



# CONNEXIA

Creativity in Love with Data and Technology

## **Acer Italia selects Connexia as a partner for its digital communication strategy.**

*The giant from Taipei has entrusted the independent agency with the management of properties and social campaigns for the Acer, ConceptD and Predator brands in Italy.*

Milan, 4 February 2021 – Following a **consultation period involving multiple players**, **Acer**, one of the world's leading IT companies, has decided to entrust **Connexia** with its **social media strategy** and the **management** of all **advertising and social media marketing** activities for the brands **Acer**, **ConceptD** (an Acer brand targeted at designers and creators) and **Predator** (a top-of-the-range gaming brand).

With the aim of identifying the most relevant KPIs for monitoring and analysing the results of social campaigns for the three brands within the Group, Connexia will also be developing **two personalised dashboards** that can provide a real-time snapshot of data and performance.

Under the **creative direction** of **Anna Vasta** and **Adriano Aricò**, and the **customer direction** of **Marta Bensi**, Connexia will be working together with Acer to **increase the brand consideration** of the three brands Acer, ConceptD, and Predator. The strategy will aim to **promote user loyalty**, involving users and making them an integral part of the social communication strategy within a market that, following the global pandemic, has seen a significant increase not only in terms of online purchases and online gaming, but also in sales of PCs and notebooks, which grew by 79% in 2020 in Italy (source: Context).

*“We are delighted to be collaborating with Acer as one of the most important players in global innovation to define a creative strategy and effective communication for Italian social properties,” explains **Stefano Ardito, Chief Growth Officer at Connexia**. “At such a historic time, when the demand for technological devices is clearly growing and competition within the sector is getting stronger, we*

---

Connexia Società Benefit S.r.l.

Via B. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056

C.F. e P. IVA 12205240158 · Capitale Sociale Euro 500.000,00 i.v. · R.E.A. 1537791

[info@connexia.com](mailto:info@connexia.com) · [www.connexia.com](http://www.connexia.com)

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



# CONNEXIA

Creativity in Love with Data and Technology

*are ready to support Acer in the construction of its social identity and an increasingly relevant online community through the integration of creativity and strategy, based on a data-driven approach and our passion for technology."*

*"The decision to collaborate with Connexia for the management of our social media channels was informed by the need to increase the awareness that users have of our brand today through a more effective and innovative positioning," comments **Tiziana Ena, PBU and Marketing Manager at Acer Italy**. "Our customers are at the heart of our communication strategy, and we want to communicate with them directly, interpreting their requirements and responding with technological solutions that meet their daily needs".*

## 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: 140 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)

---

Connexia Società Benefit S.r.l.

Via B. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056

C.F. e P. IVA 12205240158 · Capitale Sociale Euro 500.000,00 i.v. · R.E.A. 1537791

[info@connexia.com](mailto:info@connexia.com) · [www.connexia.com](http://www.connexia.com)

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