



## **The new ENGIE multichannel campaign from Connexia is on air.**

*The energy service company has entrusted the Retex marketing and communication brand with the creation and development of its latest TV and digital campaign for the Italian market.*

Milan, 11 October 2023 – [ENGIE](#), one of the main players in the energy market, serving domestic users, condominiums, businesses and institutions, is back with a **brand and product advertising campaign** for TV, digital and social media channels.

The **creative concept and deliverables** for the new multi-subject campaign were conceived by the team at [Connexia](#), the marketing and communications brand from the MarTech company [Retex](#).

ENGIE is an international company with a green and future-oriented philosophy. It is therefore working to accelerate the **transition to a carbon-neutral** economy through solutions based on energy efficiency and respect for the environment. With offers tailored to each target market, the company has 1 million retail customers in Italy and is responsible for the energy efficiency of 350 municipalities and 650,000 public lights.

Since it began in 2022, the collaboration between ENGIE Italia and Connexia has resulted in numerous communication initiatives, including adapting the parent company's brand campaign for the Italian market, creating digital campaigns, and defining the B2C positioning strategy. The new campaign, created and produced by Connexia under the creative direction of **Riccardo Catagnano**, responds to two objectives: **strengthening the position of the ENGIE brand** in the Italian market and **promoting its consumer offer**. The result is a **unique key visual** that ties together the brand and product communication objectives, transforming the graphic element in the logo into a symbol of ENGIE's own energy, which flows, activates and brings the image to life.

The story focuses on **three key themes**: the brand's commitment to **sustainability** and use of green energy; its **energy provision and energy efficiency services** for the



domestic segment, companies and public authorities; and the **two main offers for end consumers**, at fixed and variable rates. This narrative gave rise to a **campaign spanning multiple subjects and formats**.

Since **24 September**, the comprehensive initiative, based on a heterogeneous target market aged 35+, has been running **on the main television channels and CTV network**, on the primary **publisher networks** and **on the Google and Meta platforms**, with **adverts in different formats**: a 30-second version, which talks about ENGIE's services on a broad scale, and two 15-second versions, which focus on more specific target markets.

*"The energy transition, a focus on new generations, and strong roots in the area are the key elements of ENGIE's communications," explained **Laura Masi, Brand, Communication & Public Relations Director** at ENGIE. "We wanted to create a narrative that could reach a very wide audience and explain the activities of our competent and reliable company, which is present throughout the energy supply chain, in addition to highlighting the values that shape the work of all ENGIE personnel, who are striving to meet our Carbon Neutrality objectives every day."*

*"Today, talking about energy, which most Italians viewed as a simple commodity until just over a year ago, is a complex challenge," noted **Riccardo Catagnano, Executive Creative Director** at Connexia. "Now that energy is debated on a daily basis, it's time to talk about the commitment, ideas and "energy" that a global player like ENGIE pours into the world to improve the efficiency of companies and institutions, and to be closer to its end consumers."*

Watch the advert: <https://www.youtube.com/watch?v=lnAKnMHPKWM>

#### **Credits**

Agency: Connexia – A Retex brand  
Executive Creative Director: Riccardo Catagnano  
Client Leadership Director: Valerio Frontini  
Senior Art Director: Virginia Perez  
Senior Copywriter: Miriam Zaccagni  
Chief Strategy Officer: Matto Sbarra  
Agency Producer: Eva Grossutti  
Account Supervisor: Francesca Coco  
Account Manager: Francesca Perico



Production company: Haibun  
Executive Producer: Cesare Fracca  
Producer: Silvia Biscotti  
Director: Federico Brugia  
Dop: Marcello Dapporto  
Editor: Marco Bonini

Video Post-production: Exchanges  
Audio Post-production: Top Digital

#### Media Planning

Brand campaign (TV, digital and social): iProspect - A Dentsu brand  
Product campaign (digital and social): Alkemy

#### Connexia

Connexia means creativity.

It means data-driven thinking.

It means excellence in media management.

It means technological innovation.

But that's not all. The Retex communication and marketing agency is above all about passion, ethical commitment, transparency and corporate social responsibility.

It is a multicultural and multidisciplinary team, with professionals who are capable of building and conveying brand values, but also of guiding digital transformation processes.

We devise and develop ideas that can live on all channels, without any fear of being measured by the effectiveness of each campaign.

Expect to work with us in a new way: together, for real, through continuous processes of co-creation and objective-driven experimentation in business and communication. [www.connexia.com](http://www.connexia.com)

#### RETEX

Retex is the MarTech company that promotes and accelerates connections between brands and stakeholders, supporting companies in the transition towards a new meaning of Retail. It does this through a design approach based on a blend of innovation, technology, data intelligence & automation, creativity, consulting, marketing, and communication. Retex offers integrated services and solutions for the Retail industry, spanning various markets including Consumer Retail, Food & Beverage, Fashion & Luxury, Direct-to-Consumer, as well as having extensive experience in the Chinese market and the Healthcare & Pharma industry.

Founded in 2010, with its headquarters in Milan, Retex operates through 12 branches in Italy, Barcelona, London, and Shanghai. It collaborates with nearly 600 professionals from 32 different nations.

Steadily growing since its creation, Retex closed the year 2022 with 91 million euros in revenues and 9.4 million in EBITDA. [www.retexspa.com](http://www.retexspa.com)

#### ENGIE

ENGIE is a leading global player in the sphere of energy and low-carbon services. Alongside its 96,000 employees, customers, partners and stakeholders, the group is committed to accelerating the transition to a carbon-neutral world through reduced energy consumption and more environmentally friendly solutions. Inspired by its mission ("raison d'être"), ENGIE wants to reconcile economic performance with a positive impact on people and the planet, ensuring that its core activities (gas, renewable energy, services) offer competitive solutions to its customers. 2022



# CONNEXIA

A RETEX BRAND

turnover: 93.9 billion euros. The group is listed on the Paris and Brussels stock exchanges (ENGI) and is present in the main financial (CAC 40, Euronext 100, FTSE Eurotop 100, MSCI Europe) and non-financial indices (DJSI World, Euronext Vigeo Eiris - Europe 120/France 20, MSCI EMU ESG screened, MSCI EUROPE ESG Universal Select, Stoxx Europe 600 ESG-X).

## ENGIE Italia

A leader in terms of low-carbon and efficient solutions for public authorities, companies and private citizens. A company with 3,200 employees and 60 offices across the country, operating throughout the energy supply chain: from energy production to sales, and from energy management to solutions and services for energy efficiency. A partner to one million families in Italy, supplying energy and services, ENGIE is a leading light in the energy transition towards a carbon-neutral economy. [www.engie.it](http://www.engie.it)