



“We do not have
knowledge of a
thing until we have
grasped its why.”


Aristotle







WHAT IS THE TRUE
POTENTIAL
OF YOUR **BUSINESS?**



Your customers are evolving at an ever increasing pace, but there's a way to predict and anticipate trends in your target markets.

**ARE YOU
READY FOR IT?**







GOT A **DOUBT** ?

WE'VE GOT
THE SOLUTION:

How can I **launch** a new product or service **effectively**?

Will my **marketing and communication strategies** work effectively online or off?

What **image** is my business or product projecting to the outside world?

Does my **stand** have enough **impact** compared to my competitors?

How can I convert trade show **contacts** into customers?

How can I ensure an **event** I've organized is **effective**?


How is my **online reputation**?

How can I **optimize** my **site** and my overall **presence** on **social media**?

HOW?

STRATEGIES OF COMMUNICATION

SINCE 1985




Our **expertise and creativity** over the course of more than 35 years have enabled us to provide **custom-designed** services for every need. Our focus is on you, the customer, and our operations have been **ISO 9001:2015 certified since 2007**.

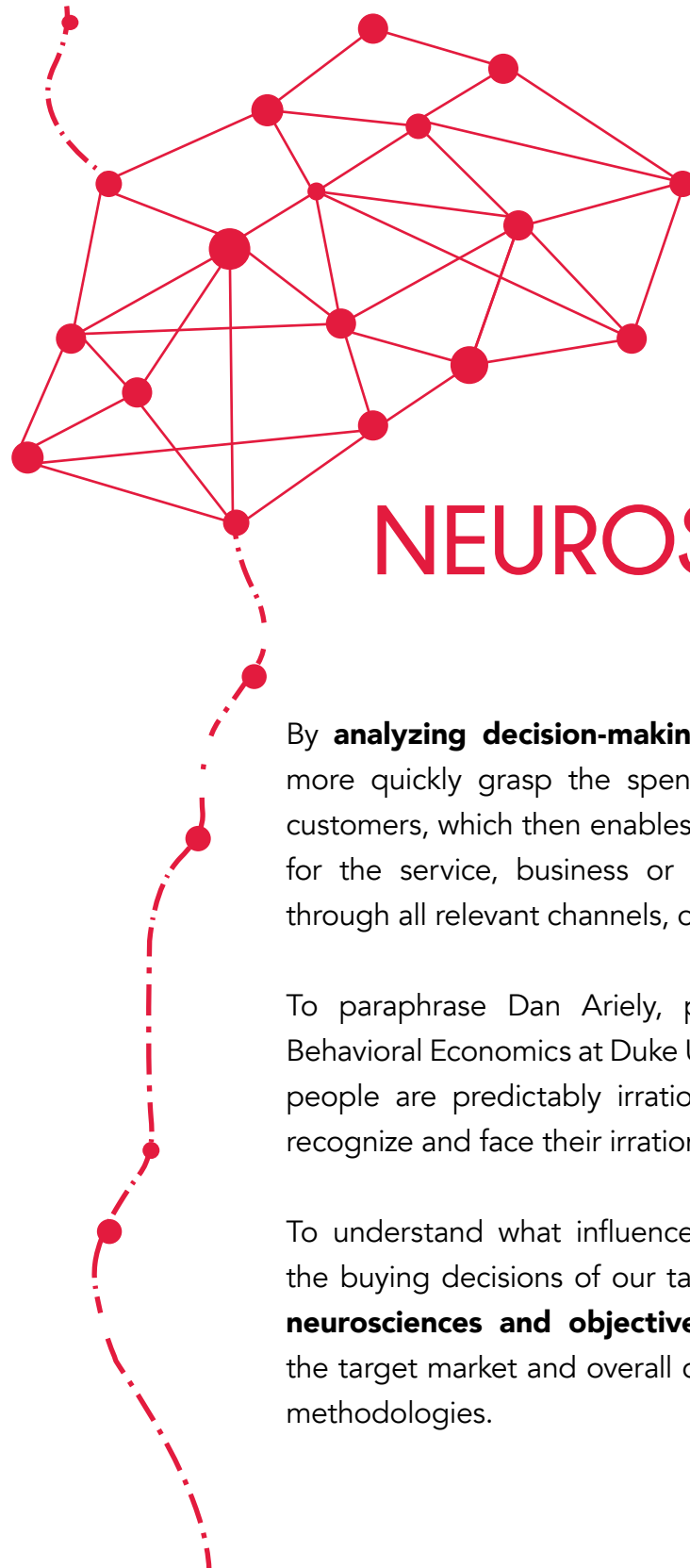
Our team is made up of experts in **marketing, neuromarketing** and **communication, public relations** and **event management, social media** and **digital development, web design, graphic design, video production** and **photography**.

We take a proactive approach to meeting your evolving marketing and communication needs.

Innovation, experience, attention to detail, and the utmost discretion are backed by the most advanced methods of neurocognitive and behavioral sciences applied to marketing and communication strategies.







WE STUDY AND APPLY NEUROSCIENCES


By **analyzing decision-making processes**, we are able to more quickly grasp the spending habits of your potential customers, which then enables us to build an effective image for the service, business or product and communicate it through all relevant channels, online and off.

To paraphrase Dan Ariely, professor of Psychology and Behavioral Economics at Duke University, most of the smartest people are predictably irrational. Only the truly intelligent recognize and face their irrationality.

To understand what influences our business decisions and the buying decisions of our target audience, we look to the **neurosciences and objective data** based on analyses of the target market and overall context using online and in-lab methodologies.

WE TAKE YOU INTO
YOUR **CUSTOMERS' HEADS,**
IN ORDER TO TOUCH
THEIR **HEARTS**

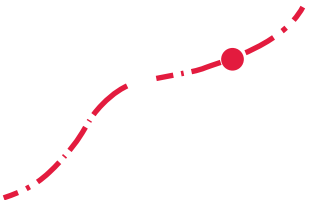




Approaching the marketplace analytically in order to take advantage of every opportunity is essential to any **effective marketing strategy**.

Through **research, analysis, consulting** and **training**, we take action and implement strategies to help you minimize errors and avoid wasting resources on ineffective messages and other communication efforts. This is why we take a strategic, broad-based approach that optimizes both the individual aspects of a strategy and the **strategy itself as a whole**.

The opportunities that this type of approach provides are highly competitive, and the ability to understand the intentions of your customers, regardless of the specific action, is an amazing **competitive advantage**.





THE SERVICES WE PROVIDE



Analysis and **strategy** are our strengths, because proper preliminary analysis and clearly defined objectives make for more effective marketing and communication.

We start with what you're looking for, then closely study and monitor the current marketplace and landscape concerned. Our **neuroscience**-based approach to context analysis focuses on maximizing return on investment over the medium to long term.

We help you to manage the established budget towards achieving your objectives by way of a synergy of resources directed towards increasing sales, reducing spending, and increasing the visibility of your organization.

Creating an image that is able to generate **positive emotions** and that fully reflects your corporate identity, not just the products or services you provide, is fundamental to achieving the success you need.

AND
SPECIFICALLY:





ANALYSIS & MARKETING

We analyze all aspects of your organization and the marketplace in which you operate in order to identify the strengths and weaknesses on which to focus. Neurocognitive support, where necessary, helps better understand and predict the behavior and buying habits of your target market in order to touch the hearts and minds of your current and potential customers.

ADVERTISING & MEDIA RELATIONS

We plan and execute content management (blogs, newsletters, DEM) and multichannel advertising campaigns (SEM, PPC) and handle copywriting, press office management, media relations, and social media, all in house. We develop the brand concept and see to online and offline marketing and communication in order to generate brand awareness.

NEUROSCIENCES

At times, our conscious opinions differ from our unconscious reactions and, as it happens, the latter are actually the most important.

In our research lab, we are able to conduct:

- online behavioral tests
- neurocognitive tests
- behavioral experiments on the field
- market research taking a behavioral approach
- usability tests for websites and web apps
- behavioral economics
- neuro-marketing
- short-term, in-depth and intensive training programs





SOCIAL MEDIA

To keep your social media channels active, we: plan content strategy; manage relations with bloggers, influencers, and the media; create effective images for each channel; organize and plan content based on the type of engagement desired; monitor data in real time; analyze results for each channel; and adjust our strategy for you in order to optimize performance levels.

TRADE FAIRS & OTHER EVENTS

The success of any event depends on three crucial factors: generating the proper expectations; creating a powerful emotional experience; and leaving a good impression. We handle all aspects of event organization, from analyzing the overall landscape and establishing the location and theme to staff and guest management and post-event activities. For trade shows specifically, we manage event organization and stand setup and find the right vendors, and informational materials are specifically designed to maximize conversion rates.

GRAPHIC DESIGN & MULTIMEDIA

We determine the best tools needed to create, manage and promote brand and corporate identity. We design or restyle logos and other vehicles of your identity, such as brochures, leaflets, packaging, POP materials, newsletters and other corporate publications, corporate videos, commercials, and multimedia animations, so that they convey the distinctive aspects of your identity effectively.





WEB DESIGN & WEB MARKETING

We design online strategies based on specific industry analyses that enable us to develop custom-designed architectures aimed at maximizing search engine optimization (SEO). Website design, from the individual pages to the overall user experience, whether desktop or mobile, is always aimed at achieving your objectives and strengthening your brand identity online.

PHOTOGRAPHY

Not just photo sets, videos and packshots, but also personalized books, catalogues, and product samples, all backed by engaging storytelling that conveys your company's values. Our photo shoots start with the use of professional photography and digital post-production tools and culminate in the delicate final step of actual printing. Quality shots call for the right quality paper for a rewarding experience both visually and in terms of physical feel.

BRINGING YOUR **UNIQUE**
TRAITS INTO
FOCUS

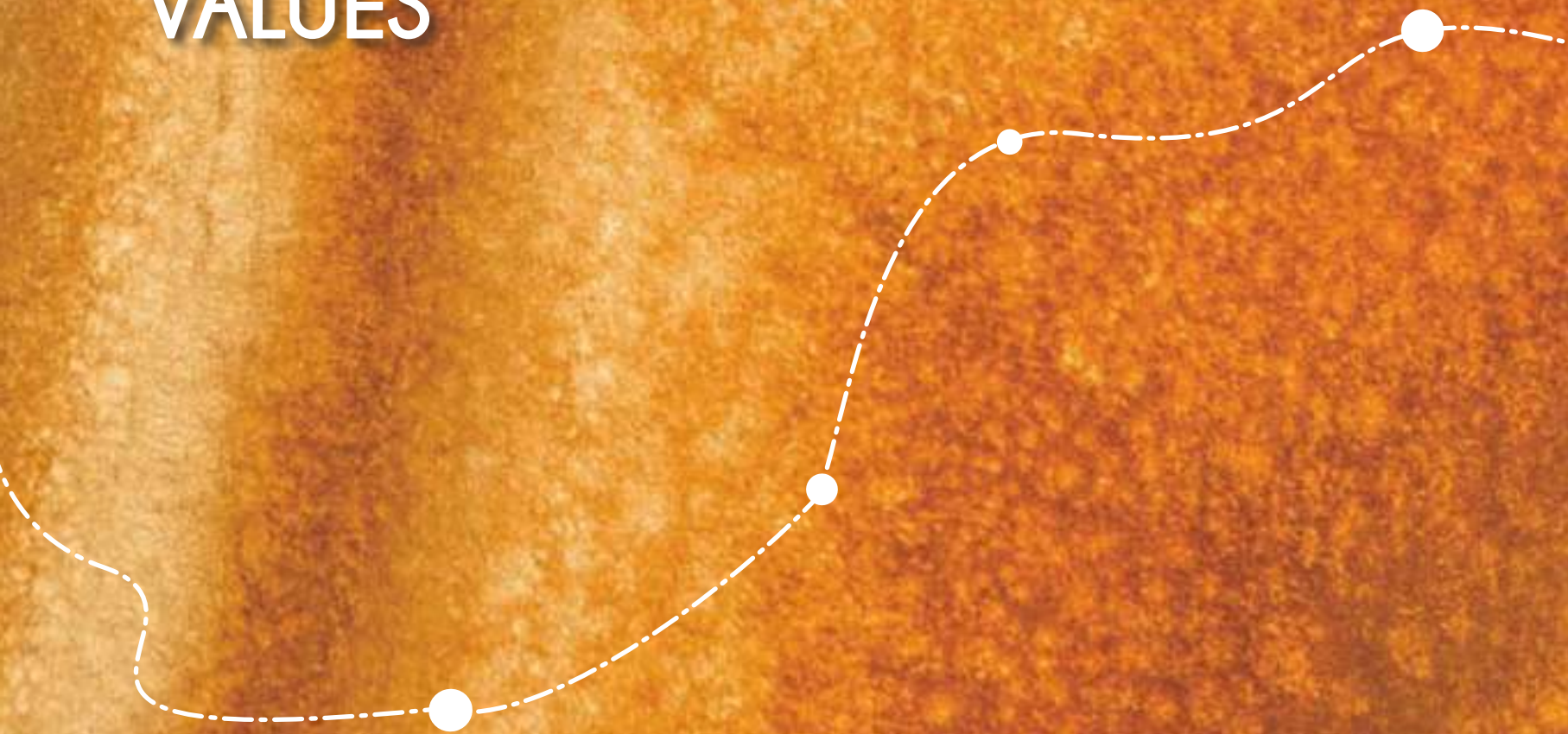


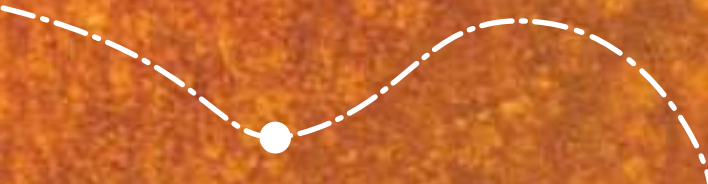
Our approach to **consulting** enables us to identify and take advantage of the structural and competitive traits of your business, service, or product.

For longer-term investments to provide **satisfactory** levels of return, it is essential to design an effective strategy and proper positioning. Our goal is to work with you throughout this process, particularly in the selection of the **right tools** to convey your **unique traits** and other **distinctive elements** to your target audience.

We'll transform your corporate image into true **value added**.

OUR VALUES






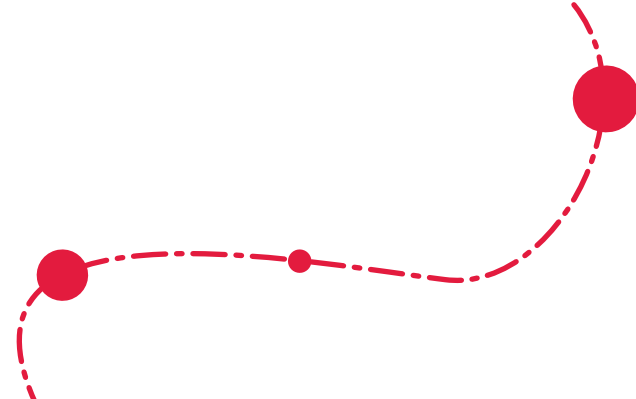

Our marketing campaigns can be summed up in just one word: **complete.**

Turning to an outside consultant helps bring objective, unobstructed focus to the **actual** and **perceived** vision of your business. The **value added** that we have to offer lies in how we work alongside you throughout the process, from concept development to realization of the final product. Our contribution doesn't end with preliminary analysis, but continues through repeated checks and feedback.

As for the results that can be achieved, our longstanding experience with organizations of all types and sizes continues to give us confirmation of the true efficacy of our approach, an approach that produces **clear differences** over more traditional marketing approaches.



YOUR **BENEFITS**



Working with us means laying the groundwork for a strong, long-lasting **partnership** based on trust and communication. We place all our skill and experience at your disposal, and you can count on the **support** of a single organization that **consolidates** all the resources and assets within your business.

In short: we **analyze** your business and its story; we **plan out** the marketing strategies and related tools; we **listen** to your needs, including in terms of budget, in a constant exchange of information and opinion; we **monitor** the results achieved and manage all phases of implementation.





ARE YOU READY
TO TAKE YOUR BUSINESS
TO THE NEXT LEVEL?



EARN **TRUST,**
NOT JUST **RESPECT**

Over the years, organizations of all sizes and from **all industries** have entrusted us with their marketing and communication needs, from small businesses to multinational corporations.

Our approach to operations, even when limited to mere advisory services, has been appreciated in a great many **fields**:

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- Aeronautics
 - Art and antiques
 - Automotive
 - Camping and tourism
 - Coops and consortia
 - Cosmetics
 - Florists and horticulture
 - Footwear and leather goods
 - Food and beverage
 - Furniture and furnishings
 - Gold, jewelry and watchmaking
 - Government
 - Ho.re.ca
 - Insuretec and fintec
 - Interior and landscape design
 - Machinery and industrial technologies
 - Mariculture
 - Masonry
 - Medical equipment and products
 - Metalworking
 - Non-profit organizations
 - Pastries and confectionery
 - Pet care
 - Printing and publishing
 - Professional studios
 - Retail sales and tourism
 - Small business
 - Sports associations
 - Technology
 - Upholstery and clothing textiles and yarns
 - Winemaking



LOOKING FOR
ANSWERS?



LET'S SHOW YOU
WHAT
WE CAN DO



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