



CONNEXIA

Creativity in Love with Data and Technology

Cereal Docks chooses Connexia for strategic communication

*The Italian industrial group relies on Connexia
for the definition of its communications and branding strategies.*

Milan, 16 April 2020 – The independent marketing and communication agency **Connexia**, following consultation with several players, was chosen by **Cereal Docks**, the Italian industrial group active in primary agri-food processing for the feed, food, pharma, cosmetic and technical sectors, for **strategic communication and branding consultancy**.

Having been in the market for 37 years, engaged in the production of ingredients derived from oilseeds and cereals intended for multiple applications, Cereal Docks has become the driver of considerable growth over the years, thanks also to investments in the development of the industrial structure, diversification of the offer and innovation. The company is also a corporate partner of the **FoodTech Accelerator**, an acceleration programme promoted by Deloitte and dedicated to innovative projects and start-ups in the food and retail sectors.

A team with transversal skills, made up of strategists and branding and communication experts, will support the Vicenza group during the three phases through which the project will be structured. The initial phase begins with **analysis of the reference market and the way the brand is perceived**, key to the understanding of the company and its business objectives, to the study of the stakeholders and their demands, to the collection of all the information required for **definition of the**

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strategy, which will guide the two following steps of **Design** and **Execution**. The Design phase will lead to definition of the strategic positioning outputs, the communication plan and all the elements required for the Execution phase to enable managed and conscious change in the new direction jointly with the company.

*"We are involved in a new phase of evolution, looking towards diversification of the offer and development of new business areas." says **Giovanni Fanin, Finance Manager and spokesperson for the entrepreneurial family at the head of the Cereal Docks Group**, "As a logical consequence, we felt the need to begin an in-depth reflection about our identity, its values and our core vocation, in discussion with various stakeholders both inside and outside the company. The aim is to update our communication methods, adapting them to new challenges in the present and future."*

*"Our teams stand out for their integrated approach and ability to get people with different professional backgrounds and skill sets to collaborate in an effective manner: innovation, creativity, data analysis, communication united together in a single blend, to find out how to really get to know the customer and their needs." comments **Massimiliano Trisolino, Managing Partner Strategy & Creativity for Connexia** "We are particularly pleased to be collaborating with Cereal Docks on this new project, an opportunity for us to be truly incisive in supporting the company on a fundamental evolutionary path towards its growth."*

CEREAL DOCKS GROUP

Cereal Docks is an Italian industrial group, active in primary agri-food processing, for the production of ingredients derived from oilseeds (flours, oils, lecithins) and from cereals and intended for applications in the

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feed, food, pharma, cosmetic and technical sectors. An example of a successful family business, Cereal Docks was founded 37 years ago by Mauro Fanin with his cousin Paolo Fanin in Camisano Vicentino where the Group's headquarters are located.

Thanks to the solidity of its industrial structure, the work and the abilities of its human resources, today, the Cereal Docks Group (250 staff, 6 production plants, 3 warehouse facilities, about 2.5 million tons per year of cereals and oilseeds processed) is a benchmark in the Italian and European agro-industry market.

It is involved in a new evolution leading to innovation, diversification of the offer and the development of new business areas, in line with the vision: "to contribute to the well-being of people and animals, transforming the fruits of the earth into products that make life better and preserve the planet's resources." www.cerealdocks.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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