



CONNEXIA

Creativity in Love with Data and Technology

Connexia teams up with Deborah Milano for the #EveryDayDiva brand manifesto

*The data-driven creativity agency creates Deborah Milano's
"EveryDayDiva" brand manifesto for women everywhere.*

Milan, 17 June 2019 – **Connexia's** partnership with the **Deborah Group** continues with 100% all-round creativity. Connexia has devised and created the **#EveryDayDiva brand manifesto** that celebrates the femininity and uniqueness of every woman for [Deborah Milano](#), which has been at the forefront of Italy's cosmetics industry and the group's leading brand for over fifty years.

#EveryDayDiva is the "Deborah woman's manifesto" and features in a **digital ADV campaign** that goes online on all **Deborah Milano's social properties** on 7 June, and also on **Teads** from 27 May.

With **#EveryDayDiva** Deborah Milano stands with every woman in their smiles and gestures so that they can simply be themselves and do their best in any situation.

"#EveryDayDiva stems from a desire to tell the story of the Deborah Milano brand's values by choosing an emotive, impactful format," said **Malvina Cova, the Marketing Director of the Deborah Group**. *"The #EveryDayDiva campaign enables Deborah Milano to stand up and say that every woman has a right to look after herself and feel like a diva despite the hectic pace of today's society and the countless ways she balances her commitments to family, work, friends and leisure every day.*

Every year the Deborah Group tests and produces new products featuring exclusive formulas and captivating textures, and thanks to the group's research

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laboratories Deborah Milano always offers high-performance products that are completely safe. Everything that today's women want to create a cover girl look in just a few simple steps."

*"We chose a film that celebrates the uniqueness of every modern woman to convey the values of the Deborah Milano brand," said **Stefano Ardito, Connexia's Chief Growth Officer**. "In the film **#EveryDayDiva** shows what it means to be a woman today, without any stereotyping, and how women can always feel at their best and effortlessly emphasise their beauty in any situation. We worked hard on the photography to create a production that transmits empathy, closeness, and sophistication against the backdrop of Milan, in a way that is completely consistent with the brand's values and DNA. The Connexia team handled every aspect of producing the content: from the script to the voiceover in English and Italian through to promoting and planning an ADV campaign on social media channels that was delivered by the entire team, which is now even bigger since the acquisition of Ragoo."*

Link to the [#EveryDayDiva](#) manifesto video

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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