



CONNEXIA

Creativity in Love with Data and Technology

Riccardo Catagnano is Connexia's new Creative Director and Head of Branded Content

*Creativity plays an ever-more pivotal, strategic role for
the Milanese data-driven creativity agency,
as proved by the appointment of Riccardo Catagnano.*

Milan, 8 January 2019 - **Connexia**, the **Doxa Group**'s data-driven creativity agency, closed the final successful quarter of 2018 **23% up on 2017** and has visionary plans for capitalising on the many opportunities that 2019 holds in store for the firm. The final, strategic piece needed to complete the "new talent campaign" for 2018 is now in place with the latest addition to the creative team - **Riccardo Catagnano**, **Connexia's new Creative Director and Head of Branded Content**.

A successful creative, Riccardo Catagnano has had a knack throughout his career for intuiting all the ideas and suggestions offered by communication and interpreting them with his own personal twist. He started out at **BgsD'Arcy**, where he gained experience with clients like Swatch and Wind, before moving to **Y&R**, where he handled campaigns for Danone and communication formats for Tim. Eager to experiment with traditional communication tout court, Riccardo decided to take time out from advertising and try his hand at television as a writer for Italia 1 and All Music TV. After his excursion into the world of the small screen, Riccardo returned to traditional advertising and joined **Saatchi & Saatchi**, where first he handled P&G for EMEA countries, and then developed local and international campaigns for clients such as Renault, Toyota, MTV, Alpitour, illy, Intesa Sanpaolo, Visa, and Peroni. Some of his most memorable, award-winning integrated campaigns are without doubt the campaigns produced for Buondì and Panettone Motta, which set tangible benchmarks for Italian advertising.

Connexia Società Benefit S.r.l.

Via B. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056

C.F. e P. IVA 12205240158 · Capitale Sociale Euro 500.000,00 i.v. · R.E.A. 1537791

info@connexia.com · www.connexia.com

Società sottoposta a direzione e coordinamento di Alchimia S.p.A.



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*“Riccardo’s arrival marks a crucial milestone in the growth of Connexia: we have further strengthened our organisation, improved the agency’s creative reach and broadened its offering with an evolved, original approach to ATL,” said **Paolo D’Ammassa, the CEO of Connexia.** “2019 is the year in which more investments will be made in digital than television in Italy, the year in which television is destined to become a “version” of digital in terms of creativity and content although it will still be a very important trigger. So it seems we have everything we need to do well; we’ll continue leveraging the value of incorporating data, strategic thinking, creativity and technology, strengthening our position as a **data-driven creativity agency**, and keeping our growth rate in the same double figures that we’ve seen every year for the past four years .”*

By joining Connexia now, at an incredibly satisfying time of immense momentum for the agency, Riccardo Catagnano has helped redefine and perfect Connexia’s “creative heart” by forming an exceptional quartet featuring a revolutionary “creative double-couple”: **Riccardo** teams up with **Creative Director Clio Zippel** to work alongside our experienced duo of **Creative Directors Anna Vasta and Adriano Aricò.**

*“Riccardo is a particularly important addition to our creative team. His professional career with solid roots in traditional advertising and more recent experience with digital, his talent for building communication systems based on storytelling, and his unique personality are just some of the reasons why he is one of the most highly acclaimed creatives of 2018 and a guaranteed injection of utterly inimitable creativity,” said **Massimiliano Trisolino, Connexia’s CSO.** “We have always strived to achieve a broad and varied skillset; it’s a specific quality on which we have been working for a while now as it helps us build integrated communication*

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projects and innovative branded content. So we are especially proud to know Connexia is an attractive proposition for talents of the calibre of Riccardo.”

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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