



CONNEXIA

Creativity in Love with Data and Technology

Cellularline Group selects Connexia as digital communication partner for the brands Cellularline e AQL

The independent agency will be working alongside the leading manufacturer of accessories for smartphones and tablets to define its Content & Media Strategy.

Milan, 23 February 2021 – **Cellularline**, the Italian company that is a European leader in the research, development, production, and marketing of technological accessories for smartphones and tablets, has selected **Connexia** to provide communication consultancy and management of social media properties (Facebook, Instagram, and YouTube) for the brands **Cellularline** (a reference brand at European level in the market of accessories for smartphones and tablets), and **AQL** (Audio Quality Lab, a line of products entirely dedicated to mobile audio).

In addition to defining the **Social & Content Strategy**, the independent communication and marketing agency will also support the Cellularline Group in the **production of creative assets** and the development of **Media and SEO strategies** for both brands, with a strong performance-orientated approach.

Thanks to a multidisciplinary team capable of combining creativity and innovation, with the **Creative Direction** of **Adriano Aricò and Anna Vasta** and the **Client Direction** of **Elena Piccione**, Connexia will aid the company in the creation of **dashboards** for monitoring KPIs and project results, implementing **activities to protect and develop organic exposure** for the group's two brands.

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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"Faced with such a rapidly-growing market as the market for smartphone and tablet accessories, which is expected to reach a total value of **47.1 billion dollars in Europe in 2027***, we are delighted to announce our new partnership with **Cellularline Group**, a company that has been combining innovation and distinctive design for over thirty years, and has managed to follow a significant process of growth and diversification of its portfolio, building a sales network in 60 countries worldwide," explains **Andrea Redaelli, Managing Partner for Digital Media at Connexia**. "Connexia will support the company in an integrated strategic consultancy process that includes quarterly steering committee meetings, during which we will discuss the progress of the project and the achievement of objectives and shared targets during the strategic phase".

"During 2020, we began the process of renewing Cellularline's brand identity to ensure better alignment with our users' needs. At the same time, the development and positioning of Audio Quality Lab continues," explains **Alessio Lasagni, Marketing & Digital Director of Cellularline**. "The decision to cooperate with Connexia means that we will be collaborating with a partner that can support us in this path of modernisation and amplification of our brands' potential, as well as the acceleration of online business, which is becoming increasingly central to the strategies of the group".

*Report 2020, Allied Market Research

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.

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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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