



# RIGHT BY YOUR SIDE.

An evolutionary approach that preserves the brand identity and enhances its essential distinctive elements with digital activities of unique creativity and excellent fruition.

**ARACHNO NEW MEDIA AGENCY** MILAN



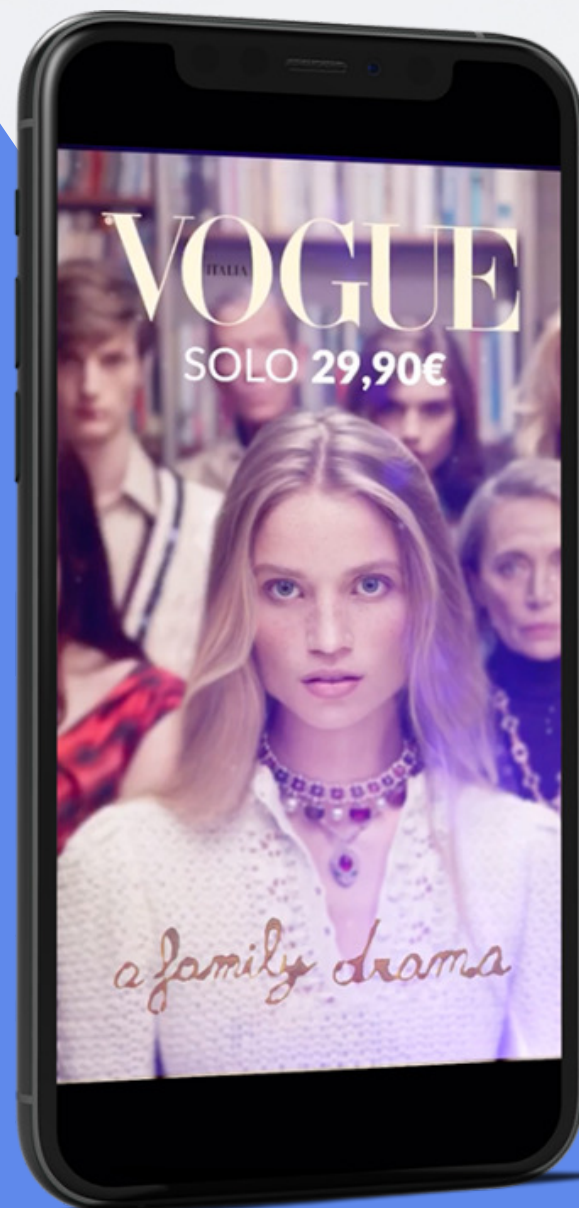


# RIGHT BY YOUR SIDE.

## SKILLS AND INNOVATION.

Our creative, marketing and technological teams offer **integrated** solutions that stay ahead of tomorrow's **digital experiences**, capturing with great **accuracy** and in a **customised** manner the experiences of the brand or of the communication campaign.

All this in order to offer a **highly personalised high value-added service**.



## SOCIAL MEDIA STRATEGY

# THE NEW STORYTELLING.

We create experiences in social channels across a variety of levels, both with **global plans and integrated creation and publication strategies**, as well as specific campaigns.

We create **unique projects** to express the one-of-a-kind values of companies and brands that wish to have **high-profile communication** in the online community.

We use the **newest** expressive and interactive techniques with **highly impactful and effective** communication messages.

STRATEGIC ANALYSIS  
ART DIRECTION + COPYWRITING  
COMMUNITY MANAGEMENT  
REDATIONAL PLAN+REPORT  
ARTWORK POSTING, VIDEO + STORIES  
ONLINE SOCIAL ADV



PREMIUM SERVICE

## DIGITAL MARKETING AND REPORTING

# I KNOW YOU.

In our set of services, behavioural analysis and the series of target loyalty strategies always assume **great relevance**.

Through the right blend of web experiences, advanced email marketing, strategic social media campaigns, **A/B testing** and **result measurement**, we support customers in a process of knowledge and involvement of their targets.

We consistently **evolve** the **innovation proposal** in analysis, content creation and reporting tools, so as to guarantee an always **excellent level** of innovation and creativity.

WEB DESIGN STRATEGY  
CAMPAGNE ADV ONLINE + SOCIAL  
E-MAIL MARKETING  
A/B TESTING + WEB OPTIMISATION  
FACEBOOK + INSTAGRAM ADS  
GOOGLE 360 PLATFORM MANAGEMENT

ARACHNO PREMIUM SERVICES

RIVA 66' RIBELLE SOCIAL MEDIA STRATEGY

Concept

### L'ANTICONFORMISMO CREATIVO

**Nulla si distrugge, tutto si trasforma.**

Da qui parte il viaggio del ribelle nel mondo degli "originali", nella "distruzione creativa", citando Joseph Schumpeter, che "muove il mondo". Grant cita pure George Bernard Shaw: «L'uomo ragionevole adatta se stesso al mondo, quello irragionevole insiste nell'adattare il mondo a se stesso. Tutto il progresso dipende dagli uomini irragionevoli». Menti "non conformiste" che hanno alterato lo status quo, scrive Grant. Senza di loro l'America non esisterebbe, il movimento per i diritti civili sarebbe un sogno, la Cappella Sistina sarebbe rimasta spoglia e il personal computer non sarebbe sulle nostre scrivanie.

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L'ANTICONFORMISMO CREATIVO

CONTEMPORARY DIGITAL



UX / UI DESIGN

# EXPERIENTIAL WRITING.

The ever-increasing need for efficacy in the exploration of digital contents requires a **strong dedication** to the written text and an immediate understanding of visual and structural interfaces.

Our experience in **UI design** and **UX writing** allows us to better rationalise copywriting and, at the same time, present contents in a form appropriate to the fluidity and immediacy of digital and social media.

UI DESIGN  
UX WRITING  
COPYWRITING  
WORKFLOW EXPERIENCE ANALYSIS  
E-COMMERCE DESIGN + COPY STRATEGY  
BRAND + PRODUCT CONTENT CREATION

## BRANDING

# THE BRAND PORTRAIT.

Last but not least among our premium services, we offer complete management of **corporate identity** and **brand creation** and restyling. In this case too, our agency offers a series of modular activities ranging from the conceptual and strategic analysis of the brand and **visual identity**, to the complete realisation of style guides, design systems and all elements of **corporate communication**.

The creation phase can be combined with or accompanied to projects suitable for the offline environment, thus guaranteeing maximum **coordination between digital and real worlds**.

**BRAND DESIGN + RESTYLING**  
**STYLE GUIDES / DESIGN SYSTEMS**  
**CORPORATE IDENTITY**  
**BRAND EXTENSION**





ALL OUR SERVICES

# TRADITION AND EVOLUTION.

We are aware that **innovation** and **traditional** communication strategies must **coexist**, so that companies can **evolve** on **solid** foundations and new stimuli.

**DIGITAL  
CREATIVITY**

**CONTENT  
STRATEGY**

**BRAND  
IDENTITY**

**SOCIAL  
MEDIA  
PRESENCE**

**DIGITAL  
STRATEGY**

**DIGITAL  
MARKETING**





# AWARDED PROJECTS.

## LATEST AWARDS:

Over **140**

national and international awards received in our 23 years of activity, in a variety of categories and for different types of activities, attest to the constant care and passion that cut across all "Made in Arachno" creations."

**2019 MUSE CREATIVE AWARD**  
Platinum Winner - category Social media Strategy  
**RIVA YACHT**  
Rose Gold winner - category Corporate website  
**FERRETTI GROUP**  
Rose Gold winner - category Corporate Identity  
**PORTS OF GENOA**



**2018 DAVEY AWARDS SILVER**  
Corporate Identity-Brand Identity for Design/Print  
**PORTS OF GENOA**



**AD WORLD MASTERS 2019**  
TOP Ad Agencies in Italy  
**ARACHNO**

**MEDIASTARS 2019**  
Usability Design + Software Development  
**ABBONAMENTI.IT**  
**MONDADORI**  
Adv On Line Special Star per Graphic Design  
**CONDÉ NAST**



**MEDIASTARS 2018**  
Corporate + Visual Identity  
**PORTS OF GENOA**  
Social Media Presence  
**RIVA YACHTS**  
E-Mail Marketing  
**SAVE THE CHILDREN**  
+ 6 Special Stars



**2019 GOLD LUXURY AWARD**  
Social media management  
**CUSTOM LINE YACHT**

**2017 GOLD LUXURY AWARD**  
Social media management  
**RIVA YACHT**

**2018 COMMUNICATOR AWARD OF DISTINCTION**  
Corporate Identity  
**PORTS OF GENOA**





# CLIENTS & PROJECTS.





# RIGHT BY YOUR SIDE.

Thank You

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