

**Bakeca.it presents “The Woman Who Worked Everywhere”.
Taylor Mega is the undisputed protagonist of a new Connexia
communication campaign.**

*The world of work is at the centre of the new, ironic campaign
devised by the Retex Group creative agency for Italy's leading
classifieds portal.*

Milan, 19 October 2022 - [Bakeca.it](https://www.bakeca.it), one of Italy's leading classifieds sites, has renewed its collaboration with the marketing and communications agency [Connexia](https://www.connexia.com) and is returning to communicate “in its own way”, in a fresh and fun manner. With the advert “**The woman Who Worked Everywhere**”, the company aims to promote one of the main services provided by the platform: the section dedicated to **job advertisements**.

In a lighthearted and irreverent manner, the new campaign conceived by Connexia for Bakeca.it focuses on the inexhaustible versatility and self-irony of the popular influencer **Taylor Mega**, who undergoes a real role reversal. In a departure from her role as a paradigm of the fashion and luxury world, she finds herself the sudden but tenacious protagonist of a fun and fast-paced **advert**, in which she is called upon to perform the most diverse jobs.

Founded in **2005** as one of the first Italian start-ups, and then restructured over the years to become one of the reference points in the classifieds market, **Bakeca.it** hosts thousands of searches of all kinds on a daily basis, from **property** to **job offers** and the **sale** of **products** and **services**. It represents a real “world”, a place of



CONNEXIA

A RETEX COMPANY

meetings and opportunities, where users can search for and find exactly what they are looking for – including a job.

“We have chosen to continue our collaboration with Bakeca.it by devising a campaign that renews the fun and concise communication style that distinguishes the brand and reinforces the platform’s vocation as a meeting place between supply and demand,” explains **Riccardo Catagnano, Executive Creative Director at Connexia**. “Bakeca.it represents one of those - increasingly rare - cases of ‘enlightened clients’ with whom it is possible to build an important relationship of trust over time and experiment creatively while remaining faithful and consistent with the communication and business objectives of the brand.”

“After the successful experiences of the past few years, we are continuing our path of renewal at the communication level, based on creativity and innovation,” explains **Stefano Pavignano, CEO of Bakeca.it**. “Bakeca.it aims to be the platform for job ads for all Italians, a challenging and increasingly competitive goal. We wanted to interpret this challenge in an original and ironic way, telling the story of Bakeca and presenting all the job offers available.”

The link to the campaign on YouTube can be found here:
<https://www.youtube.com/watch?v=TEi23-g6h6g&feature=youtu.be>

Credits

Agency – CONNEXIA

Riccardo Catagnano - Executive Creative Director
Davide Corti - Client Director
Valentina Gorla - Account Supervisor
Pietro Romano - Junior Copywriter
Alessandro Mezzalana - Junior Art Director
Eloïse Bellati: Junior Account

Connexia Società Benefit S.r.l.

Unipersonal Company

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

Fiscal Code and VAT Identification Number 12205240158 · Share Capital Euro 500.000,00 i.v. · R.E.A. 1537791

info@connexia.com · www.connexia.com



CONNEXIA

A RETEX COMPANY

CDP – CONNEXIA MEDIA HOUSE

Giulia Moroni - Producer
Simone Saponieri - Director
Alberto Cammarano - DOP
Giovanni De Mojana - Photographer
Giulia Vigna - Junior Producer

Bakeca.it

Simone Cornelio- Head of Marketing
Francesco Gavatorra - Strategic Marketing Manager
Carlo Bernani - Digital Communication Manager

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: 160 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

Bakeca.it

Bakeca.it is one of the first classified advertising sites in Italy. Founded in Turin in 2005, its mission is to give anyone the opportunity to use the web to satisfy their needs, whether they are looking for a house, offering a job, selling a car, or simply seeking new friends. With 12 million visitors a month and 2 million ads, Bakeca.it is now a renowned space where supply and demand can be brought together quickly and safely, through the certified support of a team of over 60 people working "behind the scenes" on the site. Bakeca.co.uk: what are you looking for today? www.bakeca.it

Connexia Società Benefit S.r.l.

Unipersonal Company

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

Fiscal Code and VAT Identification Number 12205240158 · Share Capital Euro 500.000,00 i.v. · R.E.A. 1537791

info@connexia.com · www.connexia.com