



CONNEXIA

Creativity in Love with Data and Technology

A new Connexia project for SAP Italia. The company celebrates mums everywhere with a film that tugs at the heartstrings.

*Created and produced by Connexia, the film raises awareness and emphasises that
“You need more than just technology to improve the world. You need love.”*

Milan, 10 May 2019 – The extraordinary power of **simplicity and love**. The incredible power of a knowing look. The unbreakable bond between mother and child. These are the values that shaped the **film** created by **Connexia** for **SAP Italia** to celebrate mothers everywhere. Without distinction.

For **Mother's Day**, SAP Italia, the Italian branch of the multinational market leader in enterprise application software, has chosen to illustrate its commitment to diversity and inclusion (D&I) in a very natural way by looking at the increasingly more crucial role played by D&I policies in an organisation.

The first multinational technology company to be awarded the worldwide **Economic Dividends for Gender Equality (EDGE) certificate** for its global commitments in sustaining gender equality in the workplace, SAP chose the day dedicated to motherhood to share its vision for a different today.

Planned by Connexia, the video is online from **10th May** and features “Mother's Day” ideally embracing all different forms of motherhood which all have one thing in common – unconditional love.

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Società sottoposta a direzione e coordinamento di Alchimia S.p.A.



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Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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