

Bakeca.it gives Italians' classified ads a voice with Connexia

*Italy's most visited free classifieds website
selects the data-driven creativity agency
for its 2019 and 2020 communication campaigns.*

Milan, 17 July 2019 – Following a call for tenders involving **four agencies**, [Bakeca.it](https://www.bakeca.it), the free classifieds website for people looking for accommodation, work, services and events, appointed Connexia to develop the new creative concept for the brand's social and digital campaigns.

Bakeca.it is one of the **top 100 most visited websites in Italy**, with thousands of new classified ads. Founded in **2005** by a group of entrepreneurs from Turin led by Paolo Geymonat and Nader Sabbaghian, Bakeca is now a **young, dynamic company** with a consistent upward growth trend and an increasingly challenging role in the diversified and competitive classifieds market.

"We were impressed by the ideas presented during the bidding process and they convinced us that Connexia is the ideal partner to maximise the value of our image in a completely new way," said **Stefano Pavignano, the Managing Director of Bakeca.it**. *"Our goals are challenging and we believe that this long-term partnership will be an important asset for making Bakeca.it stand out from its competitors."*

"Bakeca.it is a truly inspiring Italian company so building a partnership with them over the next two years will definitely be incredibly interesting," said **Stefano Ardito, Connexia's Chief Growth Officer**. *"Connexia has already started working on a video strategy with plans for the main media platforms, which will guarantee*



CONNEXIA

Creativity in Love with Data and Technology

Bakeca.it brand recognition and the role of the undisputed “amplifier” of all Italians’ classified ads.”

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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