



# CONNEXIA

Creativity in Love with Data and Technology

## The Bauli Group appoints Connexia as the creative agency for Motta Buondì and Motta Panettone

*Following multi-player consultations, Motta selected Connexia to devise and develop the brand's communication strategy.*

Milan, 5 July 2019 – Following a call for tenders involving multiple creative agencies, the **Bauli Group** selected **Connexia** to carry out all the **strategic and creative work** that goes into devising, developing and managing **ATL and digital communication campaigns** for the Motta Buondì and Motta Panettone brands.

These two products are icons in the Motta portfolio, and the company has decided to choose a unique partner that can offer a cohesive, innovative vision in keeping with the style for which the entire Motta brand has always been famous.

*“We are particularly proud to have won this bid: Connexia has an extensive team that produces proposals with a 360° vision of the tools, media, formats and ideas required. An excellent choice.” said **Stefano Ardito, Connexia's Chief Growth Officer**. “Together we will build integrated communication campaigns, creating synergy between the various touchpoints and working to break down the barriers between TV, digital and offline with a mix of creativity, a strategic data-driven approach and our understanding and expertise of the media involved.”*

Under the creative supervision of **Riccardo Catagnano, Connexia's Creative Director and Head of Branded Content**, the team is already enjoying being hard at work at producing the next campaigns for the famous Motta Buondì and the unique Motta Panettone with customised content for every form of activated media.

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

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