



CONNEXIA

Creativity in Love with Data and Technology

Florim chooses Connexia for digital communication and tech consultancy.

The specialist porcelain surface producing company entrusts Connexia with their SEO operations and social media strategy. The agency is also the technology coordinator and UX development consultant for the brand's digital presence.

Milan, 8th of March 2021 — After meeting with several big names, **Florim**, the leading company in porcelain surface production for housing, architecture and interior design, has chosen to entrust **Connexia** with **setting up their new social media management strategy, website and blog SEO operations, and application architecture analysis** for comprehensive performance optimisation.

Passion, innovation and sustainability are the key pillar's of Florim's history and business operations. Founded in 1962 in the province of Modena, Florim has been able to evolve and expand globally over almost sixty years of business, becoming a market trendsetter with seven different commercial brands, each reflecting — through a singular, unique ethos — a great **understanding of design and beauty**.

Supporting the company alongside **Creative Director Clio Zippel** and **Customer Manager Stefania Predoti**, is a multi-skilled team of strategists and experts in digital marketing, innovation and digital communication. Connexia has been called on to support Florim across several domains, starting with analysing their current infrastructure and providing technological and systemic expertise.

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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On top of overhauling their application architecture, processes and user experiences, the agency will also take over SEO operations, improving the brand's position on search engines, their website performance and user experiences on their website and blog, and ultimately devising new management strategies for their social media channels.

*"At Florim, we combine design and innovation aiming to continuously improve processes, even inherent ones like communication, which is crucial nowadays for getting the company's values across. — states **Matteo Borsari, Head of Communication at Florim** — In times like this of major changes, it's fundamental to reach out and meet the needs of different target markets in our area of business. This makes having an integrated and consistent technological, creative and strategic approach indispensable. We believe Connexia is the right partner to have by our side as we face new digital challenges, who can support us over the coming months in developing our extensive, strategic project".*

*"The well-rounded consultancy Connexia can offer Florim demonstrates the agency is thoroughly capable of ensuring full support for clients over a wide range of channels and platforms, dedicating a multidisciplinary and highly flexible team to meet specific needs. — commented **Andrea Redaelli, Digital Media Managing Partner at Connexia** —We're delighted to have the opportunity to collaborate with Florim on a project that largely encapsulates and complements Connexia's core activities, and to be able to guide a quality Italian company that's so focused on beauty, sustainability and innovation, through reviewing their digital and technological property".*

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Find out more about **Florim**. www.florim.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: 140 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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