



# CONNEXIA

Creativity in Love with Data and Technology

## HoMedics is back on TV with a new advert. By Connexia.

*Connexia devised the “15 second” creative TV concept for the HoMedics anticellulite massager.*

Milan, 27 May 2019 – **HoMedics**, the leading American brand of home relaxation and wellness products, has appointed **Connexia** to manage the launch of the **TV commercial** for the iconic **Smoothee**, the anticellulite massager that combines two different technologies in one device, **vacuum massage (suction)** and **electrical muscle stimulation (EMS)**, to offer a fast effective treatment.

**Airing between 26 May and 9 June 2019** on the Mediamond circuit's TV channels, the new HoMedics TV commercial primarily aims to consolidate the public's awareness of *Smoothee* and the brand. At the creative core of the campaign is Connexia, which devised and developed the concept, and brought onboard the renowned influencer and a famous brand ambassador **Martina Luchena** as a **special guest and product tester**.

*“We have worked with Connexia for a long time, and in recent years the agency has become our go-to partner for all our PR and communications on social media channels, another reason why we chose their creative team to work on this special project,”* said **Dante Cesaro**, the **Marketing Director for HoMedics**. *“Smoothee is definitely a focus product for HoMedics as it brings together the two sides of the brand: massage and beauty. We knew that we needed to be very careful about how we launched this product; it needed to be done in an original way that was still consistent with our communication. Yet again this is why we chose with Connexia to get our brand ambassador Martina Luchena to describe the product*

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



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and its specific features in a new short TV commercial that showcases all of the product's plus points in just fifteen seconds."

*"To maximise the impact of the Smoothee launch campaign we decided to combine the originality of the creative idea with personalised storytelling about the brand, which meant we could also build content for the brand's social properties on [Facebook](#) and [Instagram](#)."* said **Massimiliano Trisolino, Connexia's Managing Partner for Strategy and Creativity**. *"We have an in-depth understanding of the HoMedics brand and products so we can effectively interpret the client's communication and marketing needs and offer creative solutions that are always in keeping the brand's positioning."*

## 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](http://www.connexia.com)

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