



CRAFTING THE LANGUAGE OF NOW

Connexia launches its new positioning strategy with a campaign on a timeless medium: teletext!

Communication is the common thread running through every time and place, connecting every channel. The marketing and communication brand from the MarTech company Retex has chosen the Rai teletext service to announce its new positioning project.

Milan, 29 February 2024 – Staying true to its creative spirit, **Connexia** is announcing its own **repositioning** strategy with a **new slogan** and a **campaign** on an unconventional medium: **teletext**.

CRAFTING THE LANGUAGE OF NOW is the new slogan, embodying the Retex brand's devotion to languages. Words carry meaning and weight. Connexia recognises the value of each of the words that make up its new slogan:

Crafting: attention to detail and **dedication to excellence**; Connexia approaches consulting through a lens of authenticity and precision, swimming against the current of increasing homologous messages and content.

the language: language is the central force that encompasses every form of expression and communication on every channel, from TV productions to digital ecosystems, and from advertising to audience participation. Connexia has learned to identify, master and implement new languages, recognising and harnessing their value.



of now: the real challenge we face today is keeping pace with the now: new trends, new technology, new languages. This is the true arena in which brands must compete and interact. Connexia wants to position itself here, in the now.

"When the language is clear and consistent, you can craft a strong narrative on any channel," noted Paolo d'Ammassa, Practice Lead of Marketing & Communication at Retex and CEO of its subsidiary Connexia. "We have chosen each and every word of our new slogan with great care, examining their meanings and significance. "NOW" is our driving force: only by truly understanding the present and embracing new languages will we be able to effectively guide and support our customers through our ever-changing market and society. The launch campaign is designed to underline one of our core concepts: media and content, if united by authenticity and a courageous message, can give rise to a new culture of communication."

"The ever-changing social context, the unstoppable pace of technological innovations, and the uncertainty and dynamism of the market: we must re-examine the "now" in order to overcome all the challenges faced by our client brands. Connexia's new positioning strategy is the result of a careful analysis of all these factors. It therefore fits seamlessly into a corporate plan that combines technological innovation and experience design to create memorable connections between brands and consumers, shaped by our data & analytics expertise," added Fausto Caprini, CEO of Retex. "Our mission is to imbue retail with new meaning, and I am sure this evolution will strengthen our market position and partnerships with our customers. After all, mastering new languages opens up a whole new world of definitions."

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