

Altroconsumo with Connexia for FestivalFuturo 2022

*The creativity agency of the Retex Group will work alongside the
Association
in the construction and promotion of the annual appointment
with the Future.*

Milan, 3 November 2022 – **Altroconsumo**, the largest independent consumer organisation in Italy has entrusted the marketing and communication agency **Connexia** with the creative concept and communication management of the **tenth edition** of **FestivalFuturo**, the annual event discussing the ongoing transformations and evolution of our society.

Altroconsumo is an organisation that can count on the active participation of **318,000 members** and an even greater number of sympathisers. Founded with the aim of protecting **consumers** through a scientific approach, independence and critical sense, based on its 50 years of experience, each year, the Association brings together experts, professionals and members of the general public to discuss issues such as current affairs, economic and cultural development, **environmental sustainability**, **aware consumption**, and **digital citizenship**, to name but a few.

Firmly reasserting the importance of a gathering packed with content, experiences and stories, for the 2022 edition Altroconsumo has chosen to rely on **Connexia**. The agency has devised a new concept and structured the event, renewing the way in which participants can enjoy it by merging the **digital** and **physical** worlds, with the help of the **metaverse**.



CONNEXIA

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"We are very pleased about the cooperation with Altroconsumo", says **Italo Marconi, Chief Innovation Officer of Connexia**, "Working on the design of a concept that captures and conveys the essence of FestivalFuturo has allowed us to involve the various professionals who belong to the agency, from designers to our colleagues in the Innovation Team We imagined new ways of enjoying the event, which would extend and complete the participants' physical experience, bringing a part of it into the metaverse".

"We chose to partner with Connexia because the agency was able to best grasp what is, to all intents and purposes, an innovation challenge for us. In fact, the 2022 edition of FestivalFuturo is a unique experience for consumers, between the physical world and virtual reality, within the metaverse", declares **Federico Cavallo, Head of External Relations at Altroconsumo**. "The aim is to give citizens a new key to understanding our society, providing them with all the tools they need to understand the changes and translate them into their daily lives".

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

Connexia Società Benefit S.r.l.

Single-member company

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