

A *new image*
and a *new promise*
to narrate our evolution.



Create.

We simplify and streamline all work processes **through empathy and genuine relationships**.

Simplify.

We create omnichannel and vertical **communication projects** for Italian and international brands.

Astonish.

We astonish through **ideas born from thought and rationality**, delivering tangible results.

Activity

ADVERTISING

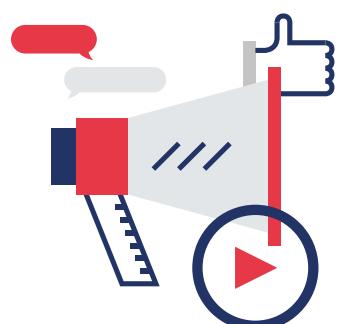
Creativity • Pop
Below the Line

WEB DESIGN

Digital Creativity
Website

MEDIA PLANNING

Digital & Offline
Media Planning



GRAPHIC DESIGN

Brand • Packaging
Corporate Identity

EVENTS

Corporate & Consumers
Events • Guerrilla

PUBLIC RELATIONS

Media Relations • Digital PR
Crisis Management

SOCIAL MEDIA

Social Media Management
Social Ads

Staff

36
people. (AVE 34Y)

Creative Department | 16

Account Executive | 5

Social Media | 4

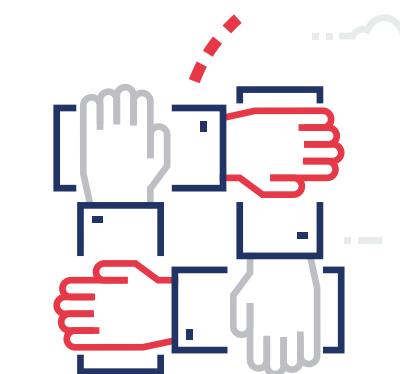
Media Relations | 5

Web Development | 2

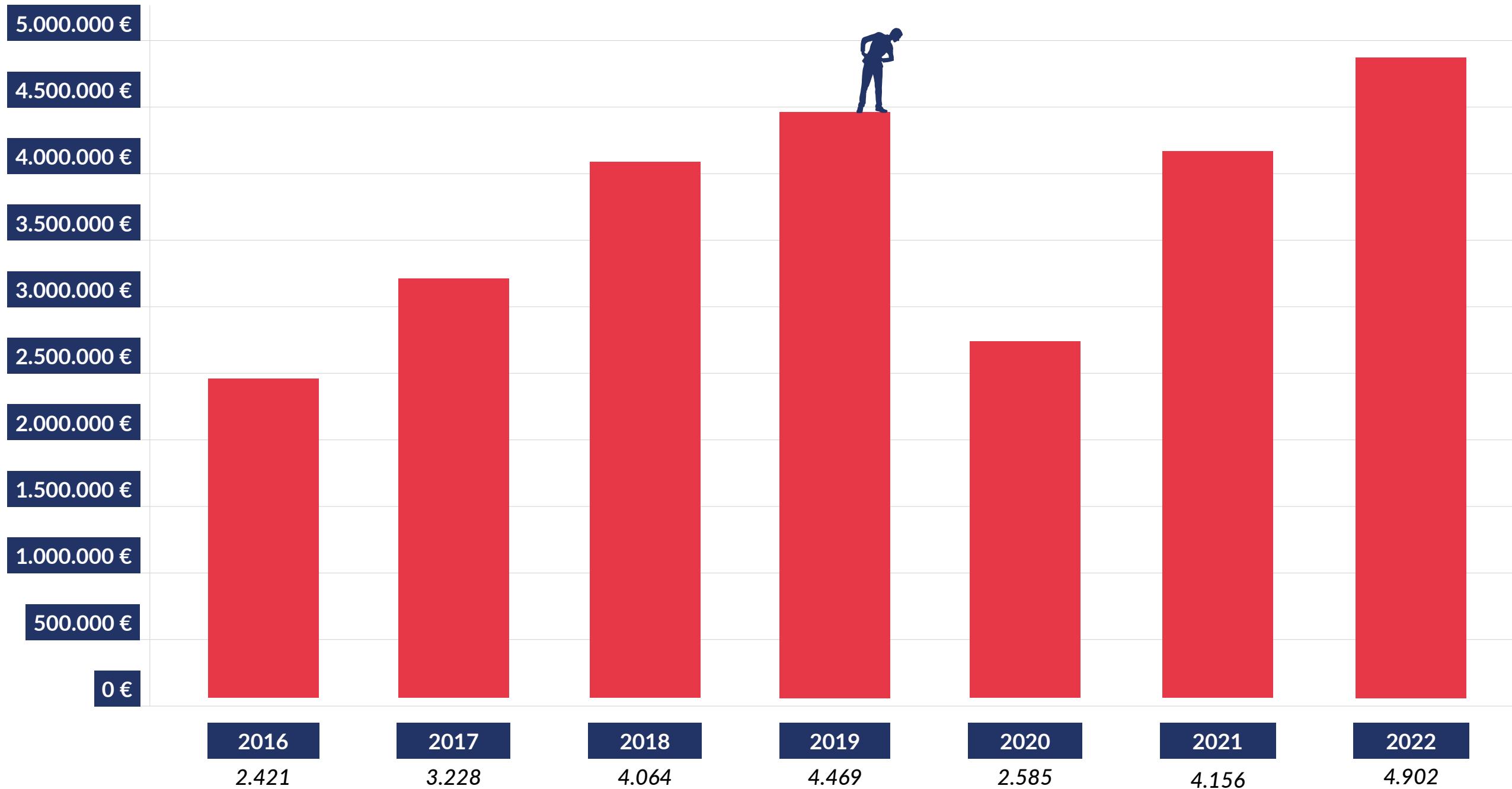
Events | 2

Management | 3

Office Management | 1



Turnover trend 2016-2022



Active Clients

<p>Since 2008</p>  <p>unes</p> <p>Atl, Btl, Graphics, Media Relations Social, Web, Events</p>	<p>Since 2015</p>  <p>il Viaggiator Goloso®</p> <p>Atl, Btl, Events</p>	<p>Since 2022</p>  <p>Cedior centro multifunzionale ortofrutta</p> <p>Branding, Graphics</p>	<p>Since 2022</p>  <p>ALCANTARA</p> <p>Branding, Btl, Web</p>	<p>Since 2023</p>  <p>unobravo</p> <p>Influencer Marketing</p>
<p>Since 2003</p>  <p>sky</p> <p>Web, Digital Communication</p>	<p>Since 2007</p>  <p>sky business</p> <p>Atl, Btl, Events</p>	<p>Since 2020</p>  <p>ACS AQUILEIA CAPITAL SERVICES</p> <p>Atl, Btl, Web, off/online Media Planning, Social</p>	<p>Since 2015</p>  <p>gabetti FRANCHISING AGENCY</p> <p>Atl, Btl, Web, Off/online Media Buying</p>	<p>Since 2023</p>  <p>Grimaldi IMMOBILIARE</p> <p>Atl, Graphics, Social, Media Relations</p>
<p>Since 2016</p>  <p>INTESA SANPAOLO</p> <p>Btl, Events</p>	<p>Since 2019</p>  <p>axpo</p> <p>Atl, Btl, Events, Social</p>	<p>Since 2012</p>  <p>VOLOTEA</p> <p>Media Relations</p>	<p>Since 2018</p>  <p>ARCA VITA</p> <p>Btl, Web</p>	<p>Since 2023</p>  <p>BNP PARIBAS REAL ESTATE</p> <p>Atl, Btl, Events, Marketing Activation</p>
<p>Since 2023</p>  <p>enviva</p> <p>Media Relations</p>	<p>Since 2022</p>  <p>Signify</p> <p>Atl, Graphics, Marketing activation, Web</p>	<p>Since 2019</p>  <p>CGT</p> <p>Atl, Btl, Graphics, Digital Marketing</p>	<p>Since 2021</p>  <p>workday</p> <p>Events, Btl, Graphics</p>	<p>Since 2023</p>  <p>vetropack</p> <p>Atl, Events, Graphics, Media Relations</p>
<p>Since 2020</p>  <p>Gelato d'Italia</p> <p>Web, Digital Marketing, Social</p>	<p>Since 2019</p>  <p>GRUPPO UCAP</p> <p>Atl, Btl, Graphics, Web, Social, Events</p>	<p>Since 2020</p>  <p>gruppo Tea</p> <p>Atl, Btl, Social</p>	<p>Since 2021</p>  <p>ODDS CHECKER ANALISI & COMPARAZIONE QUOTE</p> <p>Branding, Graphics, Atl</p>	

Portfolio



OCTOBER 2023

The brief

To launch Sky Stream, a new, easy, and fast solution that brings Sky into hotel rooms.

The idea

To flood a room with Sky content by projecting it beyond the TV to vividly illustrate how much more enjoyable it is to return to a room with Sky.

The development

To launch Sky Stream, we created an advertising campaign that was later adapted for digital platforms. Additionally, we conceptualized and produced the launch video, designed a brochure for agents, and took care of the entire setup of the Sky booth at the SIA exhibition in Rimini.





OCTOBER 2023

The brief

To develop an influencer marketing campaign to monitor and narrate Uno Bravo's initiatives for World Mental Health Day.

The idea

To involve a series of influencers aligned with the themes of the Unobravo advertising campaign, using the hashtag **#Pensatigiusto**. The goal is to communicate that there are no wrong emotions, only the right people to discuss them with.

The development

After searching for influencers in line with the defined targets, we reached out to them, and secured their participation in addressing the campaign's themes. We brought them physically to the vicinity of Unobravo's billboards to discuss emotions perceived as wrong and how to handle them with the right people.



FOR ELANCO'S ATTENTION

- Influencer marketing project



JULY 2023

The brief

To design the new brand identity for the Elisir brand to strengthen the relationship with the Retail Grocery sector and connect more effectively with end consumers. To develop a packaging system, create a dedicated website, and implement a communication plan for both B2B and B2C.

The idea

To create a distinctive new tagline that conveys the heart of the company to consumers, immediately identifying the industry in which it operates. To establish the new identity with fresh and bright colors, asserting a light yet authoritative tone of voice.

The development

Conceptualization of the new tagline, design of the packaging system, strategy, and management of social media channels, creation of the website, execution of print and digital campaigns, and production of a TV commercial.



FOR ELANCO'S ATTENTION

- Web Site
- Social Media Management





MAY 2023

The brief

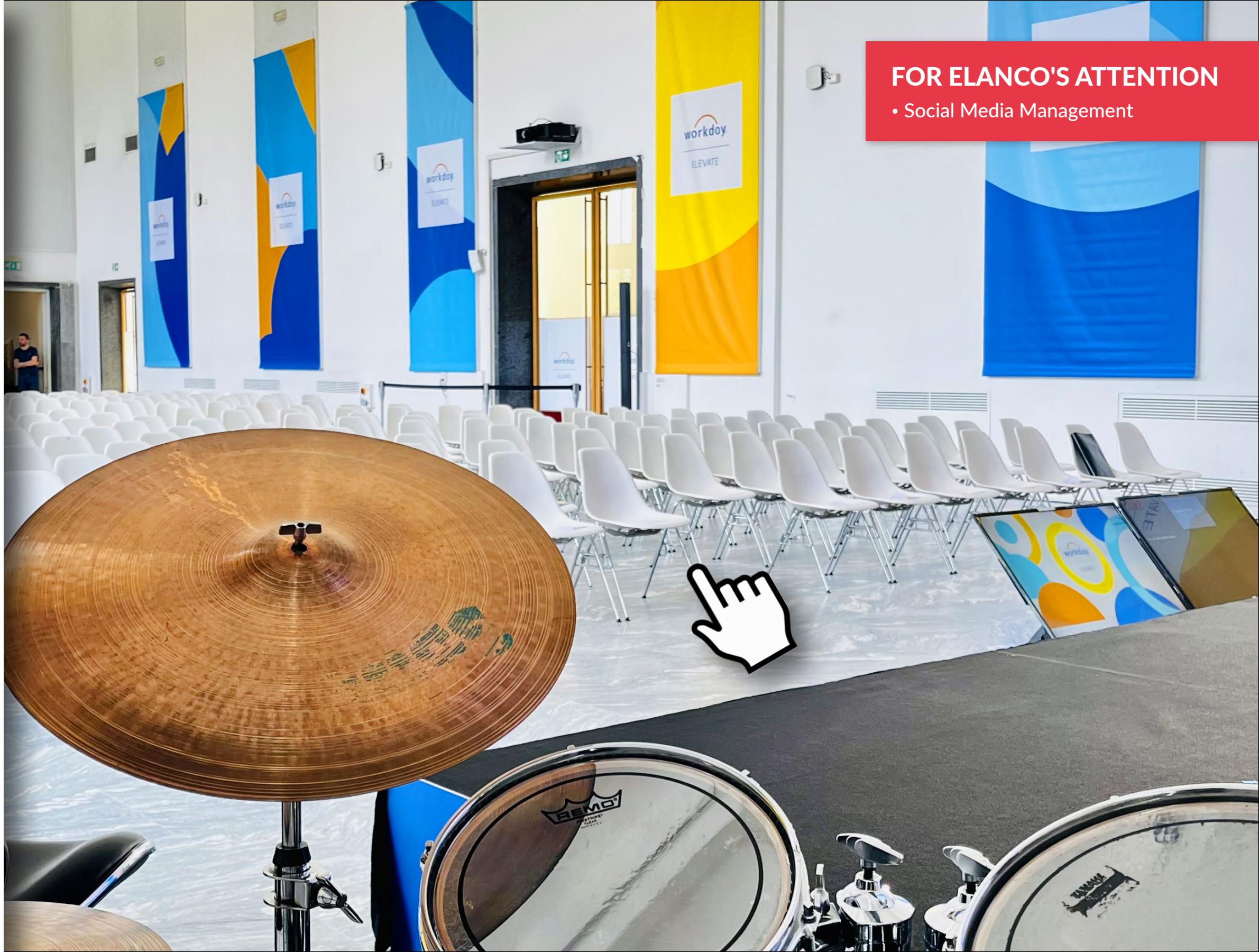
To organize and manage, for the third consecutive year, "Elevate": the event dedicated to Italian changemakers tackling change through innovation and technology.

The idea

To create an event for 350 top managers, infusing it with a touch of rock in order to align with the Workday slogan "You are a rockstar."

The development

To scenically set up the honor hall of the Triennale di Milano, select the event moderator, manage the entire day and schedule, and hire a band to "break" the atmosphere with rock interludes, adding rhythm to the entire day.



FOR ELANCO'S ATTENTION
• Social Media Management



2022

The brief

To reach prospects through a Direct Mailing campaign, sharing the experiences of some Top Clients who have already chosen Workday.

The idea

To create a unique Direct Mailing package: a box containing a small monitor that plays a video presentation of Workday along with case studies from top clients. A USB port also allows for personalization by uploading personal videos and photos.

The development

Collecting contacts and building a prospect database. Conceptualization and production of the customized package, as well as shooting and editing the video content.





JULY 2022

The brief

Create a digital and social media campaign for the launch of the M314 Cat® Next Gen excavator, aligning with the Street Smart campaign.

The idea

Tell the story of the power and technological innovation behind a machine that makes roadwork even smarter.

The development

Produce all materials for the digital and social media campaign, including banners, post images, videos, and carousels.



FOR ELANCO'S ATTENTION

- Digital ads, display & social ads



The brief

To launch the new compact excavator, 305 Cat® Next Gen, and encourage test drives for this single-joystick-operated machine through a digital and social media campaign.

The idea

To provide a remote experience for everyone to try out the excavator by allowing them to control the machine in an original arcade video game embedded on a website that showcases its features. The site also facilitates test drive reservations and launches a contest to win a trip to the Caterpillar® Demonstration & Learning Center in Malaga.

The development

Conceptualization of the video game and its brand identity. Execution of the digital and social media campaign by developing banners, post images, videos, and carousels.

Creation and implementation of the campaign to engage the audience in the immersive experience. Development and launch of a dedicated landing page for the operation.



FOR ELANCO'S ATTENTION
• Web Site
• Digital ads, display & social ads



JULY 2023

The brief

To communicate the launch of the second season of "Capirci un tubo", a podcast by Gruppo CAP dedicated to climate change.

The idea

To create a lively and popular image to convey a podcast truly for everyone, featuring short and engaging episodes addressing the theme of climate change.

The development

Production of all communication materials, starting from the creation of key visuals and podcast covers, extending to print campaigns, radio spots, and digital and social media advertisements.

Note

We work as the agency for CAP, handling all campaigns, internal communications, and events.



FOR ELANCO'S ATTENTION

- Digital ads, display & social ads

Ascolta il clima

Capirci un tubo 2

Scopri tutto sui cambiamenti climatici con la seconda stagione di "Capirci un tubo": conseguenze, dati e soluzioni per affrontare il clima che cambia.

Ascolta il podcast sulle migliori piattaforme streaming.

GRUPPO **ECAP**



JENUARY 2023

The brief

To conceptualize the naming, create the brand identity, and manage online and on-site communication for an event series organized by Fondazione CAP in Milan.

The idea

To craft a vibrant identity by inventing a concise and impactful acronym that encapsulates all activities planned for the project, with a contemporary and colorful style.

The development

Development of the brand identity, including the creation of a name, logo, project posters, and individual event posters. Design and development of the project's website.



FOR ELANCO'S ATTENTION

- Web Site
- Social Media Creativity

AUTUMN 2021

The brief

To portray Utilitalia's member companies as already committed to ecological transition.

The idea

To create a web series in which two main characters, traveling across the country, encounter companies that are at the forefront of environmental change.

The development

From naming to casting, from developing subjects to selecting the media partner for branded content creation.

Green Dream was a comprehensive project that involved us in branding, advertising, video production, media planning, digital material creation, and every aspect of graphic design.



ALCANTARA

APRIL 2023

The brief

To manage the ADI Design Museum during the Car Design Award 2023, showcasing the brand's values of innovation and sustainability.

The idea

To make the Alcantara fabric the star of an immersive installation, inspired by Lewis Carroll's work "Through the Looking Glass". A narrative and an experience that allows the audience to touch the material and dive into the brand's world.

The development

Complete conception and implementation of the project, starting from naming and design, to the installation and the organization of the inaugural event.





JENUARY 2023

The brief

To develop a concept and execute a radio and digital campaign for Philips LED Class A bulbs to communicate the product's maximum energy efficiency.

The idea

To focus on the concept that a more efficient LED bulb can enhance various aspects of daily life, providing practical and economic benefits.

The development

To create campaign materials for digital and social media, including banners, Google ads, and image, video, and carousel posts.

Additionally, handle the writing, recording, and planning of radio spots.



PHILIPS

LED

Classe A

FOR ELANCO'S ATTENTION

- Digital ads, display & social ads



NOVEMBER 2022

The brief

To create a drive-to-store activity that showcases the potential of Philips Hue smart lighting.

The idea

With Philips Hue, it's possible to recreate atmospheres from around the world through their lighting. Thus, the concept "Experience the atmospheres of the world" was born, an initiative allowing people to test Philips Hue's products and have a chance to win a trip to see the Northern Lights.

The development

Recreation of a mini-living room in Mediaworld stores in Rome and Milan where visitors can immerse themselves completely in city atmospheres worldwide, thanks to lights, images, and music. We invite people to try the experience through a digital campaign and on-field activities. Additionally, a contest is organized with a dedicated mini-site, offering a chance to win a trip to Iceland with an in-store purchase.



FOR ELANCO'S ATTENTION

- Web Site
- Digital ads, display & social ads



MAY 2023

The brief

To launch the second season of the TV series directed by Gabriele Muccino on the Sky Serie channel.

The idea

To replicate the strategy implemented for the first season: an All-Digital activity with the goal of brand awareness to target a large number of views.

The development

To update the official series website with new content. Maintain and enhance dedicated social media channels on Instagram and Facebook.
To develop of all communication materials.



FOR ELANCO'S ATTENTION

- Web Site
- Social Media Management



MAY 2022

The brief

To launch the docuseries "Una Squadra" which tells the story of the Italian champions of the 1976 Davis Cup.

The idea

To convey the content of the episodes through an All-Digital communication strategy with the objective of brand awareness.

The development

To create the official website for the docuseries and develop sponsored social ads: carousels, videos, stories, and image posts. Implementation of a digital media ad strategy targeting video views and impressions.



FOR ELANCO'S ATTENTION

- Web Site
- Social Media Management
- Digital ads, display & social ads

sky original

UNA SQUADRA

sky documentaries



2020

The brief

To create a campaign with the objective of brand awareness, portraying Axpo's role alongside Italian businesses to support the country's revitalization.

The idea

To execute a multi-subject campaign with the concept "Transform Your Energy", giving resonance to Axpo Italia's core messages. Highlight the courage and determination shared by protagonists in the worlds of sports and business in achieving their own goals.

The development

Production of a 30-second commercial, development of the digital campaign, and implementation of a print campaign in major national newspapers and industry publications.

Note

We have been working for Axpo since 2019, managing daily advertising, internal communication, BTL, social media, and events.



FOR ELANCO'S ATTENTION
• Social Media Management





JULY 2022

The brief

An activity born from a spontaneous initiative of the agency: our team's idea to dedicate to Axpo a continuously lit window on Milan.

The idea

To display market indices for gas and energy prices in a simple, clear manner consistent with the company's communication approach, focused on maximum transparency and sharing.

The development

A DOOH (Digital Out of Home) communication featuring trend charts illustrating the energy and gas price trends over the last 30 days.

This activity complements the promotional and brand advertising for Pulse, Axpo Italia's B2C brand, already on air.



unes

2011 - ONGOING

The idea

To create a social media presence to increase brand awareness and improve its digital reputation.

The strategy

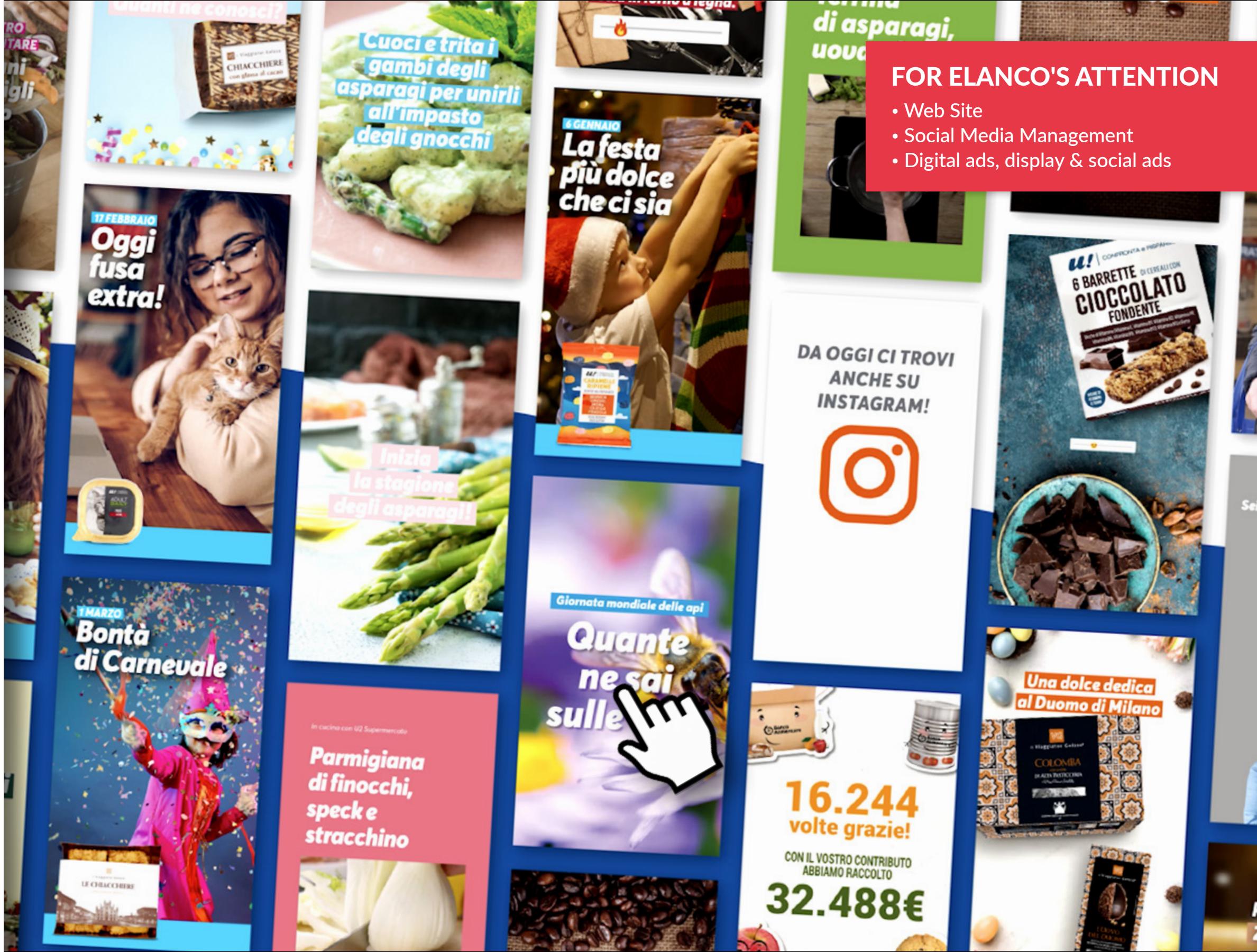
To open U2 Supermercato's social media profiles, following the evolution of platforms over the years and reaching a cross-sectional target audience across all age groups.
To implement a community management methodology to support customer care.
To engage influencers in content creation.

Tactics

Editorial plans with a focus on key themes that encapsulate the brand's values. Social advertising campaigns that allow to reach the target audience. Community management, which enables a direct relationship with users.

Note

We have been continuously working for Unes since 2008 across all channels, including adv, graphic design, BTL, store branding, national and local campaigns, social media, website development, events, and press office.





il Viaggiator Goloso®

CHRISTMAS 2020 - 2021

The brief

To create a Christmas campaign during the holiday season in lockdown.

The idea

To transform panettone into a symbol of everything Christmas represents.

The development

Development of a concept portraying panettone as more than just a dessert. Implementation of a TV, print and digital campaign that tells the story of the past, present and future Christmas.

Note

We have been continuously working for Unes since 2008 across all channels, including advertising, graphic design, BTL, store branding, national and local campaigns, social media (in 2011, we opened the first Facebook page in Italy for a GDO brand), website development and maintenance, events, and press office.





2012 - ONGOING

The brief

To maximize Volotea's presence in Italian media.

The idea

To communicate the product and corporate updates of one of the fastest-growing independent low-cost airlines in Europe over the past 10 years.

The development

To draft press releases and position statements, organize press conferences and events dedicated to the media, manage interviews, and handle crisis management.

Press Releases

Articles 2022

Media Contacts 2022

100
8.500
1.350.000.000





2020 - ONGOING

The brief

To rethink the online image of Gelato d'Italia with a redesign of the website and LinkedIn profile.

The idea

To create a new clear and intuitive website that effectively tells the services, innovation, and working method of the production facility. Maintain a coordinated image and communication line on the website and on LinkedIn.

The development

Realization of a photo shoot inside of the facility, aimed at gathering photographic and video material dedicated to the website and social platform. Creation of the structure, design, and development of the new website, and management of the company's LinkedIn profile.



Gelato d'Italia
YOUR ICE CREAM
PARTNER

AZIENDA METODO GELATI SITO PRODUTTIVO NEWS

FOR ELANCO'S ATTENTION

- Web Site
- Social Media Management

INNOVAZIONE

Your
Ice Cream
Partner

MAY 2022

The brief

To design, implement, and manage the conventions for Banca dei Territori.

The idea

To develop an efficient system for creativity, logistics, overall organization, and staging of each event. Continuous collaboration with the client's team to minimize response times.

The development

To create the visual identity, find locations and build roadshow routes. Produce video and graphic content. Manage hotels, conference centers, catering, personnel. Handle resident or third-party services with maximum efficiency.

Over six and a half years, 125 conventions have been organized, with a total of approximately 90,000 participants.



JAN 2016 - ONGOING

The brief

To design, implement, and manage the conventions for Banca dei Territori.

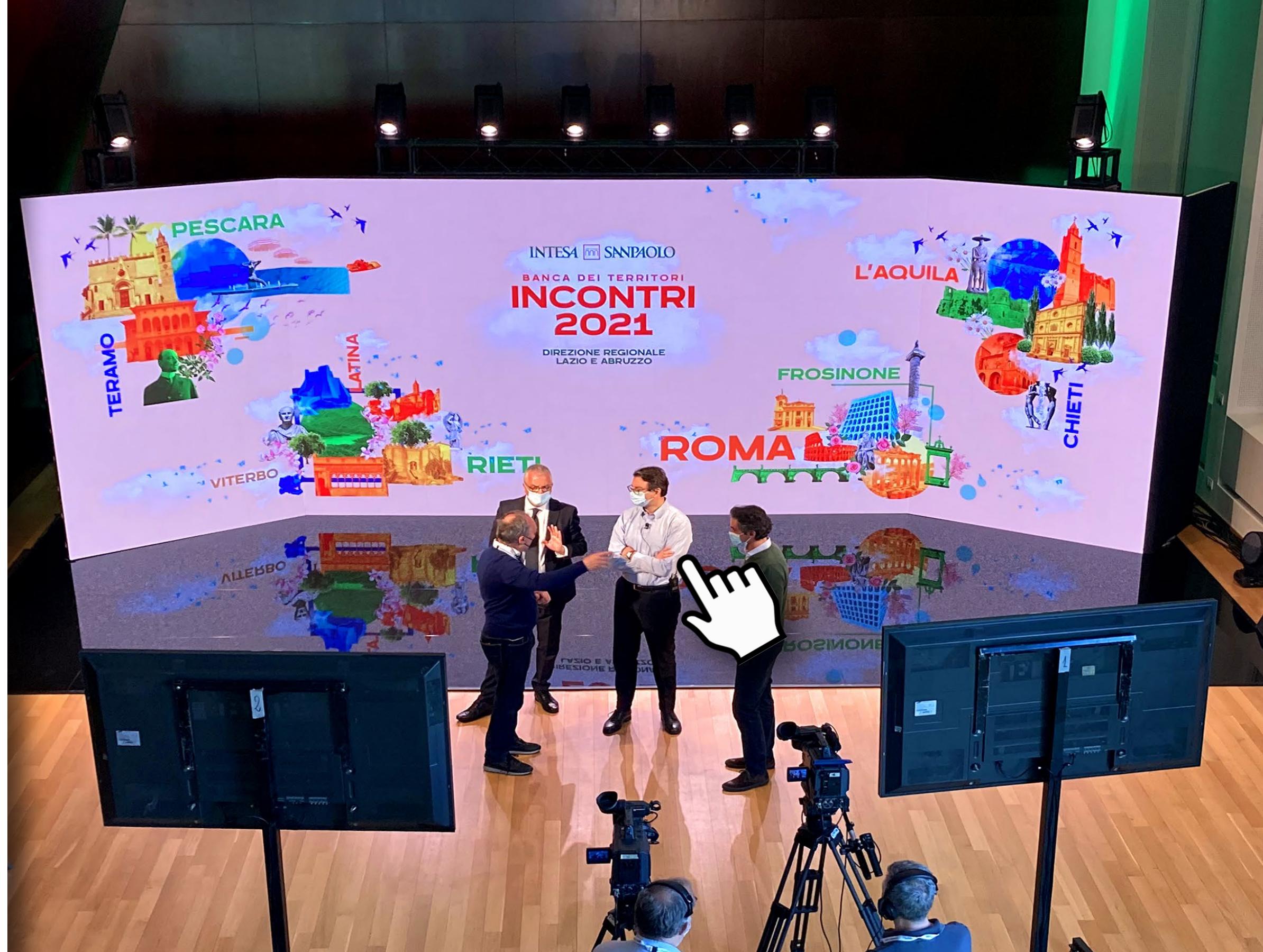
The idea

To develop an efficient system for creativity, logistics, overall organization, and staging of each event. Continuous collaboration with the client's team to minimize response times.

The development

To create the visual identity, find locations and build roadshow routes. Produce video and graphic content. Manage hotels, conference centers, catering, personnel. Handle resident or third-party services with maximum efficiency.

Over seven years, approximately 130 conventions have been organized, with a total of over 100,000 participants..





AUTUMN 2021

The brief

To develop a roadshow in 8 agricultural areas in Italy to showcase the future of agriculture.

The idea

To create a traveling talk-show, bringing together a popularizer, a scientist, and a professor of agronomy on the same stage. To set the stage in agricultural museums across the country to narrate tradition and innovation.

The development

From selecting speakers to the comprehensive management of the 8 events. From the naming to the brand identity creation. From developing the website to producing all materials for social and advertising campaigns, including live tweeting for each event. Agrievolution has been an all-around curated project.



FOR ELANCO'S ATTENTION

- Web Site
- Digital ads, display & social ads



JUNE 2021

The brief

To portray Vianova as the business telephone company with the best customer service.

The idea

To create a commercial that humorously and irreverently highlights the advantage over competitors.

The development

From the concept to the production and co-production of the TV commercial, including the management of online and offline media planning, we handled the Vianova campaign comprehensively, optimizing investments to reach all business targets on TV and digitally through social ads, search, native, and display.



FOR ELANCO'S ATTENTION
• Digital ads, display & social ads





CHRISTMAS 2020

The brief

To gift something to all clients of the agency.

The idea

To offer everyone the opportunity to insult the dreadful year of 2020.

The development

Creation of a website that autonomously generates insults targeted at 2020 for users to share on their social profiles. The initiative was so successful that it ended up on the Sky Sport Instagram page and in various newspapers, including some in German in Austria and Germany, on December 31st.

**CARO 2020,
TI TE SET UN
PIDRÙLOT.**

insultail2020.it

**CARO 2020,
SPUTATI
DA SOLO.**

insultail2020.it

**CARO 2020,
SEI UNA
CAG*TA
PAZZESCA.**

insultail2020.it

**CARO 2020,
SPUTATI
DA SOLO.**

insultail2020.it

**CARO 2020,
LEVATI DAI
COGL**NI.**

insultail2020.it

**CARO 2020,
SEI MENO
DI UNA
BIRRA
PICCOLA.**

insultail2020.it

**CARO 2020,
FACCE
DE PRISI
(INSULTO
PUGLIESE).**

insultail2020.it

**CARO 2020,
TI CHIAMO
IO EH?**



insultail2020.it

**CARO 2020,
HO ANCORA
MOLTO
DA DARTI,
FUOCO AD
ESEMPIO.**

insultail2020.it

**CARO 2020,
FOR ELANCO'S ATTENTION**

- Web Site
- Digital ads, display & social ads

**CARO 2020,
HO ANCORA
MOLTO
DA DARTI,
FUOCO AD
ESEMPIO.**

insultail2020.it

**CARO 2020,
SEI PEGGIO
DELLA
MULTIPLA**

insultail2020.it



melismelis
THANKS!



Via Milazzo 10, 20121 Milano

Tel. 02 33600334

info@melismelis.it

www.melismelis.it