Melinda entrusts Connexia with its social media strategy

Known for its wholesome products and respect for the environment, the "queen of apples" has chosen the marketing and communication brand from the MarTech company Retex to carry out strategic and communication consulting services for its social media properties.

Milan, 14 November 2023 – Melinda, the Trentino Consortium formed to promote the **celebrated apples from the Noce Valleys** (Non and Sole Valleys), has engaged Connexia's communication and marketing team to create a **communication strategy**, provide **creative consulting** services, and **manage** all the initiatives on the brand's **social media properties**.

At the end of a call for tenders that involved multiple players, the Melinda Consortium, which produces 400,000 tons of apples every year and represents over 4,000 families of Trentino fruit growers, commissioned Connexia to develop a social media strategy for its properties. The brand's primary goal is to strengthen its digital identity and increase its performance in terms of awareness and engagement on **social media channels, especially Meta and LinkedIn**. Connexia is also responsible for populating the blog on the **Melinda.it** website with content and optimising the budget allocated to social media advertising campaigns by Melinda.

Connexia will create and produce modern and engaging content in order to **bring the Melinda brand** closer to fans of its apples and processed products, fostering conversations on the main social media platforms. This content will showcase the quality, wholesomeness and innovative characteristics of the products, as well as the **key elements of Melinda's identity**: its spirit of collaboration, the family-like relationships between its members, its strong roots in the Trentino area, and, above all, the sustainability throughout the entire supply chain. The Melinda Consortium was founded in 1989 to maximise the profits of its 16 member cooperatives by prioritising the quality

of their products and processes, guided by a strong respect for the land. Today, Melinda is also leading the way in terms of **sustainability**: the consortium uses underground warehouses, the first and only cold storage system for fruit that allows for significant savings in terms of electricity and water consumption.

"*Social media is increasingly important for businesses like Melinda who want to speak directly to their customers. Corporate social media channels are an opportunity to strengthen brand loyalty and foster dialogue with consumers, especially younger age groups, who can be difficult to reach through other channels,*" explained **Andrea Fedrizzi, the Marketing and Communication Manager for the Melinda Consortium**. *"Our awareness of these issues inspired us to enter into a partnership with Connexia, who was identified as the best strategic and operational consultant in a pool of specialised companies.*"

"We are proud to have been chosen by the consortium to provide strategic and creative services to a "love brand" like Melinda, helping to raise its profile," noted **Massimiliano Trisolino, Managing Partner Strategy & Creativity** at **Connexia**. *"We will work alongside the consortium, channelling the brand's identity and reputation into original and relevant content. Additionally, we will create an editorial strategy for its social media properties in line with Melinda's values, especially quality and sustainability, thereby strengthening the brand's relationship with its target market and engaging a younger target market using "fresh" and captivating creative content.*"

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

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

MELINDA CONSORTIUM

The Melinda Consortium is a leading Italian apple producer and one of the largest European companies in the fruit and vegetable market. With 400 thousand tonnes of fruit harvested every year in Trentino's Non and Sole Valleys, equal to approximately 20% of the national production, the company represents 4,000 small agricultural businesses associated with 16 cooperatives, which cultivate a total of approximately 6,700 hectares of apple orchards. The consortium generates an average turnover of over 300 million euros and provides job opportunities to over 1,300 employees.