



CONNEXIA

Creativity in Love with Data and Technology

HoMedics presents Pureté +. Connexia runs the launch campaign.

HoMedics, a leading US brand in the health and wellness sector, has appointed **Connexia** to run the launch of **Pureté +**, the **beauty device** designed to analyse the skin and create a personalised **skincare routine**.

From November, Pureté + has been promoted through a digital campaign involving Google and the brand's [Facebook](#), [Instagram](#) and [YouTube](#) profiles. The **Special Guest & Tester** is **Martina Luchena**, a well-known influencer and long-established ambassador of the brand.

All **video content** (hero video, tutorial and bumper), as well as the photographic and video content for the Instagram and Facebook profiles, has been designed to showcase the innovative features of Pureté + and how it is used. The digital and social campaign is complemented by digital PR activities to maximise product visibility for the target audience.

*“Our collaboration with Connexia, already our creative partner for social media, PR and digital PR activities, continues to grow. – says **Dante Cesaro, Marketing Director of HoMedics** – “**Pureté +** is a focus product for our company. With this special project we want to share a great opportunity with our creative agency and our brand ambassador **Martina Luchena**, to communicate the launch of an innovative product that will revolutionise the **skincare routine for Italians**”.*

*“The new digital campaign for **Pureté +** encapsulates the creative agreement with **Homedics** – says **Massimiliano Trisolino, Connexia's Managing Partner for Strategy & Creativity**– *Product communication can no longer do without the skill of creative storytelling that's consistent and suitable for distribution on various channels”.**

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



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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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