

Faber chooses Connexia as a digital communication partner

After some heavy competition the Italian company, a global leader in extraction hood production, entrusts Connexia with strategy consultancy for digital communication, social media management, and Media, SEO, and Data activities.

Milan, June 18, 2020 — After holding a contest, the **Faber** industrial group, a global leader in the production of cooker hoods with head offices across 8 countries and 3 continents, has decided to put its faith in **Connexia** as its **digital communication partner** and **business and brand strategy consultants**, with vertical insights for creativity, social media management, influencer marketing, media planning, data&search.

Faber's trademark has always been innovating and seeking out increasingly high-performance products, providing creative solutions for improving air quality in the domestic environment while paying particular attention to the aesthetic factor.

Connexia will work alongside Faber on a **two-year journey of all-round strategy consultancy for all social media communication, SEO, Media, Data, and creativity** involving all the company's digital properties. The agency will oversee the creation of design guidelines for a digital communication plan which will affect all Faber touchpoints and will include influencer marketing activities, the design and running of thematic workshops, visibility analysis, traffic analysis, and competitive environment analysis, and creative consultancy for producing and managing

original content for the brand's social channels and blog.

To maximize the effectiveness of all communications they will operate individual advertising initiatives and web analytics activities, with the development of **Connexia Outcomes**, a customised dashboard for real-time KPI monitoring.

*"We needed to choose a partner that could support us 360 degrees in our digital communication strategy. We found, in Connexia, the perfect mix of vertical skills in digital marketing, creativity, and innovation that Faber needs to continue along its path of supervising online activities and strengthening digital channels, with the peace of mind of always being able to enable the right media thanks to the identification of the most suitable message and the strategic thrust derived from data and custom audience analyses — says **Dino Giubbilei, Marketing Director at Faber** — We also really believe in relationship chemistry, and immediately there was a strong feeling with the Connexia team, which we trust will allow us to work well, side by side as a single team".*

*"Faber has revolutionized our way of living in the kitchen, a place that is increasingly closer to a living social area and the cornerstone of modern homes, always placing research and innovation at the centre, two elements that perfectly match Connexia's approach and working methods. — says **Massimiliano Trisolino, Managing Partner — Strategy & Creativity at Connexia** — We are thrilled to be able to work with the company over the next two years, offering a whole range of consultancy services - strategy, creative, and business - that will allow Faber to differentiate itself even more significantly within its sector".*

FABER

Founded in 1955, as a company specialising in manufacturing plastics and synthetic resins, since 1958 Faber has been dedicated to producing kitchen extraction hoods, creating the first model in plexiglass, and creating the so-called "Fabriano hood district". The strong passion and determination in its objectives have allowed it to grow from a local company to a European one, and then a global one, thanks to continuously acquired production sites. Represented on 4 continents, with factories in 8 countries including Italy, Sweden, France, Argentina, Turkey, India, Russia, and Mexico, plus a sales office in the USA, Faber is indeed among the top three manufacturers of extraction hoods in the world. In Italy, where every other extraction hood is a Faber, the company is a leader in its sector, while internationally it is represented both under its own brand and with local leading brands.

The continuous internationalisation and openness to new challenges has, today, led Faber to become part of the Franke Group, the large multinational Swiss leader in the Kitchen Systems.

In 2016 Faber rebranded and presented the new tagline 'Air Matters', which underlines its mission: to create appliances capable of transforming the air in the kitchen into comfort, breathing new life to the kitchen environment. www.faberspa.com

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

For more information:

First Class PR

Tel. 02 49674909/11

Mob. 338 9099342

faber@firstclasspr.it

alessandro.garavaglia@firstclass.it