



NEINVER Italy entrusts Connexia with the integrated communication for the The Style Outlets centres of Vicolungo e Castel Guelfo

Influencer marketing, creative consultancy and social channel management are the core activities of the collaboration between the Spanish real estate company that specialises in the outlet segment and the marketing and communication brand of the MarTech Company Retex.

Milan, 18 April 2024 - **NEINVER**, a Spanish multinational company specialising in the management, development and investment of real estate assets, following a multi-player tender has chosen **Connexia** to define the communication plan for both **The Style Outlets** centres in **Vicolungo** and **Castel Guelfo**, achieved through influencer marketing activities, creative consultancy and management of all initiatives on social properties.

Founded in 1969, NEINVER operates 17 outlet centres, 4 retail parks and over 800 brands in six European countries: France, Germany, Italy, Poland, Spain and the Netherlands. The Iberian A real estate company is a leading player in the outlet segment in Spain and Poland, and the second largest in Europe. It owns two brands, FACTORY and The Style Outlets; the latter includes the Italian outlet centres of Vicolungo (NO) in Piedmont, and Castel Guelfo di Bologna (BO) in Emilia Romagna.

Vicolungo The Style Outlets and Castel Guelfo The Style Outlets boast 150 and 110 shops respectively and offer over 300 Italian and international brands with discounts from 30% to 70% throughout the year.



NEINVER has chosen Connexia to define the social media strategy of its channels, especially Meta and TikTok, and to manage the budget for social advertising campaigns. Objective: to increase performance in terms of awareness and engagement, enhance the digital identity, and the activities of the two Italian The Style Outlets centres.

Alongside the creative development of social content in line with current trends, Connexia will communicate the value proposition of The Style Outlets brand through activities with influencers, bringing out the identity and storytelling of the two shopping centres on a visual and narrative level.

*"With Connexia, we not only found a highly qualified consultant capable of responding to our needs from a digital communication point of view: we also discovered a valuable partner, a team of qualified people full of enthusiasm and creativity with whom we can share the desire to always seek new ways and opportunities to communicate better with our audience. – comments **Elisabetta De Vincenzo, Marketing Manager Italy of NEINVER** – Knowing the tools to grasp the increasingly rapid changes in the world of communication is today essential to convey the essence of our centres Vicolungo The Style Outlets and Castel Guelfo The Style Outlets: not only a shopping destination but also and above all a place where you can dedicate some time to yourself or where you can create precious memories with your loved ones among experiences and events for the whole family. These are the aspects that we want to convey most effectively through the language of social channels and influencer marketing: it is an important challenge that we have decided to face together with Connexia".*

*"We are delighted that a multinational company like NEINVER has chosen to make use of our creative and strategic contribution to promote its two outlets in Italy. – says **Massimiliano Trisolino, Managing Partner Of Connexia** – We will work together to develop original and relevant activities and content, enhancing these premium commercial destinations and highlighting their strengths linked to the presence of*



national and international brands, product quality and affordability. We will collaborate in building daily dialogue with the target audience of regular and potential customers, to involve them with creative activities and content that always deliver unique and original shopping experiences".

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

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.retexspa.com

NEINVER

NEINVER is a multinational of Spanish origin that specialises in the management, development and investment of real estate assets. Leader in the management of outlets in Spain and Poland, it has two proprietary brands: The Style Outlets and FACTORY.

Founded in 1969, NEINVER operates 17 outlet centres, 4 retail parks and over 800 brands in six European countries: France, Germany, Italy, Poland, Spain and the Netherlands. In line with its commitment to sustainability, NEINVER's Building Tomorrow roadmap defines specific objectives aimed at creating a positive impact on society and the environment, increasing the company's resilience and improving the engagement of its employees.

www.neinver.com