



CONNEXIA

Creativity in Love with Data and Technology

Tonino Lamborghini trusts Ragooo_Connexia SEO, media campaigns and assessment analytics

The digital experience agency is the partner chosen by the accessories, hotels and luxury real estate projects brand, for their online marketing strategy.

Milan, 27 June 2019 - **Tonino Lamborghini**, an accessories, hotels, and luxury real estate projects brand, that, starting from the hills of Bologna, has been able to conquer the world with its passion, creative spirit, and unique style, has chosen to trust **Ragooo_Connexia** with the optimization of the brand's new e-commerce site. The site will go online in the coming months.

This includes the management of all online advertising campaigns as well as the assessment of analytics.

Objective: to renew the web positioning of the Tonino Lamborghini brand which is already a leader in accessories and now also present in the hospitality and luxury real estate projects. This aims to further consolidate its leadership in the reference market.

The company of the famous "Raging Bull" on a red background, was founded in 1981 by the heir to the Lamborghini family.

It interprets, through a wide range of unique and distinctive products that are inspired by the world of Italian art and industrial design, a Made in Italy style, that

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always remains faithful to the tradition and history of the Lamborghini family, but with a vision that looks at the global market.

Watches, eyewear, mobile phones, perfumes, furnishing accessories, clothing, sports accessories, beverage products, 5-star hotels, lounges, branded restaurants and residences: a **"lifestyle experience brand"** built on a wide range of luxury products. Hence, the need for the Tonino Lamborghini brand to identify Ragooo_Connexia as a trusted partner for all digital marketing and online repositioning activities.

Acquired last April by Connexia, Ragooo offers an Italian experience in digital marketing that, through Data, Search and Media, in a few years has managed to win the trust of top leading brands in various sectors.

With the entry of Tonino Lamborghini in its customer portfolio, it will consolidate its expertise in the world of **fashion & luxury**.

*"We are thrilled to be able to support Tonino Lamborghini in this journey- says **Andrea Redaelli, Managing Partner Digital Media at Connexia** – The success of Ragooo_Connexia comes thanks to our in-depth knowledge of all aspects of digital marketing and our ability to identify innovative and synergistic solutions that allow the agency to build the ideal digital habitat for all its clients. I am confident that our approach will contribute significantly to the digital positioning of the Tonino Lamborghini brand, bringing it even closer to its customers.*

"We chose Ragooo_Connexia for the online repositioning of the Tonino Lamborghini brand on the strength of the agency's expertise and strategic approach, which is particularly representative of the evolution we are experiencing as a company. —

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Comments **Rita D'Andrea, Communication Manager of Tonino Lamborghini** - *It is essential for us to have a trusted partner who is able to accompany us in an informed manner during this phase of transition and who can help us tell the story of our evolution in an effective and coherent manner on the web".*

Tonino Lamborghini

The Tonino Lamborghini company was founded in 1981 by Commendatore Tonino Lamborghini, heir to the Lamborghini family.

Drawing inspiration from his family heritage and his professional experiences in the fields of mechanical engineering and automotive design, Comm. Lamborghini has created a "lifestyle experience brand" with a wide range of luxury products: watches, eyewear, mobile phones, perfumes, furnishings, clothing, sports accessories, golf & utility carts, beverage products, 5-star hotels, real estate projects, branded cafés, and restaurants.

For 38 years, Tonino Lamborghini has interpreted a world of Italian style, remaining faithful to the tradition and history of the Lamborghini family. All products are characterized by the "Raging Bull" symbol on a red background.

The Tonino Lamborghini company has a very clear mission: to export the passion and spirit of Italian culture in the form of products with a unique and distinctive design that is inspired by Italian industrial design and the mechanical heritage of the Lamborghini family. Design with an uncompromising character, innovative style, and Italian spirit, combined with the famous story of a timeless legend: these are the values that characterize the Tonino Lamborghini brand and conquer customers all over the world.

Today, comm. Tonino Lamborghini is supported in the management of the company by his eldest son Ferruccio, Vice-President and CEO of the company, who has inherited not only the name but also the passion for speed from his famous grandfather (he was motorcycling champion in the Italian Speed Championship in 2012).

www.lamborghini.it

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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