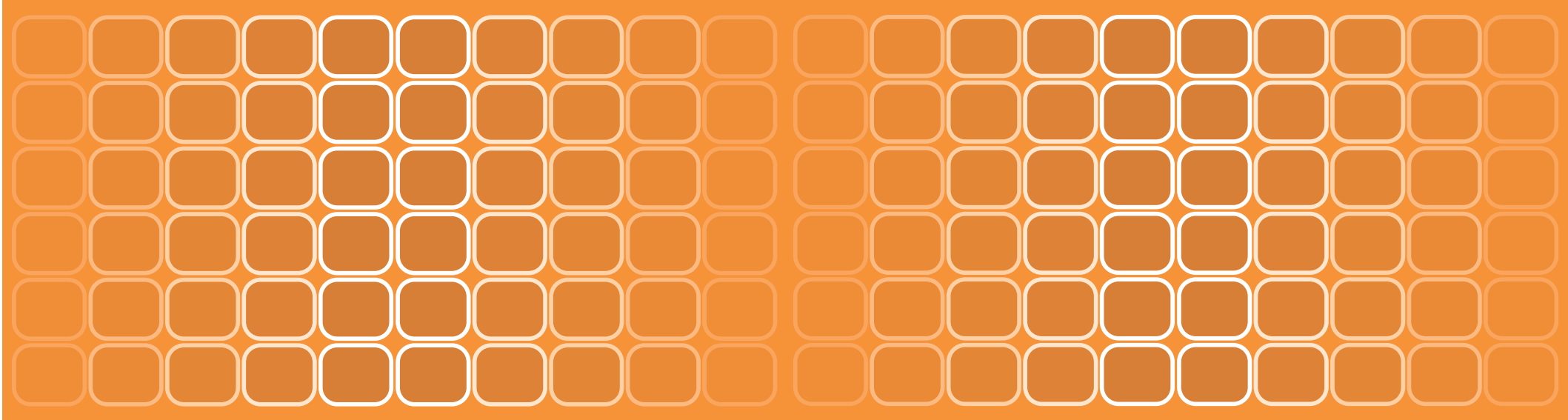




EMMEGI
adv & communication





MISSION

To contribute and take an active part in our clients' achievements by supporting communication and promotion activities considering the most successful and profitable marketing strategies.
To develop traditional and innovative, functional and flexible services in order to make our clients more competitive and recognizable.



MISSION



PROFILE

Communication is the strategic asset to be competitive in the business market. Emmegi offers strategic and operative consultancy: planning, production, development and management of integrated communication solutions, advertising, promotion, media planning and events management. Our team, skilled in their own professional field, develops format, tools and services to satisfy our clients' needs thanks to a dynamic, creative and customised approach.





CORPORATE IDENTITY

An effective image is a valuable business asset. Corporate identity is built throughout years distinctively and recognizable.

Corporate identity reflects its own mission, objectives, target audience, style, management and in-out communication. These elements must be harmonically coordinated in order not to build a tuneless melody.

A clear identity will deliver a professional image and communicate a consistent message.

Emmegi addresses to companies that want to create an identity or re-develop the existing one by providing integrated communication services.



CORPORATE IDENTITY

SERVICES

- Logo-mark production planning
- Corporate identity planning (letter paper, envelops, folder, visit card)
- Brochure, catalogue, corporate communication design and production
- Flyer, leaflet and poster design and production
- Financial plan, house organ and newsletter production planning
- Packaging production planning
- Fair stand setting planning
- Gadget
- Production and distribution of promotional material
- Printing supervision

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ASSOCIAZIONE
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ON AIR

Emmegi plans and develops advertising campaigns by suggesting a cost effective media planning in search of a maximisation of impact for each strategy employed.

Professionalism and experience are at our clients' disposal for the definition of marketing and communication strategic.

Creativity and dynamism are used to provide ad-hoc advertisement campaigns for any kind of business by guarantying flexibility and quality.



SERVICES

- Advertising message study and production
- Production planning of the advertising creativity
- Advertising on daily, periodic and specialised press
- Outdoor, street and dynamic advertising
- Tv and radio spot production planning
- Media planning
- On line media planning
- Advertising budget management





PUBLIC RELATIONS AND EVENTS MANAGEMENT

In the switch from a product/service-oriented communication to an interactive and synergic communication, effective public relations and communication strategies are absolutely essential for success. Emmegi detects the most effective tools to build a constant, lasting and profitable dialogue with the involved audience.



PUBLIC RELATIONS AND EVENTS MANAGEMENT

SERVICES

- Events planning and management
- Conference, meeting and workshop planning and management
- Press agency service
- Relationship Management
- Customer Care Management



FERIA
DE ABRIL®



EDITORIAL SERVICES

Planning and production of the structure of magazine and broad diffusion periodicals including the selection of the subjects, texts writing, images production, paging and press.
Furthermore, Emmegi handles with content management of house organ, newsletter and all editorial products for in and out information.



EDITORIAL SERVICES



SERVICES

- Art book and catalogue production planning
- Periodicals, magazine and journal production planning
- Financial plan, house organ and newsletter production planning
- Printing supervision

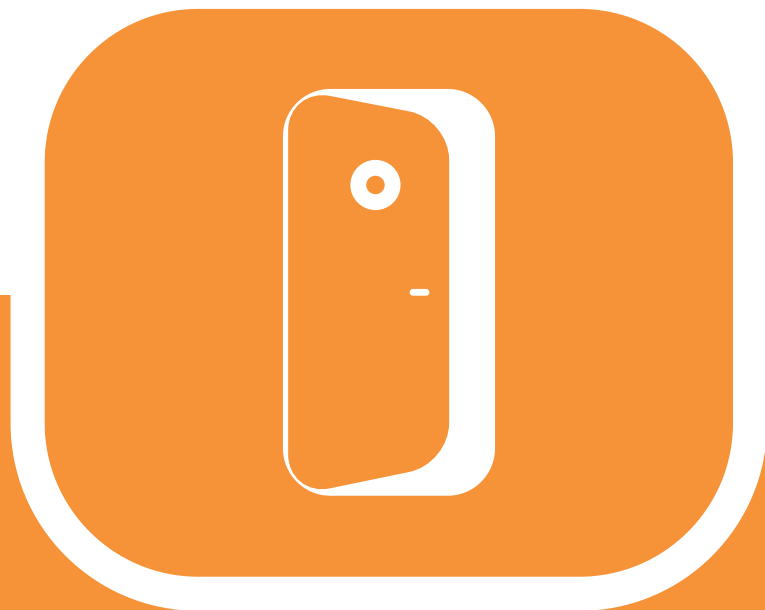


COMPLEMENTARY SERVICES

Emmegi offers its assistance to deposit registration form of national, European and international logo-marks. The aim is to ensure the most complete and constant assistance to the client for the valorisation and protection of the intellectual property.

Emmegi completes the paperwork for musical editor or author at the SIAE office, and all the required documents for the release of the license for the duplication of phonographic or phonovideographic supports and, also, for the on line use of protected musical contents. Moreover, Emmegi offers competition management consulting.

COMPLEMENTARY SERVICES





SERVICES

- o Mark recording qualification exam
- o Control of pre-existing or similar logo-mark
- o Writing and deposit of registration form and declaration of mark protection
- o Writing and deposit SIAE papers
- o Competition planning and management:
 - o Study planning
 - o Administrative papers consulting
 - o Operative management
 - o Logistics Prize
 - o Creativity, communication and advertising materials
 - o Prize partnership search - Comarketing

