



# CONNEXIA

Creativity in Love with Data and Technology

## **Connexia presents the Restart Index, a tool to measure the impact of Covid-19 on businesses and assess their ability to restart.**

*The survey is an integral part of the solution devised  
by Connexia's Innovation and Strategy teams  
for the post-emergency period.*

Milan, 2 July 2020 – **Connexia** presents the [Restart Index](#), an assessment tool to **measure the impact of Covid-19 on businesses** and determine **how ready** companies are to adapt and move forward in the future economy.

Having played an active role throughout the crisis, creating a variety of initiatives to support and respond to people's requests and needs, the independent Connexia agency is once again using its expertise to allow companies to analyse their assets and identify the most relevant focal points to get back on track.

The survey developed by Connexia's Strategy and Innovation teams is made up of a series of questions to help each brand **quickly and easily** assess its reaction to the crisis. In less than 5 minutes, the Connexia Restart Index analyses the measures implemented by organisations based on four macro-dimensions: *Business, Communications, Culture, Innovation & Customer Experience*, offering companies a new understanding of their **business potential in our new normal**. The survey provides an overall evaluation, which ranges from "conservative" to "disruptor", with a vertical analysis of each of the four areas, detailing any aspects that require particular attention for the restart phase and providing useful feedback.

Developed by **Matteo Sbarra**, Connexia's Business Strategy Director, and **Italo Marconi**, Connexia's Chief Innovation Officer, the Restart Index integrates

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



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seamlessly into Connexia emergency action plan: to develop a range of tools to meet the various needs triggered by this unprecedented situation.

Connexia is working to provide a detailed overview of the country's production sectors through a variety of endeavours: global mapping of Covid-era communication campaigns; company solidarity maps; digital talks with leading Italian managers on the topic of restarting; and free use of the Webex platform, a tool that has fostered relationships and provided essential opportunities for discussion from the onset of the crisis. With the Restart Index, the agency has added a new element to its emergency response strategy, allowing every company to analyse and understand its potential and capabilities in order to pave a new path to success.

**Restart Index:** <https://restartindex.connexia.com/>

## 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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