



CONNEXIA

Creativity in Love with Data and Technology

Decathlon Italy confirms Connexia as strategic partner across full social media ecosystem

Sports sector leader, active in 59 countries with over 90,000 collaborators, renews trust in marketing and communication agency for digital & social content strategy in Italy.

Milan, 7 February 2022 – **Decathlon Italy**, leader in the design, production and distribution of sporting goods, has once again entrusted **Connexia** with managing its social channels and brand presence in Italy.

Initiated in 2017, the synergy between the marketing and communication company, part of the **Retex Group**, and the French multinational continues on the strength of a common strategic vision. True to its purpose of "be useful to the planet and the people", Decathlon is building an attentive and conscious dialogue with its Italian fan base, and uses its social channels (Facebook, Instagram, Twitter and YouTube) to share the four core values that substantiate its **brand identity and sustainability ecosystem**: vitality, responsibility, generosity and authenticity.

Thanks to a strategic combination of skills and talents, its analytic approach and its innate capacity to originate creative insights, Decathlon confirms Connexia as a communication partner capable of conveying the brand's constant commitment, including through the numerous initiatives of its own Foundation, to supporting the most vulnerable and spreading good practices in sport.

Some items published on Decathlon Italy's social media channels:

- <https://fb.watch/aZ25eRQn2T/>
- <https://fb.watch/aYWdXcgYJX/>
- <https://fb.watch/aYWsfdjC0x/>

Connexia Società Benefit S.r.l.

Società Unipersonale

Via B. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056
C.F. e P. IVA 12205240158 · Capitale Sociale Euro 500.000,00 i.v. · R.E.A. 1537791

info@connexia.com · www.connexia.com



CONNEXIA

Creativity in Love with Data and Technology

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

Connexia Società Benefit S.r.l.

Società Unipersonale

Via B. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056

C.F. e P. IVA 12205240158 · Capitale Sociale Euro 500.000,00 i.v. · R.E.A. 1537791

info@connexia.com · www.connexia.com