

## **Connexia and ActionAid on air with a campaign that talks about “us”.**

*ActionAid's call-to-action to raise collective awareness with an integrated communication campaign that speaks of concrete commitment to change.*

Milan, 28 June 2022 – The **ActionAid Italia digital and print campaign** to raise awareness by calling the whole community to ‘**active participation**’ in bringing about **tangible social change** is live.

The non-governmental organisation, which is committed to the fight against poverty and injustice globally, alongside 15 million people in more than 45 countries, has renewed its partnership with the Retex Group's marketing and communications agency **Connexia** to tell the story of the **power of collective action**.

**Simplicity, clarity, immediacy:** the unmistakable and unconventional communicative code of the non-profit organisation is encapsulated in the binomial **ME/WE** and in the **responsible mobilisation** campaign that ActionAid is launching to call civil society to “**active participation**”. This means communion of intentions, active collaboration, and involvement at all levels, in terms of both individuals and institutions, in pooling all available resources to bring about substantial changes and achieve concrete results in the protection of rights and individuals.



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In this spirit, and evoking some of its fundamental values – **humanity, solidarity, community** – on 24th June, a delegation from ActionAid was received at the Quirinale by **President of the Republic Sergio Mattarella**, bringing to his attention one of the most current and controversial of all social issues: **the right to citizenship** for boys and girls who grow up in our country.

Under the **Creative Direction of Riccardo Catagnano** and the brand management of **Davide Corti**, a campaign was designed to transform 'I' into 'we', in the projection of its own shadow, rewriting a thousand and one stories and lives through collective action. To make a difference. Together.

*"Participation makes people strong and competent. It empowers them to claim their voice and produce changes that would be impossible to imagine and achieve without them. With ME/WE, we call on everyone to participate - because for 50 years ActionAid has not been content with providing aid to communities afflicted by hunger, lack of education, the harshest poverty, and gender discrimination. We want more," explains **Barbara Antonelli, Head of ActionAid Communication Department**. "Every person has the right to fight the unjust conditions in which they live and create different socio-economic and political systems. To do this we need to actively participate in building a conscious society. To defeat inequalities, people need to be provided with power, tools and collective spaces, to unite the solitary commitment of individuals in a big WE."*

*"To talk about participation is to talk about how, united, we can create a force for change," comments **Riccardo Catagnano, Creative Director & Head of Branded Content at Connexia**. "An unstoppable and contagious drive, a collective and powerful energy, to be celebrated and publicised to invite everyone to be part of it."*

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Connexia Società Benefit S.r.l.

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**YouTube:** <https://www.youtube.com/watch?v=WPWyxkY7A5I>

**Facebook:** [bit.ly/3A6c5wh](https://bit.ly/3A6c5wh)

**Instagram:** [https://www.instagram.com/p/CfJOQsysqL/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CfJOQsysqL/?utm_source=ig_web_copy_link)

**IG Stories:** <https://www.instagram.com/stories/highlights/18305504338041725/>

**LinkedIn:** [bit.ly/3yIIRYT](https://bit.ly/3yIIRYT)

**Twitter:** <https://twitter.com/ActionAidItalia/status/1539900797831598080>

## Credits

Creative Director & Head of Branded Content - Riccardo Catagnano

Client Director - Davide Corti

Copywriter - Elena Briganti

Art Director - Martina Mora

Account Supervisor - Francesca Coco

Account Manager - Matteo Pellegrini

## Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

But that's not all: Connexia is above all passion, ethical commitment, transparency, and corporate social responsibility.

It is a multicultural and multidisciplinary team: 160 professionals capable of creating and communicating brand values, but also of driving digital transformation processes.

We devise and develop ideas that can thrive across all channels, without any fear of being measured on the effectiveness of each campaign.

Expect to work in a new way with us: together, with genuine collaboration, through continuous co-creation processes and goal-oriented experimentation in business and communication.

[www.connexia.com](http://www.connexia.com)

## ActionAid

ActionAid is an independent international organisation working in Italy and in 44 countries. It collaborates with more than 10,000 partners, alliances, NGOs and social movements to fight poverty and social injustice. For over 40 years ActionAid has been fighting alongside the poorest and most marginalised individuals and communities, choosing to side with them as it is aware that to bring about real social change a collective effort of solidarity and justice is needed. A fair and just world for all: this is the vision from which ActionAid draws its inspiration and its life force. To make this vision of the world a concrete reality, ActionAid has given itself a

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specific mission to pursue over the next 10 years: to work to promote and enhance spaces for democratic participation and to involve people and communities in the protection of their rights; to collaborate at local, national and international level to bring about change and to increase social equity, improving the quality of democracy and supporting those living in situations of poverty and marginality. [www.actionaid.it](http://www.actionaid.it)

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