



CONNEXIA

Creativity in Love with Data and Technology

Connexia and ActionAid for "POSSIBLE CHANGE"

*The post-Coronavirus take out in the Connexia campaign:
the non-profit organization explains the "good" side of the post-
pandemic.*

Milan, 15th April 2020 - Independent marketing and communication agency **Connexia** is giving a creative boost to **ActionAid Italia's** new **press and digital campaign**. The non-governmental organization works with 15 million people in more than 45 countries worldwide to fight poverty and injustice, its latest campaign describes "**the world to come**".

ActionAid's view of the horizon is revealed in a campaign designed to tell the story of our foreseeable future through the lens of Covid-19: a lucid reflection on how the virus has changed us and - more importantly - how it will change humanity forever. A change we have suffered and endured, of course, but from which positive suggestions can also be made.

No stranger to unconventional ways of communicating, ActionAid has chosen to promote the rediscovery of some of its founding values - **humanity, solidarity, community** - at a time when they are becoming increasingly relevant, and with ever more tangible significance.

Under the **Creative Direction of Riccardo Catagnano** and the brand management of **Davide Corti**, ActionAid's campaign, **on air and online over the Easter weekend**,

Connexia Società Benefit S.r.l.

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



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has been featured in the leading national newspapers (Corriere della sera, Repubblica, L'Espresso, Internazionale), the most popular social media platforms (FB + IG + YT) and the [official brand properties](#) of the non-profit organization.

LinkedIn:

<https://www.linkedin.com/feed/update/urn:li:activity:6654681737999728640>

Tweeter: <https://twitter.com/ActionAidItalia/status/1248915859311153152>

Facebook: <https://www.facebook.com/ActionAidItalia/videos/2612586179061820/>

ActionAid

ActionAid is an independent international organization working in Italy and 44 other countries. It cooperates with over 10,000 partners, associations, NGOs and social groups to fight poverty and social injustice. ActionAid has been fighting shoulder to shoulder with the poorest and most marginalized individuals and communities for over 40 years, choosing to take their side because it knows that real social change requires a collaborative drive for solidarity and justice. A fair and just world for all: this is the vision that inspires and motivates ActionAid. To turn this vision of the world into a reality, ActionAid has set itself a clear mission for the next 10 years: to work to support and cultivate spaces for democratic participation and to involve people and communities in the protection of their rights; to cooperate locally, nationally and internationally to bring about change and increase social equality, improving the quality of democracy and supporting those living in situations of poverty and marginalization. www.actionaid.it

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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