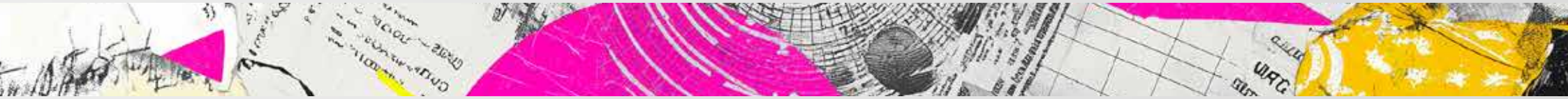


CREATiVA BRIDGE

The bridge between your company and the world



Serving marketing and
international communication



Creativa means:

Competence, Responsibility, Enthusiasm, Assurance, Trend, Innovation, Value and Actualization. We manage communication projects with a flexible, value-creating approach.

Creativa Srl is a marketing and communication agency with over thirty years of experience in branding and events. Founded in Turin, it operates nationally and internationally, specializing in integrated marketing communication for the tourism, industry, sustainability and social promotion sectors.

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From the historical and professional expertise gained and starting from the most recent experiences of opening new markets in Saudi Arabia, Jordan and Ivory Coast, CREATIVA BRIDGE takes life, a department dedicated to international communication and internationalization projects.

CREATIVA BRIDGE was created to enhance and structure in a targeted way all the activities aimed at foreign markets, offering the same services of the agency - branding, events, digital marketing, media production, PR and media planning - enhanced to meet the specific needs of international and intercultural realities.



The main areas of CREATIVA BRIDGE's work include:

Creation of conferences, congresses or sectoral fairs:

- *Selection of event venues and industry trade shows, with full on-site setup management – including liaison with local teams, architects and installation crews, as well as AV direction and audiovisual support coordination*
- *Creation of the image of the event (logos and description) with all related applications (posters, brochures, infographics, videos, social media, newsletters, multilingual website)*
- *Call management for the different components: B2B - B2C*
- *Identification of topics, speakers and moderators*
- *Research and management of partnerships, sponsors and endorsing bodies*
- *International advertising campaign*
- *Management "tourist" (transfers of guests, creation of packages from 3-7 days with promotion on specific channels)*

Business matching missions:

- *Selection of 10-20 Italian companies from complementary sectors*
- *Organization of the event with search for on-site operators for B2B meetings and management of invitations, including possible visits to local companies*
- *Selection of the location, on-site installations (relations with local team for setting up the event, architects and applicators, direction and management of audio-video supports))*
- *Creation of the event image (logos and description) with all related applications (posters, brochures, infographics, videos, social media, newsletters)*
- *Research and management of partnerships, sponsors and endorsing bodies*
- *Local advertising campaign*
- *Management "tourist" (transfers of guests, creation of packages from 3-7 days with promotion on specific channels)*



Development of territorial marketing strategies:

Studies and economic research of territories, with selection of destinations, production districts and institutional projects in Italy and abroad.

Business promotion campaigns:

Consultancy and projects dedicated to Arab clients interested in the Italian market, and for Italian companies that want to develop opportunities in the countries of the Gulf, the Middle East and North Africa.

Consulting, analysis and hands-on support:

Support to Italian SMEs in their international positioning processes, including participation in overseas trade shows.

Strategic and operational advisory services for business internationalisation.

From market analysis to the identification of partners and distributors across industries.

Network and Partnerships

A fundamental point of the company policy is the willingness to work in network with marketing and communication specialists, to ensure advanced and qualified services, with flexibility and speed, two essential characteristics for any contemporary action.

To reinforce this vision, CREATIVA BRIDGE uses a qualified network of local structures and professionals in the different countries where it operates, guaranteeing a direct presence, a deep knowledge of the target markets and a flexible and operational strategic approach.

Among our current collaborations, we can boast:

lujain

EVENTS MADE REMARKABLE

EVENTS - MARKETING / Riyadh - SA

Lujain is the partner for world-class events, able to deliver exceptional experiences with efficiency and style. Specialists in the organization of high-profile fairs, conferences and events, able to captivate the public and exceed expectations, with particular attention in the field of innovative technologies, through international quality standards and innovative solutions.

JUSUR
INTERNATIONAL

CONSULTING AND BUSINESS DEVELOPMENT / Turin - IT

Khaled Safran, as Founder and CEO of Jusur International offers a high level service in the creation of trade relations between Europe and the Middle East, especially for companies in Italy, Jordan, Saudi Arabia, Kuwait, Qatar and



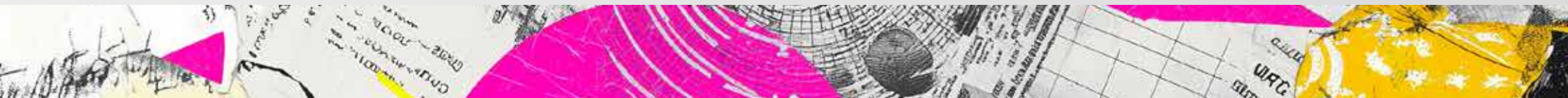
EQUI PROJECT
PROGETTI E STRATEGIE DI ARMONIA SOSTENIBILE

SUSTAINABLE HARMONY PROJECTS AND STRATEGIES / Turin - IT

Consultancy company founded by Mariacristina Spinosa and Simona Massera which, with a multidisciplinary approach and a highly specialized team, offers design services, Management and evaluation of national and international projects ranging from cultural to sustainability and tourism.



CREATiVA BRIDGE



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MEMBER OF

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e Marketing

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Aziende della
Comunicazione
Unite

