



studio
effeerre 
PRESS & ADVERTISING

**WE VOICE
YOUR
VALUE**



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2020



For over thirty years, Studio EffeErre has been providing a wide range of consultancy and services in the field of PR and communication (traditional and digital), with particular regard to the management of press offices, specialized publishing and strategic coordination.

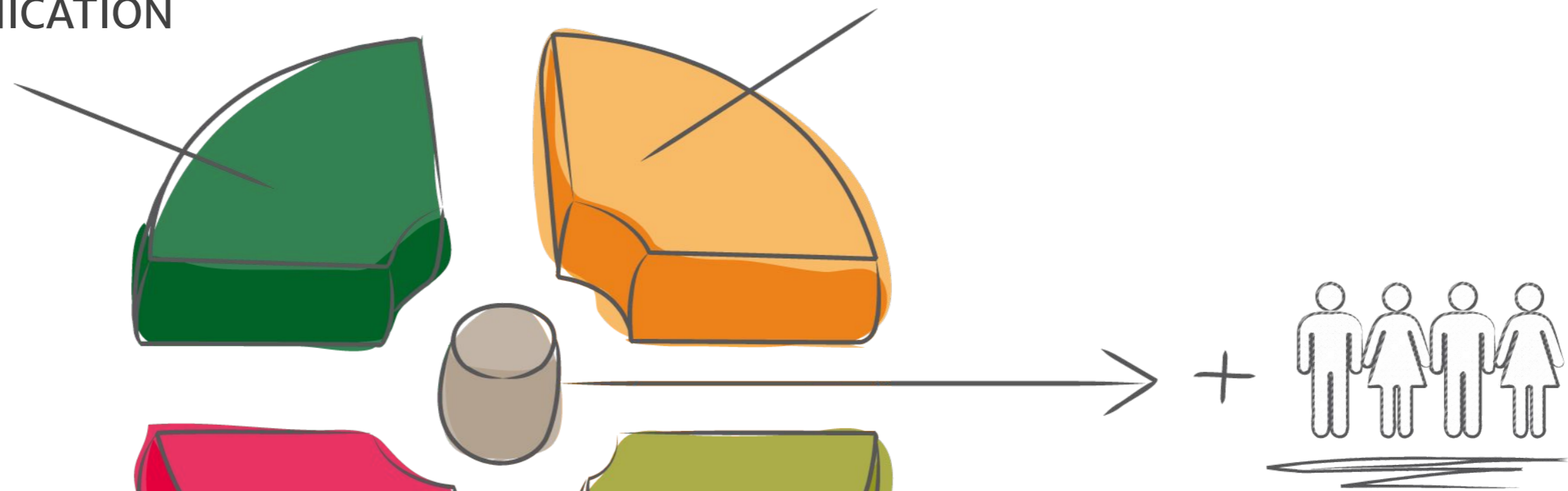
It was founded in 1986 by Annalisa Fontana and Gianni Roggini. Italian and foreign clients are companies, associations, institutions active in different sectors: from the jewellery industry to yachting.



ACTIVITIES

- ✓ PRESS OFFICE MANAGEMENT
- ✓ PR
- ✓ INTERNAL COMMUNICATION

- ✓ EVENTS
- ✓ SPECIAL PROJECTS



- ✓ EDITORIAL SERVICES
- ✓ HOUSE ORGANS DESIGN
- ✓ COPYWRITING

- ✓ ADVERTISING (BTL)
- ✓ WEB DESIGN
- ✓ CONTENT EDITING
- ✓ SOCIAL MEDIA



ACTIVITIES



- ✓ PRESS OFFICE
- ✓ PR
- ✓ INTERNAL COMMUNICATION

Media relations off line and on line (TV, radio, print press, web)

Promote internal communication improving the flow of information from the top down and encouraging dialogue in all directions and at all levels.

- ✓ MKT RESEARCH

Qualitative research in partnership with Spice-Research
<http://www.spice-research.com>

- ✓ IMAGING
- ✓ GRAPHIC DESIGN
- ✓ WEB DESIGN
- ✓ CONTENT EDITING

Promotional material, from the company brochure to adverts, from merchandising to multimedia tools.

Website development and management

- ✓ EDITORIAL SERVICES
- ✓ COPYWRITING

Magazines
Houseorgans
Editorial contents

- ✓ STRATEGIC COMMUNICATION
- ✓ COORDINATION OF CLIENT'S PROVIDERS

Studio EffeErre can coordinate its consolidated partners or providers suggested by the client



ACTIVITIES



✓ PRESS OFFICE
✓ PR

- Message development
 - Press kit and company profile
 - Press releases elaboration and delivery
 - Online press area
 - Press clipping on daily, weekly and monthly basis
 - Report and analysis
 - Media relations
 - Fast reaction and follow up on media requests
-
- Content alignment: immediate updating of client's communication tools (website, social media, brochures...)



ACTIVITIES



EXTERNAL COMMUNICATION

Studio EffeErre supports the company's management from the definition phase of the external communication objectives, planning the intervention phases and the subsequent actions.

What we do

- √ Press office management
- √ Press conferences, talk show, round table, road show, product tests
- √ Co-marketing activities and management
- √ Press kit, press documentation
- √ Press survey
- √ Opportunities of visibility
- √ Support during company's events and exhibitions



ACTIVITIES



EXTERNAL COMMUNICATION - DIGITAL

Web analysis and monitoring, specifically directed towards the social networking and blogging environments

What we do

- √ Wordpress websites development and management
- √ SM Listening and analysis (reputation, sentiment, visibility)
- √ SM strategy
- √ SM and blog editorial calendar



ACTIVITIES



INTERNAL COMMUNICATION

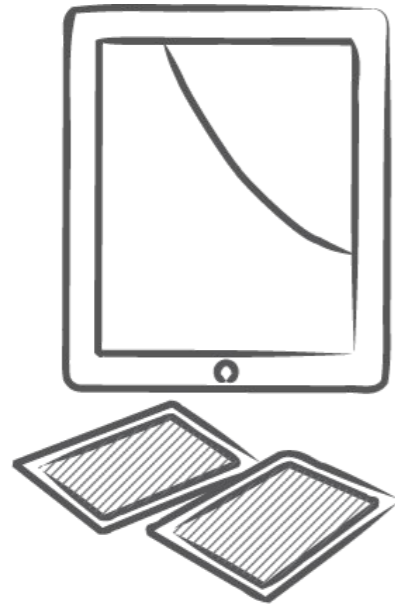
Internal communication for associations and organisations

What we do

- ✓ **Definition of communication flows**
- ✓ **Communication strategies** and activities aimed at the acquisition of new members
- ✓ Houseorgans, newsletters. Design and production.



ACTIVITIES



- ✓ ADVERTISING
- ✓ ART DIRECTION/GRAPHICS
- ✓ WEB DESIGN

- Corporate and brand identity
- Marketing materials
- Brochures, fliers, corporate publications
- Web design
- Advertising
- SEO
- Definition of metrics and reporting



ACTIVITIES



✓ STRATEGIC COMMUNICATION
AND TEAM COORDINATION

The success of communication projects, is the result of both a correct upstream planning and an effective and efficient coordination of all the actors involved, both external partners chosen by Studio EffeErre who collaborate to bring term a specific project or subjects and contacts proposed by the client himself.



OUR CLIENTS - Now and in the past



CLIENTS

Communication, Special Projects & Events

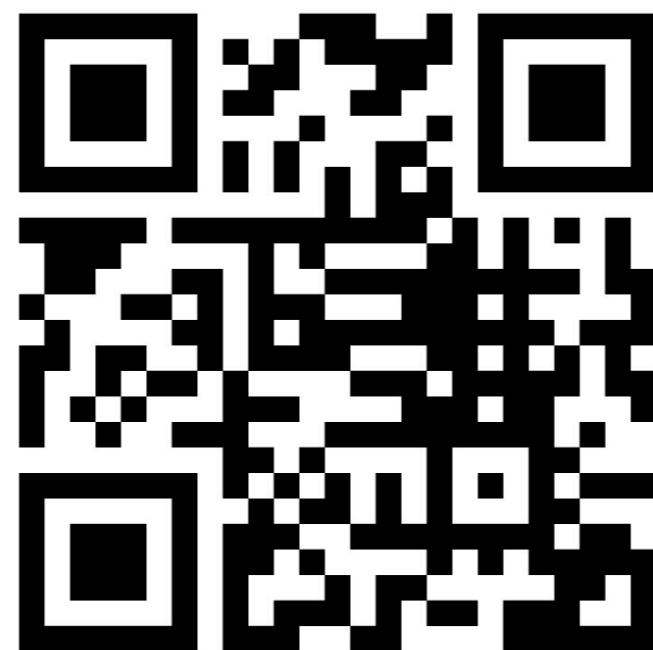
• Ambiente & Territorio/Camera di Commercio Roma, Amstrad, Londra UK • Arthur Young Management Consulting, Ann Arbor, USA • Assicor/Unioncamere, Roma • Associazione Artigiani della Provincia di Vicenza, Vicenza • Associazione Orafa Lombarda, Milano • Basile Orologi, Venezia • Basilio Liverino, Torre del Greco, NA • Cam System srl, Marano Ticino (NO) • Cantieri di Pisa, Italia • Centro Promozioni e Servizi, Arezzo • CGE-Compagnia Generale di Elettricità, Milano • Charles & Colvard, Raleigh, USA • Club degli Orafi Italia, Milano • CMC Marine, Como • CNA-Confederazione Nazionale Artigianato, Siena • Cristalgemm, Milano • Emagold, Milano • Eurostudio Assicurazioni, Milano • Federimpresa, Arezzo • Federrappresentanti, Milano • Fiera Milano International/Macef, Milano • Florence Mart, Firenze • Genio & Brevetti, Napoli • Gianmaria Buccellati, Milano • Gioielleria Ottolini Rusca, Melegnano MI • Gioielleria Sartori, Nerviano MI • IGI-Istituto Gemmologico Italiano, Milano • Istituto Italiano Marchi, Milano • Hydro Tec, Varazze • Kao Luco Mizuno, Tokyo, Japan • King Polishing & Protecting, Milano • La Nouvelle Bague, Firenze • Lia Stein, Milano • Oro Italia/Orocapital, Firenze • Platinum Guild International, Milano • Politecnico di Torino - Sede di Alessandria, Torino • Prora/Giurì del Design Orafo, Firenze • Provincia di Bolzano, Bolzano • Scuola di Arte Orafa UR 2000, Milano • Symposium du Luxe de Chaumont, Chaumont CH • Università Cattolica del Sacro Cuore, Milano • Università di Milano Bicocca, Milano • World Gold Council, Londra UK

Press Office & Public Relations

• AISA-Associazione Italiana Sindromi Atassiche, Milano • Alva Yachts, Germania • Azimut | Benetti Group, Torino • BRP Group | Evinrude, USA • Cantieri Estensi, Italia • Centro Orafo Il Tarì, Marcianise CE • CNR - Lecco • Confedorafi, Roma-Milano • Frauscher Italia, Gargnano s/Garda (BS) • Fogi, Napoli • Fondazione Clinica del Lavoro, Pavia • Gianni Carità, Napoli • Gioielleria Ceccuzzi, Busto Arsizio, VA • Gulf Craft, UAE • Idrotec, Milano • Koot Yachts International, Tunisia • Marina di Varazze, Italy • Monile, Valenza, AL • Multi Development Italy, Milano • Nautical Channel, Londra • OK Salute, Milano • OroArezzo, Arezzo • Ospedale Maggiore/Polclinico, Milano • Platinum Guild International Italia, Milano • Quaglia Gioielli, Milano • Salone Nautico di Genova, Italia • Scavia Gioielli, Milano • Seastok, Fidenza, PR • Tecnolegno, Cormano, MI • Trieste Futura, Trieste • Wayachts, Crotone • Zambon Group, Milano • Zuccon International Project, Roma

Books & Magazines

• l'Orafo italiano, mensile (direzione 1987-2003 / editorialisti 2004-2005) • l'Orafo italiano nel Mondo, quadrimestrale (direzione 1987-2003) • Gioielli d'Italia, annuale (direzione 1999-2001) • Primapagina Confedorafi, trimestrale (direzione, redazione, impaginazione 1997-2000) • Notiziario AOL, mensile (progetto grafico, coordinamento editoriale 1997-2009) • Federpietre Informa, trimestrale (edizione, progetto grafico, coordinamento editoriale 1999-2016) • I Dogi (organo ufficiale di Fedora, Federazione Nazionale Distributori Orafi Argentieri), trimestrale (edizione, progetto grafico, contenuti, coordinamento editoriale 2006-2015) • Ristora magazine, trimestrale distribuito nel Canton Ticino (collaborazione 2008-2009) Newsletter • CGE-Compagnia Generale di Elettricità • Emagold • Trieste Futura • FierArezzo



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