



CONNEXIA

A RETEX COMPANY

Connexia is Ostello Bello's new digital marketing partner

The Retex Group communications agency will be supporting the popular hostel chain as they develop a strategy to optimise the brand's social media presence in Italy.

Milan, March 21st, 2022 – **Ostello Bello**, an innovative generation of hostels founded in Milan in 2011, now a hospitality industry leader offering over 1,000 beds across **Italy** and **Myanmar**, has chosen marketing and communications agency **Connexia** as their brand's strategic social media channels consultant in Italy.

Working under client director **Marta Bensi**, the Connexia team is tasked with setting out **social media presence guidelines** for Ostello Bello and developing the brand's content and channel strategies, focusing on the social media accounts of two facilities in **Milan** in particular (including the iconic Piazza Duomo hostel), as well as those in **Como, Rome, Genoa, Florence** and **Assisi/Bevagna**.

*"We're really pleased to announce our collaboration with Ostello Bello" says **Massimiliano Trisolino, Strategy & Creativity Managing Partner** at **Connexia**. "At a time that's far from simple for the entire Hospitality industry, Ostello Bello remains an innovative enterprise, which has achieved growth by revolutionising the very concept of the hostel and the hostel experience. We're set to match that, supporting the brand in developing a promotional roadmap for their content, channels and social media marketing."*

*"Every one of our Hostels, 24 hours a day, 365 days a year, is a source of content inspiration" says **Marco Ficco, Digital Manager** at **Ostello Bello**. "That's the great thing about people from all over the world sharing spaces and experiences. We're*

Connexia Società Benefit S.r.l.

Società Unipersonale

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 · www.connexia.com



CONNEXIA

A RETEX COMPANY

looking for a way to get those who aren't there with us at that moment involved in that quirkiness of being together in a hostel. To do this, we felt the need for support in developing a content strategy for our social media channels, and we're delighted to have chosen Connexia which, right from the start, has proved to be our perfect partner, appreciating the off-the-cuff nature of our content, shaping it and bringing order - without it losing any of its sparkling freshness - within a flexible and effective strategy and publishing system."

*"My relationship with Connexia at this point is long-standing, through different markets, companies and people" says **Raffaella Lebano, General Manager at Ostello Bello.** "It's always great when those on the same journey as you are often the same people, with a unique ability to embrace new tones of voice, media and shared inspiration."*

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

Connexia Società Benefit S.r.l.

Società Unipersonale

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 · www.connexia.com