

COOP chooses Connexia as its strategic partner to innovate product communication

The Retex Group agency will support the consortium of Italian cooperatives in reshaping the communication strategy of Coop branded products.

Milan, 24 October 2022 - **Coop**, the distribution chain that today represents the largest group of consumer cooperatives in Italy, following a tender, chooses **Connexia** as its partner for PR Strategy and Lifestyle Communication activities, to support it during the innovation process, launched last May, of over 5,000 Coop branded products.

Over the next two years, in fact, **Coop will be renewing 50% of its range**, on the one hand covering new market segments, and on the other significantly expanding its existing ranges to meet the increasingly specific needs of members and consumers.

To support this renewal, the communication and marketing agency Connexia will work alongside Coop, supporting it through the strategic analysis of the various communication assets. It will also work in synergy with Coop's PR and Media department to enhance Media Relations, Influencer Marketing and digital PR activities, placing the value of the company and its products at the centre.

*"The choice of Connexia as Lifestyle Communication partner comes at a very important moment in time for Coop - declares **Paolo Bonsignore, Director of Marketing and Head of Product Brand Coop Italia** - The agency's attention to data, its approach to strategic analysis and creative thinking are essential values for*



CONNEXIA

A RETEX COMPANY

supporting the renewal project we have undertaken: it is an imposing challenge, in terms of both size and timing, that requires a an integrated, future-oriented approach to communication".

*"We are very pleased to be able to work alongside a large-scale distribution company that is so strongly linked to the history, social fabric and consumption habits of Italians in its efforts to renew its product communication concepts - comments **Massimiliano Trisolino, Managing Partner and Strategy & Creativity at Connexia** - We are very much aligned with Coop's founding values: attention to **people**, the **quality** of products and services, **environmental awareness** and the **culture of responsible** and **conscious consumption**. These are all topics that we will jointly enhance and promote through Coop-branded products".*

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: 160 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.

Single-member company

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

Tax ID code and VAT number 12205240158 · Share Capital Euro 500,000.00 - fully paid-up ·

Economic and Administrative Index 1537791

info@connexia.com · www.connexia.com