



# CONNEXIA

Creativity in Love with Data and Technology

## Teva engages Connexia as sole consultant for corporate and digital communication

*Connexia selected by the multi-national pharmaceutical company  
after a consultation period involving multiple players.  
The agency will support all Corporate PR activities, social media  
management, and online listening.*

Milan, 6 May 2020 - **Teva Italia**, a leading multi-national in the pharmaceutical sector and the world's leading manufacturer of equivalent drugs, has chosen **Connexia** to manage its **social presence** and all **corporate communication activities** within Italy, after a consultation period involving multiple players.

As the protagonist of an important investment in our country, where it has a commercial branch, 5 production sites for active ingredients and 1 finished product site, Teva has been able to consolidate its position as a leading company in the equivalent drug sector by covering the entire production cycle of the drug in Italy and making it one of the **key markets** for its development.

From a shortlist of agencies, Connexia was identified as the best partner to support Teva in the management of all of the pharmaceutical company's communication activities, ranging from corporate PR to crisis management support to social media channels, as well as providing consultation and coordination at institutional events and support in the construction of online, offline, and television editorials.

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Connexia Società Benefit S.r.l.

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



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*"We have observed with great interest the evolution that communication is experiencing in all sectors and, in particular, in the health sector.*

*As a leading company in the pharmaceutical sector, we must be able to deal with and manage in the best possible way all aspects of our communication, whether traditional or innovative, both towards patients and all our stakeholders who, in addition to depending on our products every day, must find in Teva a reference partner.*

*- explains **Hubert Puech d'Alissac, Managing Director of Teva Italia** - For this reason we selected the agency that we felt was able to provide the most suitable services for our communication activities with great care, and our choice fell on Connexia".*

*Teva Italia's choice in engaging Connexia to support all of its communication activities is further proof of how much our vertical expertise is recognised and appreciated by the Pharma & Healthcare sector - comments **Stefano Ardito, Chief Growth Officer at Connexia** - As the only Italian company of **GLOBALHealthPR®** - the largest international network of independent agencies specialising in scientific and pharmaceutical communication - we are able to capitalise on the enrichment that we gain from sharing international best practices and we have been able to take a fresh look at industry communication, an approach characterised by digital innovation and capable of developing coherent strategies, regardless of the channel in question. There is no particular distinction between online and offline: ideas, creativity and content relevant to various targets, together with planning and targeted management of digital media advertising are the order of the day.*

*We are delighted to be able to guarantee our support to a company that is so active in both Italy and Europe, and which contributes to the creation of economic value, both in terms of employment as well as research & development. To strengthen Teva's strategic positioning, we have decided to create a team with*

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*expertise across the board, which will help the company to communicate in an effective and relevant way with patients, associations, stakeholders, and the scientific community".*

## 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](http://www.connexia.com)

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