogs, short video clips with experts or professors, live social media broadcasts, apps, streaming, reels, and podcasts allow us to show our closeness to students, give them a voice, and foster interaction. What is a lesson we have learned from this challenge? Here it is:

You must always go out to meet young people. Always!

Launching a Corporate LinkedIn Page

We are often asked to develop and manage LinkedIn over time to increase the visibility of corporate strategies. We have tackled this request on numerous occasions.

Through a series of steps starting with the creation of the LinkedIn page, we identify the goals to be achieved and start the initial conversation with the future audience. This involves an editorial plan, creative design, targeted promotions, and interaction monitoring.

The secret is to follow the parent company's guidelines, right down to the choice of colors!

