

## Find everything on Bakeca.it with Connexia and Elio

*The new campaign for the classified website features Elio e le Storie Tese to give the Italians' classified ads a voice. Creativity and strategy by Connexia.*

Milan, 17 September 2019 – “**Bakeca.it gives your classifieds a voice**” is the claim of the brand's new social and digital campaign which features the dynamic singing style of **Elio e le Storie Tese** for its **three new digital films**, one for each of the macro product/classifieds categories: **Home, Work, Buy/Sell**.

**On YouTube, Facebook and Instagram from August to October**, the new campaign has been completely devised, produced and managed by Connexia and features brand-new jingles and irresistible antics to convey the distinctive qualities of [Bakeca.it](https://www.bakeca.it). The Milanese data-driven creativity agency created a creative concept that revolves around the voice and set the Bakeca.it offering to music to highlight the value of its qualities and comprehensive nature. The classified ads platform is now the undisputed “amplifier” of all Italians' classified ads thanks to the voice of a pop group that is adored in Italy for its intelligent witty humour, namely Elio e le Storie Tese.

*“Our image has been presented in a totally fresh, new way and yet it is still completely consistent with our history and brand,”* said **Stefano Pavignano, the Managing Director of Bakeca.it**. *“Bakeca.it wants to be the go-to platform for all free classified ads in Italy, a challenging goal that Connexia has successfully interpreted in an original, disruptive way. The campaign's three music videos tell our story; they are fun and engaging and give a voice to Bakeca.it and to all its classified ads.”*



# CONNEXIA

Creativity in Love with Data and Technology

Designed and planned for the main media platforms to ensure brand recognition with an appealing aura of fun and light-heartedness, the Bakeca.it **video strategy** came to life under the **creative direction of Riccardo Catagnano**, who wrote the jingles with Elio e le Storie Tese.

Following the recent acquisition of the digital experience agency Ragoo, Connexia has an expanding **Digital Media area** and curated all the **media planning** to guarantee that all the outputs fully met the best practices suggested by the activated media.

Once that was completed, Connexia calculated the lift in brand awareness by using advanced measuring systems (*brand lift survey*).

Links to the videos:

HOME: <https://youtu.be/aA21Fb2d6dY>

WORK: [https://youtu.be/s9m\\_OskxOH4](https://youtu.be/s9m_OskxOH4)

BUY/SELL: <https://www.youtube.com/watch?v=-LmWLPaw9dQ>

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