



CONNEXIA

Creativity in Love with Data and Technology

Ontex chooses Connexia for its digital media activities worldwide.

Connexia has been chosen as the strategic partner for the performance digital marketing of the Serenity and iD brands.

Milan, 8 May 2020 – The Healthcare division of **Ontex**, a leading group in the research, development and distribution of personal hygiene products, following international consultation with several players, has chosen to entrust **Connexia** with the **management of all media activities** to support the **ecommerce operations of Serenity and iD** on a European level, and for **the development of brand awareness of certain brands in Australia and France.**

Founded in Belgium, and with a presence in 110 countries and its own proprietary and retailer brands, Ontex is a leading international personal hygiene group, committed to designing and manufacturing high-quality and increasingly innovative products for baby care, adult care and feminine care. Serenity, as well as being one of Ontex's top brands, is also the name of the Group's Italian operation. Present in Italy for over 35 years, it has been a **strategic partner of Italian healthcare** for some time, with 260 employees, over 300 collaborators and a large manufacturing plant running on a continuous cycle in the town of Ortona, in the region of Abruzzo.

The Connexia Media Team have been tasked with coordinating the digital marketing activities on a global level: assessment of all existing media accounts,

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activation of new channels, performance analysis, target identification, defining the strategy for maximising conversions.

A series of specific interventions are also planned in relation to searches, to enhance the search experience on the main search engines, along with managing social media for the launch of targeted campaigns and for covering the consumer journey of specific audiences.

*"The Connexia partnership represents another step forward in our digital transformation project. – says **Andrea Pacioni, Global Digital Marketing Manager at Ontex** – One of the cornerstones of the Ontex corporate strategy is to continue growing in the digital world, both in terms of its own ecommerce platforms and through third-party partnerships, in an industry that's continuously expanding, that of healthcare."*

To support individual initiatives, specific push marketing campaigns will also be planned and constantly monitored through a reporting system, and dashboards tailored to suit the specific internal stakeholders.

*"The addition of Ontex to our portfolio, and with such a prestigious international assignment, is further a confirmation of our expertise in the area of Digital Media. – says **Andrea Redaelli, Digital Media Managing Partner at Connexia** – As a Premier Google Partner, we make our skills and expertise available to brands on a daily basis, in the running of their digital advertising campaigns. We are delighted to be able to support Ontex in the management of all digital marketing activities, assisting with their growth and product launches in multiple countries."*

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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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