



CONNEXIA

Creativity in Love with Data and Technology

The Brand Factor **Spotlighting creatives: OBE and Connexia** **showcase “lions & creativity”.**

Osservatorio Branded Entertainment and the data-driven creativity agency host an evening devoted to the best branded content and entertainment projects from Cannes 2019.

Milan, 2 July 2019 – **Connexia** and **OBE - Osservatorio Branded Entertainment**, the association that studies and promotes the diffusion of branded content and entertainment as a strategic lever for integrated brand communication in the Italian market, are presenting **“The Brand Factor”** on **11 July**, an evening that showcases the best branded content and entertainment projects from **Cannes 2019**.

The most relevant case histories will be introduced by **four leaders from the creative world** of the most important Milanese agencies, which will “take on each other” as they present the projects that they believe were the worthiest of the title of *Entertainment Lion*:

- **Karim Bartoletti**, Partner and Executive Producer, **Indiana Production Company**
- **Riccardo Catagnano**, Creative Director and Head of Branded Content, **Connexia**
- **Alessandro Sciarpelletti**, Creative Director, **We Are Social**
- **Stefania Siani**, Chief Creative Officer, **DLV BBDO**

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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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