



# CONNEXIA

Creativity in Love with Data and Technology

## QVC Italia selects Connexia for its influencer marketing strategy and activations

*After considering multiple players, QVC Italia appoints Connexia to handle ongoing strategic coordination and influencer marketing activations.*

Milan, 5 September 2019 – [QVC Italia](#), the multimedia platform that combines TV, digital, mobile and social media in a unique, engaging shopping experience, has decided that **Connexia** is the best partner to implement its ongoing **influencer marketing strategies** for the Italian market.

*“With many years of experience as a multimedia retailer, we have helped to radically change purchasing dynamics and guarantee access to proper cross-platform shopping,”* said **Chiara Pariani, the Global Brand Marketing and Italy Brand & Communications VP at QVC Italia**. *“Together with the rapid developments in social media channels, this position enables us to open a dialogue with customers not solely through our channels, but also by using the channels of influencers who are in daily contact with their follower bases, and these often differ from the target with which we converse.*

*With the Connexia’s collaboration and support, we are aiming to activate the segments of customers that have not had any contact with the brand to date so they can appreciate just how vast our offering is and also understand what sort of shopping experience they could have with us. This is why the **influencer marketing** strategy will play a fundamental role in coordinating as successfully as possible the activities that will act as a soundboard for launches, special projects and the new brands coming to Italy that will be available on QVC.”*

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



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*“We are extremely enthusiastic about being chosen by QVC because it is a long-sighted company not just in terms of its business model but above all for its values of proximity and humanity which are shared by the entire team, the same values that it never ceases to convey to its customers be it on TV, with seventeen hours of live programming a day, or on its digital platforms and through its customer service,”* said **Stefano Ardito, Connexia’s Chief Growth Officer**. *“We will work with the QVC marketing team to implement strategies and creativity that create concepts that are always guaranteed to reach specific targets with content that is precisely mapped and designed to achieve the goals of each activation.”*

Following the setup and induction phase, the activities will start in September 2019 and continue for a year.

## 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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