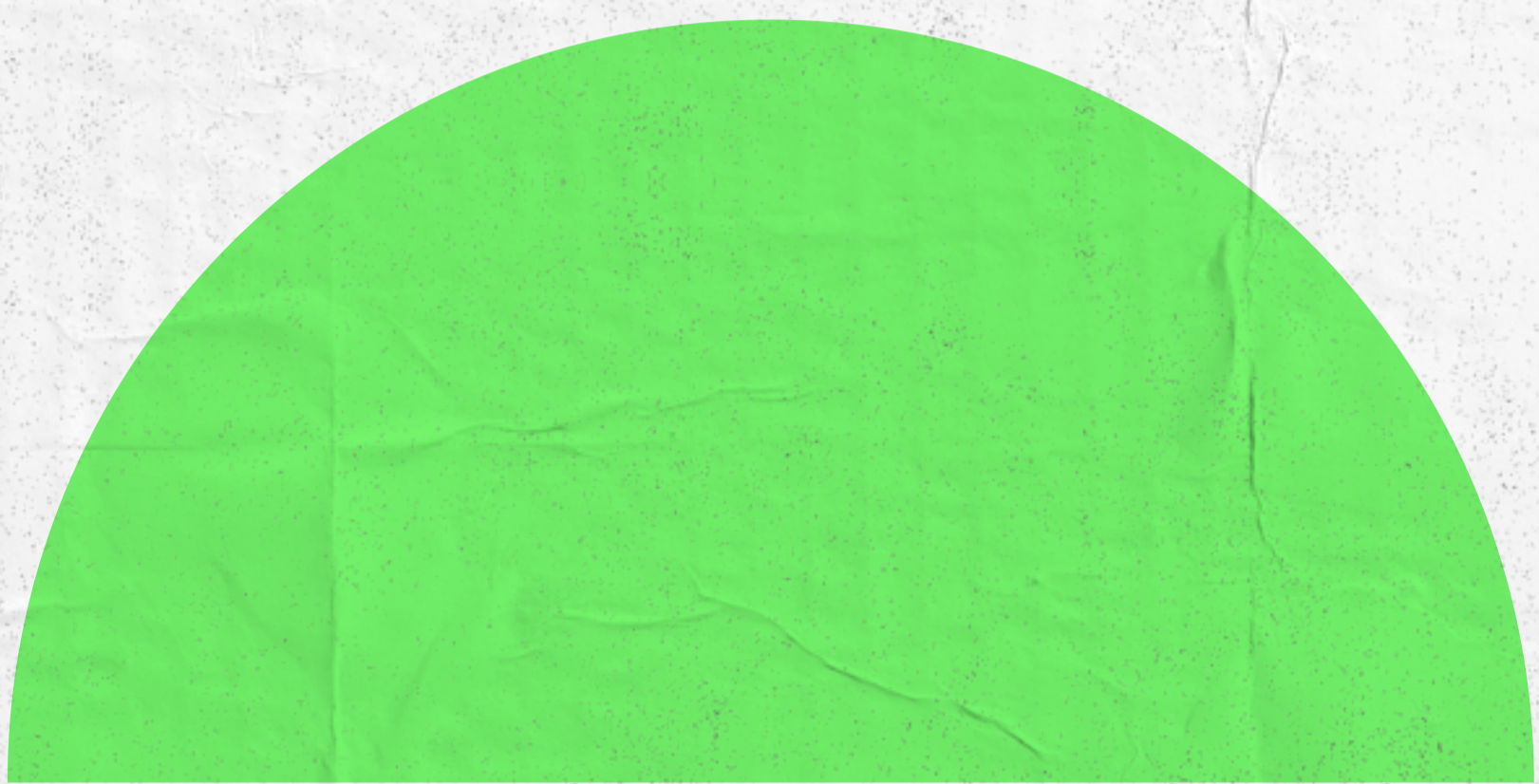


*we are
at the core
of
change*



FROM THE HEART OF MILAN, A CITY THAT SYMBOLISES CHANGE, WE WORK WITH OUR PARTNERS ON **INTEGRATED, ATL, BTL, SOCIAL AND DIGITAL CAMPAIGNS AND CONTENT PRODUCTION.**

DELIVERING BUSINESS GROWTH, WHILE PROMOTING SUSTAINABILITY.

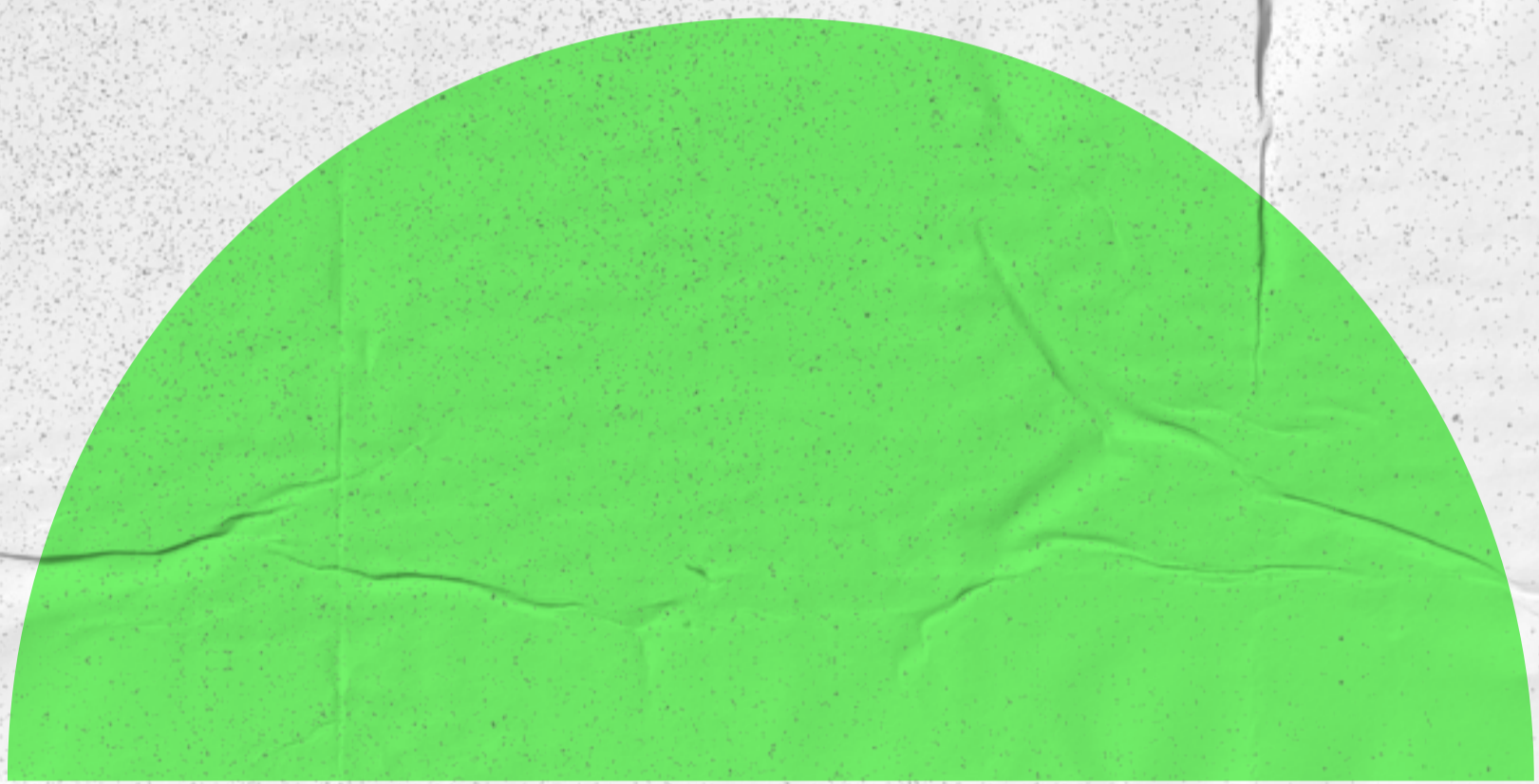


*we believe in
impactful
communication*

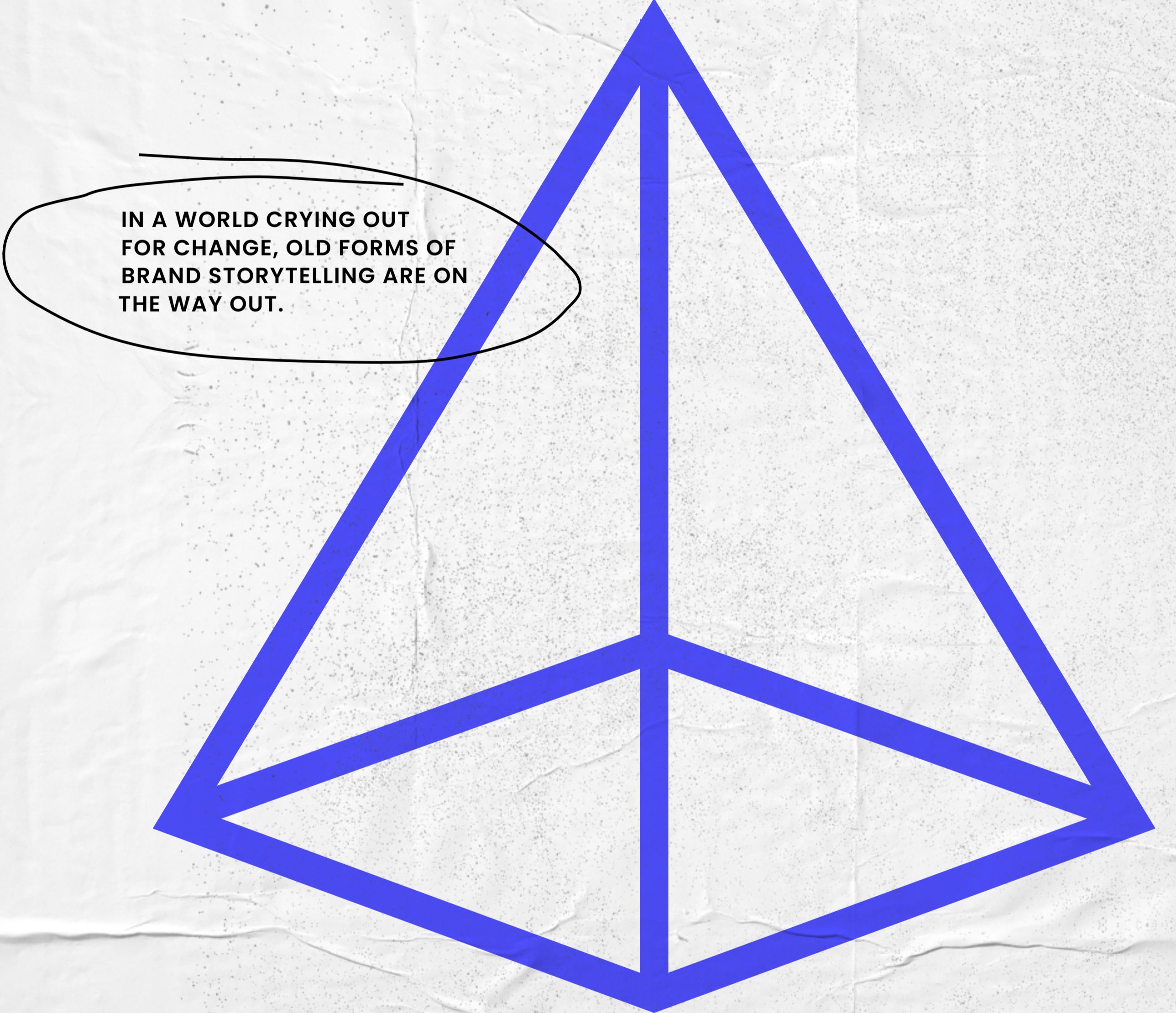


WE HAVE PROMOTED SUSTAINABILITY SINCE IT WAS CALLED RESPECT, AND THIS IS WHY WE CARE SO MUCH.

WE THINK THAT ADVERTISING CLAIMS HAVE HAD THEIR DAY AND THAT IT IS TIME FOR A NEW FORM OF **RESPONSIBILITY-BASED COMMUNICATION**, FOCUSED ON THE IMPACT. NOT ONLY OF WORDS BUT ALSO OF COMPANIES.



*we turn
creativity
into
responsibility*



IN A WORLD CRYING OUT FOR CHANGE, OLD FORMS OF BRAND STORYTELLING ARE ON THE WAY OUT.

NOW IS THE TIME FOR NEW FORMS OF STORYTELLING, WHERE CREDIBILITY IS BUILT ON "DOING", BECAUSE REPUTATION SHIFTS MARKET SENTIMENT WHEN ITS **STORYDOING** IS CAPABLE OF INFLUENCING PEOPLE'S CHOICES.

*we raise the profile
of those who
take a stand*

WHILST INFLUENCING CHANGE IS A CHOICE, WE HAVE A DUTY TO SHOUT IT LOUD AND CLEAR.

ON **SOCIAL MEDIA** TO HAVE A SOCIAL IMPACT.
WITH **CREATIVITY** TO MAKE ADVERTISING A STRATEGIC LEVER OF CREDIBILITY
IN **REPORTING**, TO TRANSFORM THE PROFIT AND LOSS ACCOUNT INTO TRUST THAT COUNTS.



#wearecreactivists