



## **Car Clinic chooses Connexia, following a tender, as its new strategic and creative partner**

*The most important Italian network specialising in body repair shops entrusts the communication and marketing brand Martech Companu Retex with the consolidation of its brand awareness in the consumer world through strategic and creative consulting, the creation of a dedicated advertising campaign, the development of social media strategy and social advertising management.*

Milan, 11 April 2024 – **Car Clinic**, an Italian car body repair specialist with a network of over 50 proprietary centres in Italy, has chosen **Connexia** to enhance its identity value assets and work together on building the company's distinctive positioning and increasing its **brand awareness** .

The objective of the collaboration is threefold: first of all, to reaffirm leadership in the sector, consolidating Car Clinic's role as a point of reference and reliable partner for insurance companies, guaranteeing the highest quality and transparency in the services offered. Secondly, to enhance the image of Car Clinic as a top employer for body shop technicians, attracted by a professional and stimulating environment. Finally, to increase awareness and strengthen its positioning towards motorists by communicating directly with members of the public who use the services offered by the company.



Through a network of Direct Centres and Partner Centres, Car Clinic manages body repair work for motorists involved in an accident using only highly professional and experienced staff, who are constantly up-to-date with the latest techniques.

Following a multi-player tender, Connexia was chosen to assist Car Clinic in consolidating its **brand awareness in the consumer world** through **creative consulting**, the creation of a dedicated advertising campaign, the development of the **social media strategy**, primarily with the opening of the brand's **Facebook and Instagram** channels, and the management of **social advertising** activities.

*"Car Clinic is a company founded on solid principles of ethics and transparency, and strives every day to provide customers with the highest level of care and service excellence," says **Alina Banasiak, Marketing Associate Director of Car Clinic.** "We are already recognised as reliable partners by insurance companies and are now embarking on this collaboration with Connexia because the time has come for us to strengthen our brand positioning and communicate our values directly to those who use our services, namely motorists".*

*"We feel particularly close to Car Clinic, a company whose strategies and actions are always geared towards the attention and care of customers and their needs, and we are delighted to be able to support the brand in consolidating and promoting its distinctive approach, inspired by positive values and messages. – say **Massimiliano Trisolino, Managing Partner of Connexia.** – We will work with Car Clinic to transform all the delicate moments involved in handling a claim into a fully managed experience, with simple and quick resolution".*

#### **Connexia**

Connexia means creativity.

It means data-driven thought.

It means excellence in media management.

It means technological innovation.



And there's more. The Retex communication and marketing brand 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 suitable for 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 co-creation processes and experimentation oriented towards business and communication objectives. [www.connexia.com](http://www.connexia.com)

### **RETEX**

Retex is the MarTech company that promotes and accelerates connections between brands and stakeholders, accompanying companies in the transition towards a new meaning of Retail, thanks to a design approach based on a blend of innovation, technology, data intelligence & automation, creativity, consultancy, marketing and communication.

The integrated offer of retail services and solutions of Retex covers different markets, from Consumer Retail to Food & Beverage, from Fashion&Luxury to Direct-to-Consumer, including in-depth experience in the Chinese market and in the Healthcare&Pharma industry.

Founded in 2010, with headquarters in Milan, Retex operates through 12 branches in Italy, Barcelona, London and Shanghai, and can count on the collaboration of almost 600 professionals from 32 countries.

In progressive and constant growth since its birth, Retex closed 2022 at 91 million euros in revenues and 9.4 million in EBITDA. [www.retex.com](http://www.retex.com)

### **CAR CLINIC**

With 51 proprietary Centres and 70 Partner Centres, Car Clinic is Italy's leading body shop network. Founded in 2008, Car Clinic has developed its business model by proposing itself as a partner of the leading insurance companies to manage the car repair activity of motorists who have suffered an accident. In 2022, Car Clinic achieved revenues of over 80 million euros and has over 470 employees.

For more information: [www.carclinic.it](http://www.carclinic.it)