



CONNEXIA

Creativity in Love with Data and Technology

**“Sharing is Caring”
Connexia tells the story of Creativity.
At the time of a pandemic.**

On Tuesday 28 April a new appointment will take place in the series of online meetings dedicated to knowledge sharing.

“ADVirus. Brand, Communication and Creativity at the time of a pandemic”.

Webinar hosted by Riccardo Catagnano, Creative Director and Head of Branded Content at Connexia

Milan, 23 April 2020 – The independent marketing and communication agency **Connexia** presents its fourth appointment with **Sharing is Caring**, a series of free online meetings dedicated to the **sharing of digital knowledge**.

For Connexia professionals, this is a chance to **offer their experience and expertise** and share how to deal with emergencies and restarting by focusing on digital transformation.

“ADVirus. Brand, Communication and Creativity at the time of a pandemic”: on **Tuesday 28 April**, we will hear from **Riccardo Catagnano, Creative Director and Head of Branded Content at Connexia**. An analysis of the best of creative communication during Covid-19 emergency: such as the storytelling choices made by brands during the pandemic, who has managed to stand out due to their relevance, how to build meaningful messages at a time of emergency that is affecting everyone, indiscriminately, spreading values, needs and priorities.

Free **live streaming** event subject to registration on the [@Cisco Webex](#) platform.

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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SHARING IS CARING | CEATIVE COMMUNICATION

Tuesday 28 April

9.00 – 10.00

[@Cisco Webex](#)

Riccardo Catagnano

Riccardo Catagnano began his career as a copywriter at BgsD'arcy in 2000, before moving shortly afterwards to Young&Rubicam. Here he fell in love with TV and worked for a period of time as a TV author for Italia 1 and All Music TV, devising a TV format and trailer for Maccio Capatonda. Returning to advertising with Saatchi&Saatchi, he designed integrated campaigns, AtI campaigns and digital campaigns for food brands, healthcare brands, automotive brands, and banking brands, including one of the most controversial and debated adverts of the last 20 years, Buondi's "Asteroids" campaign. In Connexia since 2019, Riccardo is Creative Director and Head of Branded Content.

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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