



## 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.



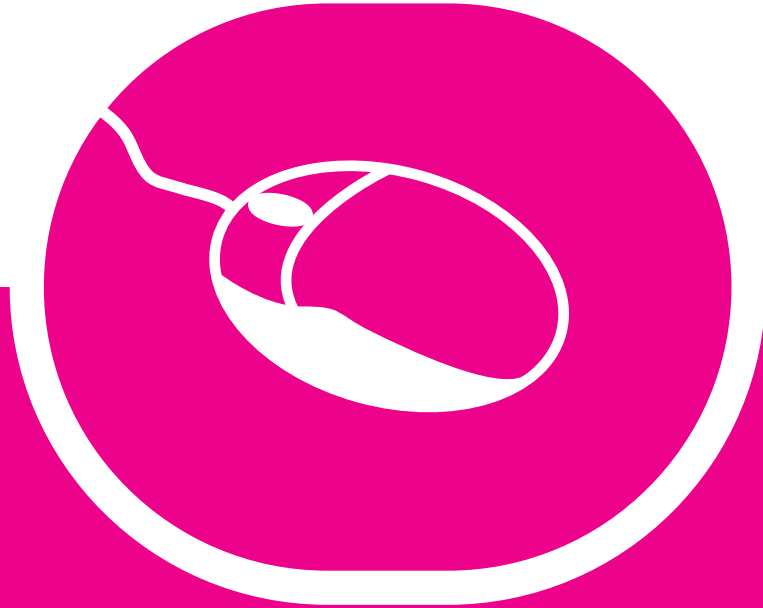
## MISSION



## PROFILE

Emmegi's area specialised in the creation of portals and communities, corporate image and marketing through new interactive media. It plans and produces interactive solutions for business, non conventional marketing channels, efficient, profitable and innovative virtual spaces in accordance with the last web trends. Leader in the management of editorial and multimedia contents and in communities' services. Emmegi provides a dynamic and flexible approach by employing heterogeneous and versatile professional teams.

## PROFILE





## PORTALS AND COMMUNITIES

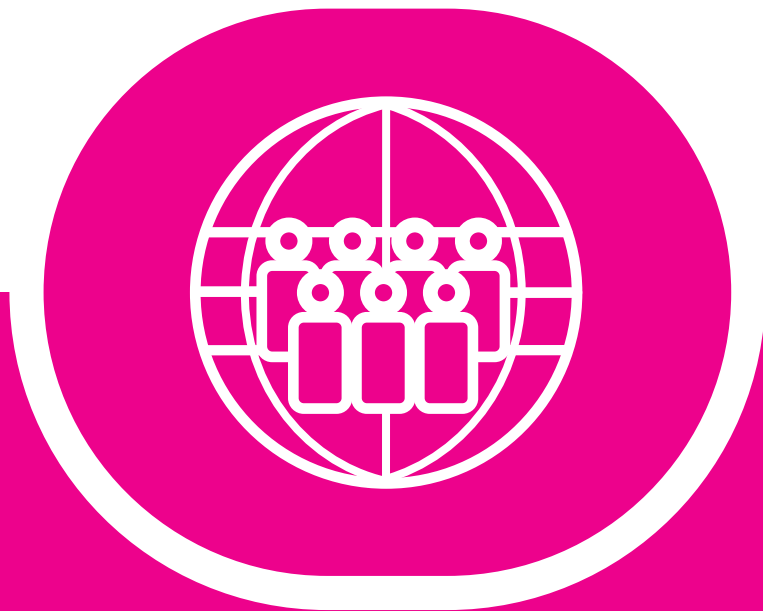
Planning, creation and management of web sites, interactive portals, virtual communities and applications to suit any business need.

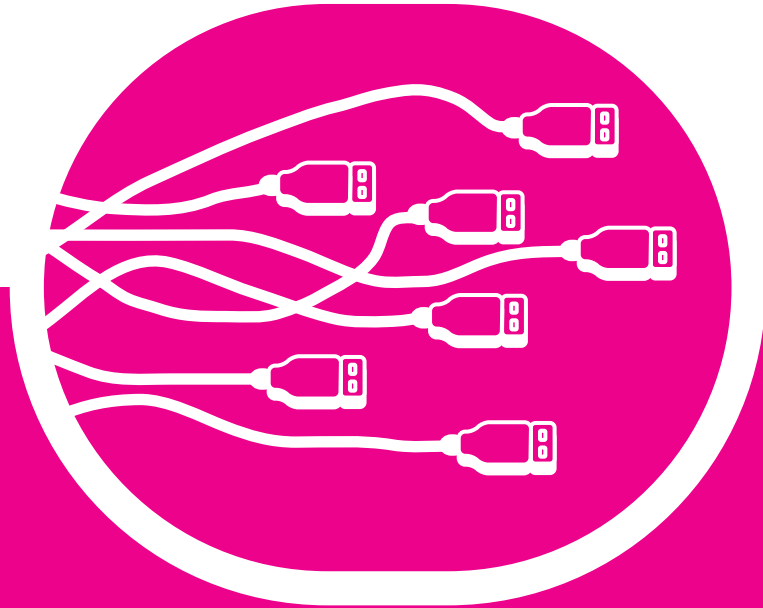
Emmegi provides a full-service of graphic production, texts writing and websites' daily and periodical upgrading, by building and managing tools that give visibility, dialogue and interaction.

It plans and manages traditional (chat, forum, blog) and innovative virtual space, community 2.0 and social network with high-strategic value aimed at developing brand equity, business and traffic to site.

Furthermore, Emmegi handles with the production of contents and audio/video materials for the on line learning and corporate intranet (e-learning): technical, normative and product forms which are accessible through hypertexts to make learning, tests and questionnaires easy.

## PORTALS AND COMMUNITIES





- Project Management
- Visual Graphic Design
- Social Network Building
- Community Management
- IT Applications
- Widget and Web-publishing Tools
- Content Management
- Customer Relationship Management (CRM)

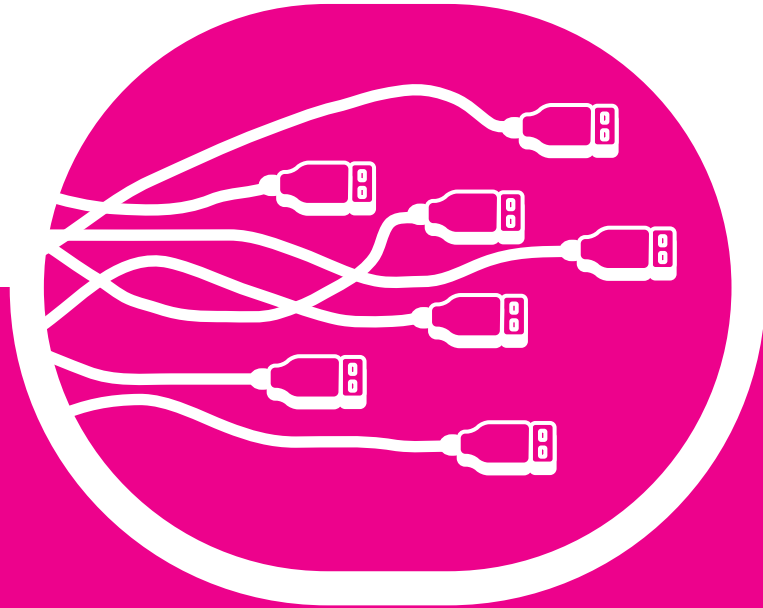


## SERVICES

- Copywriting
- Editorial and Multimedia Format
- Editing for Web, Mobile, DTT
- In line and Off line Events
- Moderation and Animation
- Web Usability
- Hosting e Housing



Interactive communication focuses on the definition of strategic and operative management of on/off line communication plans by paying particular attention to the last alternative marketing trends.

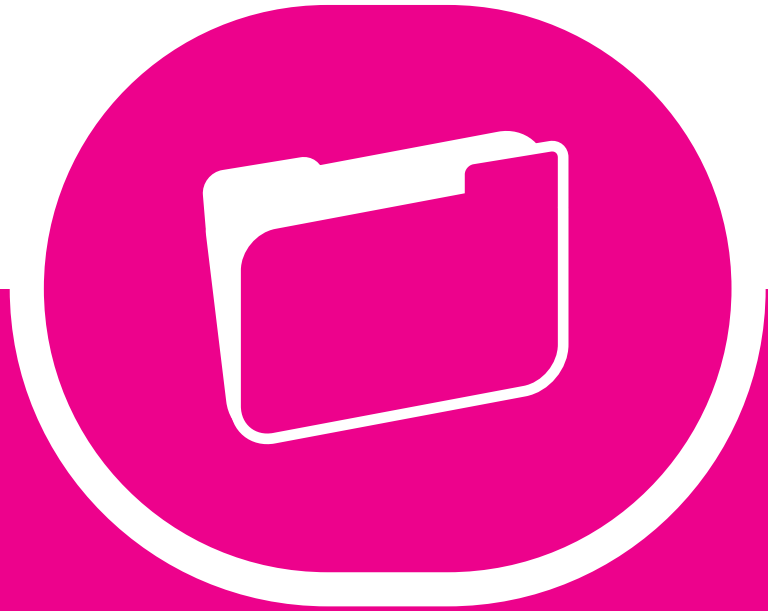


- Web Advertising
- Branding Strategy
- E-media Planning
- Digital Creativity
- Positioning & Optimization (SEM-SEO)
- Convergent Media
- Mobile Marketing
- Guerrilla Marketing



## SERVICES

- Widget Marketing
- Viral Marketing
  - Video Virali
  - E-mail Marketing
  - Corporate Blog
  - Web Lobbying
  - Advertgames
  - Pop Up Event

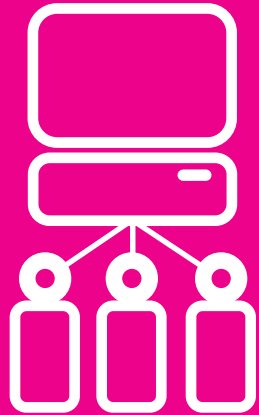


**CASE STUDY**



## COMMUNITY MANAGEMENT

Emmegi is leader in community management, offering animation and moderation services and Business Care on multichannel platforms.



## COMMUNITY MANAGEMENT

- Moderation of multimedia contents UCG (user content generated) of MTV Community
- Management, animation and moderation of Timcafé Community for TIM
- Moderation of the forum of Rete4, Canale5 and Italia1 and the Community of Jumpy for RTI
- Moderation and animation of the Fiction Mediaset Portal and its dedicated websites
- Moderation and animation of on line guest chat with webcam managed together with RTI on Jumpy platform for Italia1, Canale5 e Rete4 websites
- Coordination, moderation and animation "Chat sms" for Televideo Community (RAI teletext p.750)
- Coordination, moderation and animation "Chat sms" for Mediavideo (RTI teletext p.860)

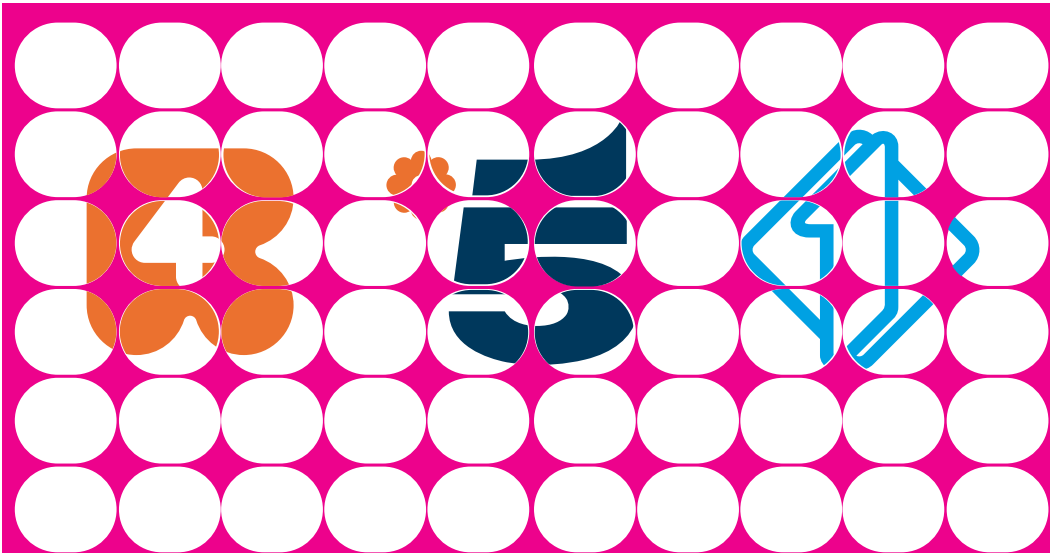
## SERVICES

- Coordination, moderation and animation "Chat sms" for MTV Italia (MTV teletext p.400)
- Management and moderation Mediavideo and MTV off line guest chat service
- Coordination and moderation texting service for the Tv programme "Big Brother" on Sky channel
- Management and moderation of the "Maurizio Costanzo show" community - chat and forum
- Chat and forum moderation and animation:
  - "Grande Fratello" [www.grandefratello.com](http://www.grandefratello.com)
  - "Operazione Trionfo" [www.operazionetrionfo.com](http://www.operazionetrionfo.com)
  - "Superstar" [www.superstartour.com](http://www.superstartour.com)



In a marketing-oriented company, it is primary and fundamental to pay attention to clients: thus, it is important to plan and put into practice efficient strategies. Emmegi, on behalf of companies, manages the relationship with the client through methods and technologies integrated with communication tools.





## SERVICES

- E-mail management:
  - Mediaset - RTI
  - Italia1, Canale5, Rete4, Fiction
  - "Il Senso della Vita", tv programme
  - Primafila, Home Video Franchising



## CONTENT MANAGEMENT

The ability of renewal and customization of contents is crucial and it has taken great value in the field of corporate web. Emmegi manages multimedia contents on multichannel platform dealing with the main aspects of the editorial organisation: material researches, writing, updating and translations.



## CONTENT MANAGEMENT



Static and dynamic web sites, portals and community planning, creation and management.





## SERVICES

- Development, production, updating and planning coordination of the web site of the tv programme "Il Senso della Vita" [www.ilsensodellavita.tv](http://www.ilsensodellavita.tv)
- Development and production of the Restaurant "Osteria dell'Antiquario" web site [www.osteriadellantiquario.it](http://www.osteriadellantiquario.it)
- Development, production, updating and planning coordination of Primafila, Home Video Franchising web site, [www.primafila.org](http://www.primafila.org)
- Development and production of the International Research Institute web site, Globe Reaserch , [www.globeresearch.it](http://www.globeresearch.it)
- Development and production of Airfire corporate web site, company leader in the anti fire safety, [www.airfire.it](http://www.airfire.it)  
Development, production, updating and planning coordination of the sitcom web site, [www.7vite.it](http://www.7vite.it)



Editorial contents production for Sms services.

Editorial contents production for Digital Television.

SERVICES



- "Beautiful" Sms writing, compilation and sending for Tim, Vodafone, Wind and Tre network for RTI
- "Saikkè" Sms writing, compilation and sending for Tim, Vodafone, Wind and Tre network for RTI
- "Jill Cooper" Sms writing, compilation and sending for Tim, Vodafone, Wind and Tre network for RTI

SERVICES



- Quiz filmissimi, Rete 4
- Curiosity for the tv programme "Le Iene"
- Uno Contro, game of the DTT portal
- Aforisms, Big Brother