



TO THOSE WHO NEVER STOP AND RECOGNISE VALUE IN THE **FUTURE.**

WE DEDICATE OUR UNIVERSE OF POSSIBILITIES TO TOMORROW'S COMPANIES.

OUR STORY

**WE HAVE EVOLVED
BY COMBINING
OUR PAST WITH
THE PRESENT.**

60 YEARS OF MANAGING BRANDS AND REINVENTING WHAT THEY DO HAS LED US TO DISCOVER MANY SECTORS.

FROM TRAVEL INCENTIVES TO TRAVEL EXPERIENCES, FROM BUSINESS EVENTS TO LIVE COMMUNICATION, FROM WEB MARKETING TO DIGITAL CULTURE - DAY AFTER DAY WE CONTINUE TO EVOLVE SO THAT WE CAN BE AN ESSENTIAL PARTNER FOR OUR CUSTOMERS AND HELP THEM **SHAPE THEIR FUTURE.**

OUR STORY



METHOD

**WE MAKE
SUGGESTIONS FOR
THE FUTURE BASED
ON A COMBINATION
OF FACTORS.**



WHAT WE DO

**NOT JUST
AN AGENCY,
BUT AN EXTENSION
OF YOUR TEAM.**

LIVE COMMUNICATION
DIGITAL EVENTS
BRAND STRATEGY
PRODUCTION & ACTIVATION
SET & EXHIBITION DESIGN
TRAVEL EXPERIENCE*
CREATIVE DIRECTION
PROJECT MANAGEMENT
COPYWRITING
ART DIRECTION
GRAPHIC DESIGN
SOCIAL MEDIA
ANIMATIONS & GAMES
MOBILE APPS
PHOTOGRAPHY & VIDEO SHOOTING
PHOTO & VIDEO EDITING
ORGANISATIONAL ADMIN
HOSTESSES & STEWARDS
TOUR GUIDES, CAR RENTAL
AIR, RAIL AND FERRY TICKETING



LIVE COMMUNICATION

THE FESTIVAL

CLIENT: EDENRED ITALIA

The Festival - It's time to get together, was **Edenred's** annual event for its employees. Presented by **Giorgia Surina** and **Marco Maccarini**, MTV Italia's historical presenters, the two-stage day at MiCo (Milan) recreated the format of the biggest music festivals, which was also streamed. Urban dance team building with Laccio choreographers brought more than 400 employees to challenge each other on stage. To conclude, **Fil Mama's** concert and Lorenzo Rumi's dj set thrilled guests until late in the evening.

SERVICES WE PROVIDED:

- Creative idea Convention including teaser approach to the event
- Scenography and location set-up with two stages
- Walk-in realisation, emotional video, theme song, speaker animated presentations etc.
- Visual design and declination on all communication tools provided
- Team building design and entertainment in line with the format
- Organisational admin
- Photography and video shooting



IL RADUNO DEI RECORD

CLIENT: MAZDA ITALIA

During the **MAZDA MX-5 Il Raduno dei Record** event at the Modena Autodromo, fans of the famous spider reunited after a two-year pandemic. With 707 cars, the parade was the largest car rally in Mazda history and the biggest ever organised in Italy.

The day was delighted by the special guest **Nobuhiro Yamamoto** (designer of the MX-5), talks and interviews, test drives, the food truck area, sponsor boxes and entertainment on the Radio 105 stage.

SERVICES WE PROVIDED:

- Record logistic's design
- Event planning and management
- Location, box sponsor and food truck area set-up
- Lights and audio technical service
- Staff management: parade, adjudicators, hostess
- Planning and management journalists event with test drive, tasting and gala dinner
- Printing of all materials
- Photography and video shooting



INSIEME LIVE

CLIENT: BCC ROMA

BCC Roma's Employee Convention 2022 brought more than 800 guests together under the claim: **INSIEME - LIVE.**

Just like a rock band reunion, after 2 years in a recording studio where everyone played their parts wearing headphones, the evening brought the stars back to the stage, from Top Management to award-winning employees.

Presented by Mia Ceran, DJ Lorenzo Rumi joined for the awards ceremony and Neri Marcorè & band played a concert before the gala dinner.

SERVICES WE PROVIDED:

- Convention creative concept
- Scenography and location set-up
- Production of walk-ins, emotional videos, intersections, animated presentations for the speakers, etc.
- Visual creation and publication across all the planned communication channels
- Entertainment proposals suitable for the event (DJ and concert)
- Organisational admin
- Photography and video shooting



CO.RO.

CLIENT: LAZIOCREA - LAZIO REGION

Winner of the LazioCrea tender to create cultural entertainment projects and live performances at the WEGIL, **Co.Ro.** Voci Comiche Romane was the first stand-up festival in Rome for the artistic direction of Edoardo Ferrario and Cecilia Attanasio with Luca Ravenna, Valerio Lundini, Francesco De Carlo and Saverio Raimondo.

SERVICES WE PROVIDED:

- Festival design and organization
- Creation of the logo and co-ordinated image
- Social media communications
- Print and dedicated website creation
- Research and design of location decoration
- Online and on-site ticketing service
- PR with Institutions and Partners
- Press office



CHRISTMAS UNITES US

CLIENT: FONDO EST

For its annual Christmas party, **Fondo Est** organised a 'soft' team building session aimed at getting everyone to know each other, without considering roles, functions or hierarchies. The concept, loosely inspired by dating apps, created 'matches' using traditional Christmas symbols (panettone, snowflakes, etc.) that were then transformed into pendants, and by showing matching pairs at the bar, drinks were distributed.

SERVICES WE PROVIDED:

- Event creative concept
- Creative design for the team building
- Location scouting and set-up
- Research and implementation of all of the event's coordinated communications, from the teaser to the giveaway
- Producing the opening video
- Photography and video shooting
- Entertainment proposals
- Organisational admin



acea

INNOVATION
DAY



DIGITAL EVENTS

SUSTAINABILITY DAY 2021

CLIENT: ACEA Spa

In the splendid setting of La Lanterna in Rome, ACEA held the 3rd edition of their **Sustainability Day**, the theme of which was 'A fair and sustainable transition' encompassing both ecological and social issues. The hybrid event, presented by Antonella Baccaro, had 60 guests in attendance and a large audience connected remotely through a streaming platform. In addition to being broadcast through the company's internal channels, the live stream was also featured on the Corriere della Sera newspaper's website.

SERVICES WE PROVIDED:

- Digital event project management
- Designing and setting up a LED wall
- Processing and adapting graphics of the materials provided
- Remotely connecting external speakers, multi-channel direction and audience surveys for simultaneous interaction



FUORICLASSE

CLIENT: BCC ROMA

Designed in a TV-style format with journalist Mia Ceran presenting, **BCC Roma's Staff Convention 2021** revolved around the concept of **'All Stars'** (Fuoriclasse) with awards being given to agencies that demonstrated the best performance during the course of the year. In its Digital Edition, the Convention was broadcast in pre-recorded streaming on a dedicated, fully-branded platform, with access reserved to employees. In addition to top management, two comedians took part, Marco Marzocca and Emanuela Aureli. A small audience of 25 guests attended in studio for the recording, in compliance with anti-covid regulations.

SERVICES WE PROVIDED:

- Convention creative concept
- Designing the TV format and selecting the presenter and guest comedians
- Digital Event project management
- Virtual set design and set-up
- Processing and adapting graphics of the materials provided
- Organisational admin



INNOVATION DAY 2021

CLIENT: ACEA spa

ACEA's Innovation Day is an annual event aimed at building a better future through innovation, involving top management, Institutions and stakeholders. The 2nd edition, held in hybrid form, was entitled 'Builders of the future', and it was designed in a TV-style format so that it could be broadcast on the company's platform. The event was presented by Riccardo Luna in the morning and Andrea Frollà in the afternoon. In addition to speakers and guests, there were around 100 guests in attendance, all of whom complied with anti-covid regulations.

SERVICES WE PROVIDED:

- Project management digital event
- Studio e allestimento virtual set
- Elaborazione e adattamenti grafici dei contenuti previsti
- Connettività da remoto dei relatori esterni, regia multicanale e survey per l'interazione contemporanea della platea
- Social Wall aggiornato con le tavole rotonde
- Engagement attraverso il Tilt Brush di Google



UNA NUOVA STAGIONE

CLIENT: GRUPPO BANCARIO COOPERATIVO ICCREA

To present its new brand, Iccrea created a pre-recorded digital event in a virtual studio with a green screen that was broadcast on a dedicated, branded platform reserved for 500 BCC Directors and top management. **'A New Season'** (Una Nuova Stagione) was the meaningful claim given to the event that was presented by journalist Jole Saggese and that saw the studio attendance of the Group's President, General Manager and Head of Communication, together with a speech from Antonio Romano as branding expert.

SERVICES WE PROVIDED:

- Event creative concept and dedicated platform with reserved access
- Digital Event project management
- Virtual set design and set-up
- Processing and adapting graphics of the materials provided
- Final cut of the event
- Organisational admin





BRAND STRATEGY

Q8 FOR WOMEN

CLIENT: Q8 ITALIA

On the **International Day for the Elimination of Violence Against Women 2021**, Q8 lit up its Rome office façade in red as a symbol of solidarity.

It was complemented by paneling featured at the office entrance.

SERVICES WE PROVIDED:

- Project management
- Designing technical services
- Managing public permits
- Managing technical service



IN SEARCH OF LOST TIME

CLIENT: FORD

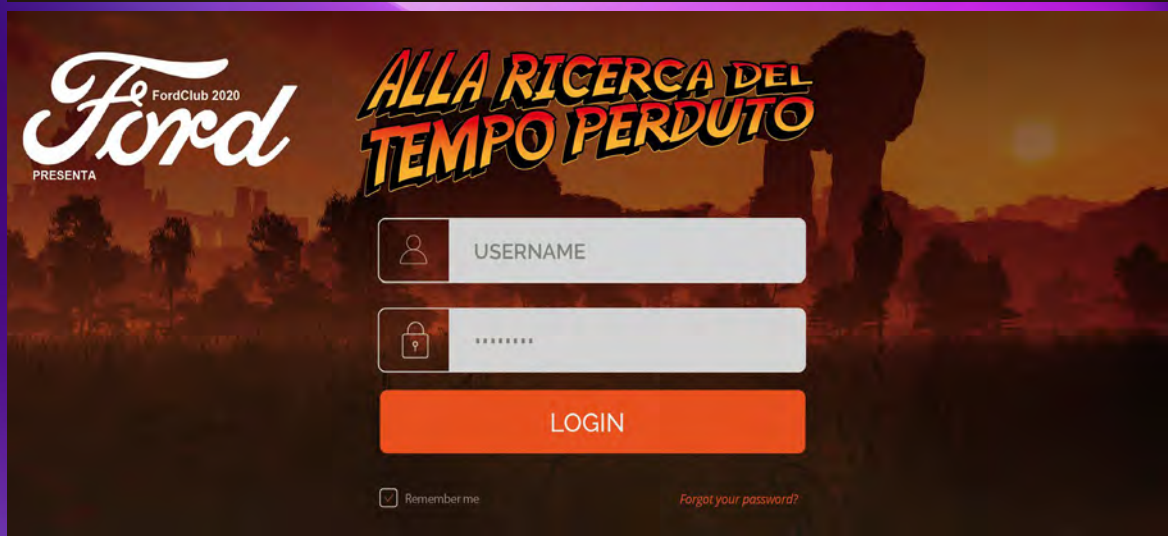
Designed for **FordClub**, the 'In Search of Lost Time' platform offers an annual training and engagement program for the Ford workshop network. Through **Indiana Jones** themed games, with winners ranked and prizes awarded, the platform conveys the company culture in an authentic and engaging way and rewards the best participants.

SERVICES WE PROVIDED:

- Designing the creative concept and developing the themed platform
- Writing rules and completing ministerial requests for tenders
- Gamification and updating training programs
- Mailing and periodic newsletters
- Organisational admin
- Selecting prizes for the different stages and the final
- Managing the winner awards



AGENCY PRESENTATION · 2022 EDITION



Remember me

[Forgot your password?](#)

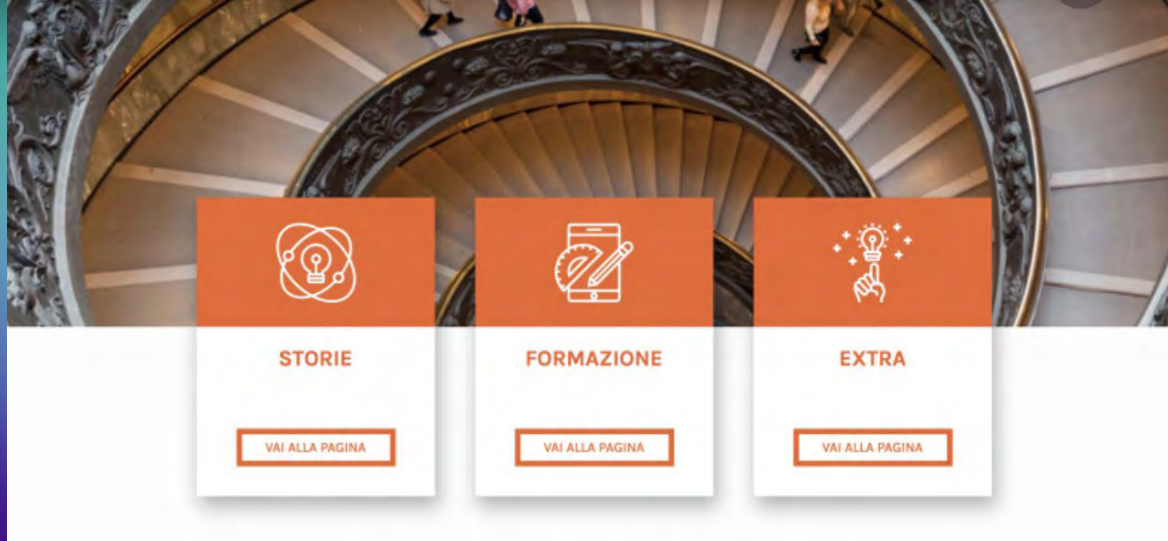
OPPIDUM

CLIENT: RCI BANK

Designed to train and motivate the sales force, **Oppidum** is a web platform created to resemble a virtual 'piazza', dedicated to Italian territorial excellence. With endorsement by Arianna Porcelli Safonov, videos, photos and training content were combined with a sales ranking and points system used for Top Sellers to win prizes.

SERVICES WE PROVIDED:

- Designing the creative concept and developing the themed platform
- Producing branded multi-channel communications (mailing, web, BTL)
- Selecting and managing endorsements
- Writing screenplays, shooting and editing training videos
- Creating a private social platform for interaction between participants
- Selecting prizes for the different stages and the final
- Managing prizes for Top Sellers



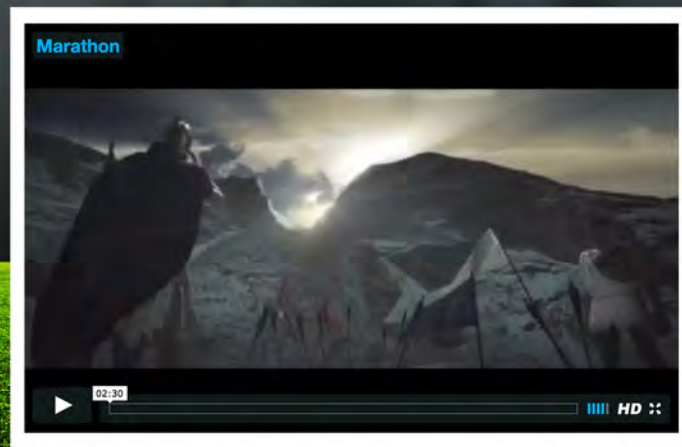
MARATHON

**CLIENT: NISSANFINANZIARIA,
DACIAFIN, FINRENAULT**

“**Marathon**” is a multi-channel project (web platform, mailing, BTL) designed to connect the company with its various points of sale. Through digital means, the Brand encourages its employees to reach important professional goals by interesting them in stories about great sporting champions and using them as role models.

SERVICES WE PROVIDED:

- Designing the creative concept and creating the themed platform
- Producing branded multi-channel communications (mailing, web, BTL)
- Updating training content
- Sending periodic emails and newsletters for POS engagement
- Designing and creating paper communications for training personnel in the POS'
- Selecting prizes for the different stages and the final
- Managing prizes for to performing POS'



A person is shown in profile, wearing a dark, futuristic outfit with glowing blue and red elements. The background is dark with blue and red light trails and digital effects. The overall aesthetic is high-tech and futuristic.

PRODUCTION & ACTIVATION

A PROVA DI SPIA


CLIENT: BRITISH AMERICAN TOBACCO

A prova di Spia ('Spy Test') is an experimental, site-specific escape room game created within the BAT offices in order to verify internal knowledge of the Business Conduct Standards. The project was designed in English to allow the three BAT offices in Rome, Athens and Madrid to compete against each other, with the game taking place simultaneously and various participants connected remotely before finally announcing the winning team.

SERVICES WE PROVIDED:

- Designing and drafting the Escape Room's script and puzzles
- Organising the game and purchasing props
- Graphic processing and printing all necessary materials
- Coordinating activities across the three offices in Rome, Madrid and Athens
- Producing the final video
- Managing final prizes

1
Voltate pagina.



Dovete affrettarvi
nella ricerca del brevetto rubato,
altrimenti lo sforzo compiuto finora
sarà stato vano.
Per farlo, dovete ricostruire l'orario
in cui è stato commesso il furto,
risolvendo 3 enigmi.

BREVETTO GLO

AMARCOVID

ONCE UPON A TIME THERE WAS A PANDEMIC

CLIENT: BCC ROMA

Amarcovid is an original 2-minute cartoon created for the BCC Roma Digital Convention that was broadcast live on the day, as well as subsequently published on the bank's social media channels. Written, designed and created together with Francesco Guarnaccia, an Italian comic artist and cartoonist who has won several awards at the most highly-regarded cartoon festivals, the cartoon was a successful example of unconventional marketing, aimed at creating empathy and dialogue with an audience beyond that of employees and clients.

SERVICES WE PROVIDED:

- Designing the creative concept and cartoon script
- Selecting the comic artist and cartoonist
- Selecting voice actor for the voiceover
- Producing original music



GOOGLE TILT BRUSH

CLIENTE: ACEA Spa

For **ACEA's Innovation Day 2021**, artist Sara Tiano created three 3D works using Google's Tilt Brush. This technology, based on virtual reality and using headsets, converts the space around you into a large canvas and creates works of art by moving your hands. Sara transformed the focus that emerged during panel discussions into works of art, and created the Innovation Garage logo. Those present, an extensive audience of not only institutional figures but also representatives of large Italian industrial businesses, were transported to a virtual reality, where they could admire the creation up close and even walk around it, resulting in an incredibly engaging experience.

SERVICES WE PROVIDED:

- Engagement system proposal
- Google Corner Tilt Brush Setup
- Selecting the artist involved
- Creating the innovation Garage logo





SET & EXHIBITION DESIGN

SALONE DEI PAGAMENTI

CLIENT: POSTEPAY EVOLUTION

At the **Salone dei Pagamenti** 2019 event held at Mi.Co - Milano Convention Centre, Postepay strengthened its presence on the digital technology and payment system market with a stand dedicated to Postepay Evolution, a well-known rechargeable prepaid debt card that guarantees the functionality of a current account with its own IBAN number. Designed using a composition of parallelepipeds in the company's characteristic yellow, the exhibition allowed visitors to test the product by using dedicated workstations and discover its features thanks to a large number of screens present at the stand.

SERVICES WE PROVIDED:

- Planning and designing the stand
- Graphic and technological adaptations
- Setting up screens and workstations



ENADA PRIMAVERA 2019

CLIENT: SISAL

Sisal chose to stand out at **Enada Primavera 2019** - the International Exhibition of Entertainment and Gaming Equipment, an unmissable annual event for all operators in Southern Europe held at the Rimini Fair - by having a very innovative stand in line with its Football All Stars championship service. A true revolution in the virtual world told through large screens and interactive booths.

SERVICES WE PROVIDED:

- Planning and designing the stand
- Graphic and technological adaptations
- Setting up screens and virtual desks



ENADA PRIMAVERA 2015

CLIENT: SISAL

The new **AWP Made in Sisal** was **Sisal Group's** protagonist service at **Enada Primavera 2015**: an innovative and unprecedented product that gave the company the opportunity to branch into the entertainment equipment production sector. That is why the stand was designed as a welcoming area with numerous seats for visitors, made in elegant and distinctive shapes.

SERVICES WE PROVIDED:

- Planning and designing the stand
- Graphic and technological adaptations
- Setting up screens and virtual desks





TRAVEL EXPERIENCE

BALI

CLIENT: GROUPAMA

“**Bali Trip 2022**” is Groupama’s incentive travel in which 90 agents took part. The heavenly beaches and holy temples in the Southern part of the island, the jungle’s untouched nature and the scenic landscape of rice paddies in the hinterland of Ubud, are just some of the experiences that gave participants the magic of the «island of the gods», Indonesia’s most dreamed destination.

SERVICES WE PROVIDED:

- Seeking the best places and locations for dining and lodging
- Guests transfers management
- Studying and developing trip communication
- Graphic creation and developing all print materials for the trip
- Excursions ideation and planning
- Gala dinner planning and management
- Organisational admin



CALIFORNIA NEVADA

CLIENT: GROUPAMA

“C’era una volta il West” (Once Upon a Time in the West) is the on-the-road trip with which Groupama awarded its 56 best agents.

A tour to discover San Diego, Los Angeles and Las Vegas - the vibrant coastal cities - but also full of adventure. Including whale sightings, excursions to Eldorado Canyon and the Techatticup ghost mine, participants experienced true Western vibe and American natural magnificence.

SERVICES WE PROVIDED:

- Seeking the best places and locations for dining and lodging
- Guests transfers management
- Studying and developing trip communication
- Graphic creation and developing all print materials for the trip
- Excursions ideation and planning
- Closing event planning and management
- Organisational admin



ARGENTINA

CLIENT: SARA ASSICURAZIONI

“Argentina Querida” was the trip that Sara used to reward its best 25 agencies in 2019. From Buenos Aires to the top of Perito Moreno and the borders of Patagonia, the participants gradually discovered the essence of a vibrant, energetic and welcoming country. Argentina is a place that stays in your heart thanks to its tango that fills the streets of the Capital's folkloric districts.

SERVICES WE PROVIDED:

- Researching the destination, transfers and locations for overnight stays and meals
- Researching and processing travel communications
- Graphic design and printing all necessary materials
- Researching and organising scheduled visits and excursions upon request
- Organising the closing event gala
- Organisational admin

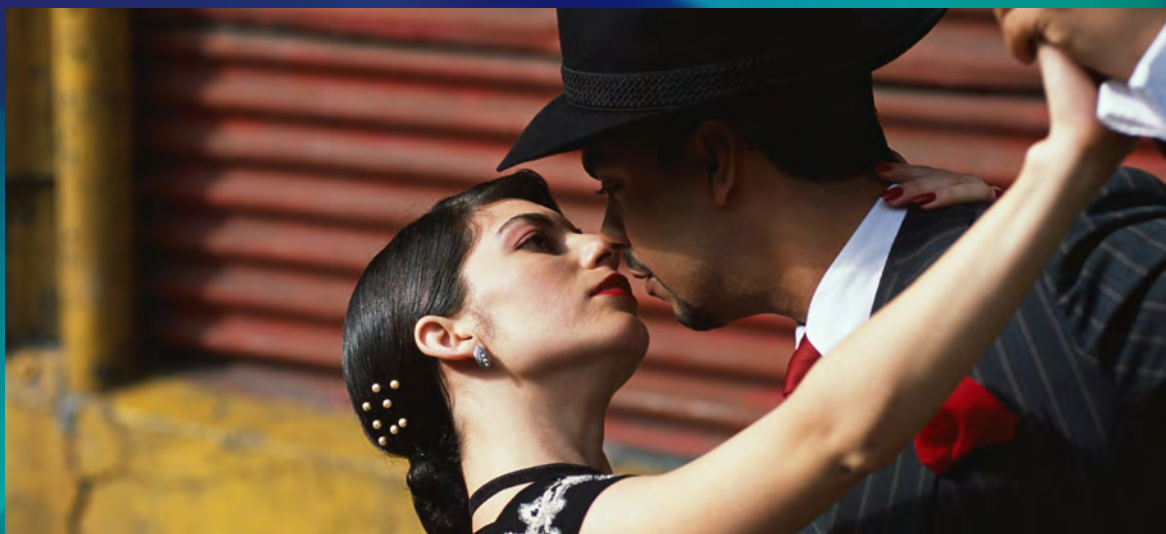


26 GENNAIO • 04 FEBBRAIO 2020

ARGENTINA QUERIDA



sara



ALASKA

CLIENT: GROUPAMA ASSICURAZIONI

L'Alaska, The Last Frontier, was the unusual destination that Groupama's best agents were rewarded with a trip to in 2018. The cruise departed from Seattle to discover the extreme North, through fjords, canals and islands to reach the Glacier Bay National Park and Preserve. There were excursions in the heart of nature with sightings of whales, seals and eagles as well as visits to all the main cities in the region, including Juneau, Skagway, Ketchikan and Victoria.

SERVICES WE PROVIDED:

- Researching the destination, choosing types of travel and locations for meals and excursions
- Researching and processing travel communications
- Graphic design and printing all necessary materials
- Organising excursions and activities on board while sailing
- Organisational admin



SICILIA

CLIENT: CANON

With “**President Cub 2022**” Canon awarded its top 12 2022 performers in the sales area. The experience was designed to let the group discover the authenticity of the Catania area, but breaking out of the usual clichés. A picnic style lunch at the tropical fruit farm, a jeep excursion to Etna volcano on off-road trails, and the touring team building “Catania Express” were the out-of-the-box experiences that amazed the participants.

SERVICES WE PROVIDED:

- Seeking the best places and locations for dining and lodging
- Guests transfers management
- Studying and developing trip communication
- Graphic creation and developing all print materials
- Excursions and tours planning
- Gala dinner planning and management
- Organisational admin



BUSINESS TRAVEL

Efficient business travel management represents a significant savings opportunity for companies wanting to arrange their employee business trips rationally and strategically.

Univers, IATA accredited and able to issue all travel documents, boasts of years of experience in successfully managing delegations and business trips for groups of all sizes.

ALL OF OUR SERVICES OFFERED FEATURE

- **Quality**
- **Cost-effectiveness**
- **Networks**
- **Operational assistance on the go 24/7**

MEDICAL CONFERENCES

The management of all services relating to the medical-scientific sector is carried out in partnership with **Univers Formazione, ECM Provider no. 4727**, a company specialised in the organisation of conferences, congresses, training courses and webinars that makes use of the expertise of qualified staff and a highly valuable Scientific Training Centre.

WE HAVE CREATED TOGETHER:

- **Webinars, training and in-depth courses**
- **Congresses, conventions and events**
- **Scientific projects in collaboration with pharmaceutical companies**
- **In-person or remote training activities for professionals in the sector**



DON'T STOP NOW.

ASK US HOW WE SEE YOUR FUTURE.

ROME

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