

# click Agency

LEVERAGING BRANDS WITH STUNNING DIGITAL STRATEGIES

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EMPOWER INTERNAL COMMUNICATION WITH A COHESIVE SET OF TOOLS

MARCH 2025

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## WHO WE ARE

Established in 2019, Click Agency is an **integrated communications agency** that guides its clients through the process of **digital transformation**, implementing brand consulting projects.

Our team, based in Salerno, offers a transversal and **creative approach to project management**.

We develop **innovative strategies** to realize the goals that every company has for its brand, accompanying the processes of change both internally and externally within organizations and channeling all inter-company areas with strong and **authentic involvement**.

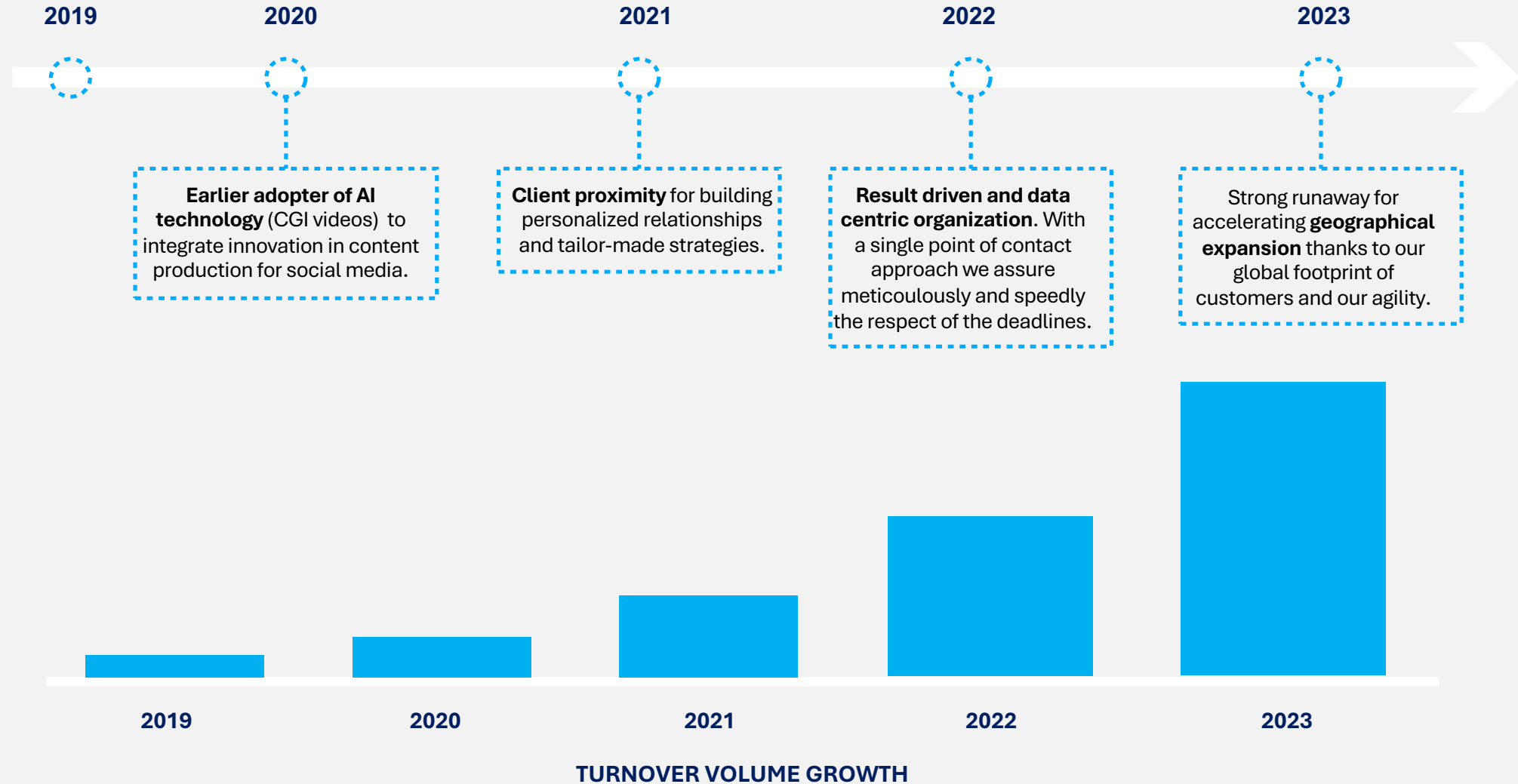
Thanks to our analytical approach, we implement **custom projects**, ensuring defined timelines and **quantifiable results**, leveraging the latest technologies and cross-channel communication channels.

We are a **strategic partner** that turns challenges into opportunities, ensuring that each project not only meets but **anticipates market needs**.

# A TREMENDOUS GROWTH SINCE 2019

**20+**  
PEOPLE

**25+**  
INTERNATIONAL  
CLIENTS



# FOUR MAIN MARKETS



## INDUSTRIES

We leverage our technical know-how to empower the brands in the packaging industry by forging emotional connections, channels and audiences.



## FOOD

We support the most recognized food Italian companies to promote the Made in Italy recognition through compelling and in-house content.



## HEALTHCARE

We provide a comprehensive set of solutions and services for pharma & healthcare, including the support for events aimed at educating doctors.



## YACHT DIVISION

We enhance digital outreach through digital channels for the sea lovers and those who build and experience navigation.



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# OUR TEAM

A team specialized in **digital transformation**, working alongside companies to build an **authentic and coherent narrative**.

 **Art director**

 **Illustrator**

 **Videomaker**

 **Project manager**

 **Copywriter**

 **Digital analyst**

 **UX/UI designer**

 **Social media manager**

We create ideas, unique content, big dreams, and ambitious projects. We imagine, build, and reinvent constantly within definite timelines. New every day, always connected.



# OUR SERVICES

We offer integrated solutions for corporate, internal, and external communication strategy, both online and offline.

## STRATEGIC CONSULTANCY

We define a comprehensive approach to brand strategy and communication to develop customized, effective, consistent strategies.  
We help brands to establish a solid and cohesive presence both online and offline.

## INTERNAL COMMUNICATION

We help organizations foster collaboration, engage employees, and facilitate the alignment of goals, values, and culture around a common vision.  
We develop customized tools - intranet, corporate TV, internal magazine - to create trust and transparency.

## BRAND STRATEGY

We enhance brand consolidation by defining the brand identity, architecture, and corporate culture.  
We help cascade them in the organization to foster employer branding strategies and internal branding through interior design.

## SOCIAL MEDIA & DIGITAL COMMUNICATION

We support a result-oriented social media presence with content creation (multilingual if required) and calendar management.  
We set up international social media and Google Ad campaigns.

## CONTENT DESIGN & PRODUCTION

We create professional content in different formats for engaging and meaningful narratives.  
We lead direction for customized camera crew, shooting & videos, graphic and motion design, 2D-3D-CGI visual effects, newsletters, blog articles, white papers, and reports.

## EVENT MANAGEMENT

We support our clients in the conception and development of on-site events – exhibitions and conferences – and online events – webinars and podcasts.  
We provide full event coverage with booth design, live content communication, digital promotion, and video testimonials.



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## OBJECTIVE

**Enhance awareness to cultivate connections and collaboration, fostering a strong sense of community and belonging.**

Promote corporate culture and values by creating meaningful synergies that help people to resonate with the company.

**AWARENESS**

**BELONGING**

**CONNECTION**

**TRUST**

# TOOLS FOR COMMUNICATION





# TOOLS FOR INTERNAL COMMUNICATION

## STRATEGICAL CONSULTANCY

We assess the state-of-the-art, identify goals and deliverables, and design the set of strategies to implement.

## INTRANET

We structure an internal network of sites to foster collaboration and communication among teams.

## CORPORATE TV

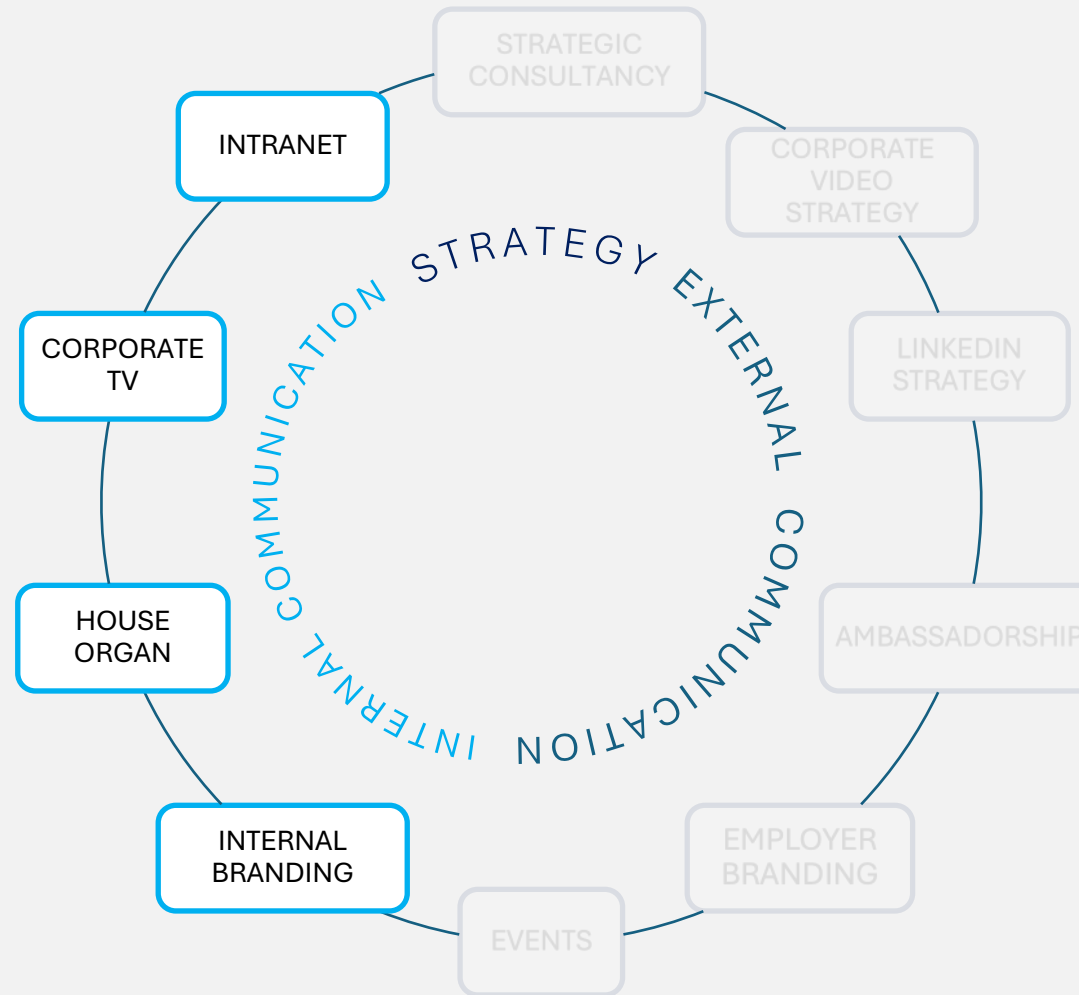
We curate regular editorial updates to reach all employees and enable effective communication.

## HOUSE ORGAN

We develop a regular editorial project to communicate milestones and achievements internally and externally.

## INTERNAL BRANDING

We cascade the company culture and values into a set of initiatives for a cohesive sense of belonging.



EXTERNAL  
COMMUNICATION

# INTRANET

INTERNAL COMMUNICATION

## GOAL

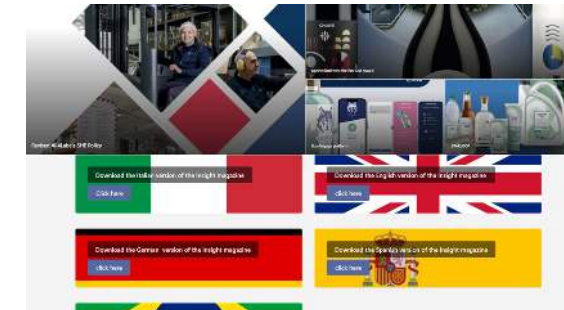
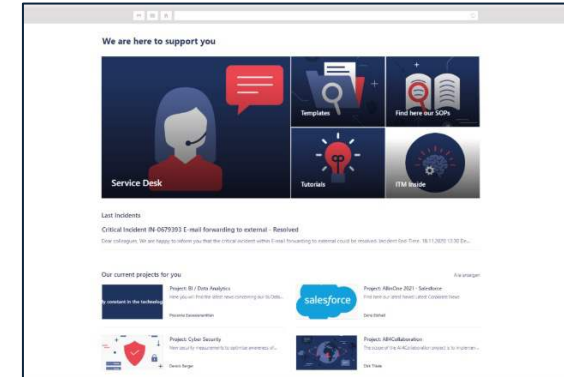
Create an internal website network to enable communication and document storage.

**PLATFORM:** Microsoft Sharepoint

**TIMEFRAME:** 6 months.

## OUTPUT

- Define the purpose, main objectives and goals
- Project the website architecture, specs and functions
- Content inventory and structure in columns, tools, teams
- Category inventory for public/private spaces or groups
- Design the look and feel in coordination with the C.I.
- Set up the platform, create and implement the Home Page and function pages
- Content creation by content owners for each team, definition of the way of working, and set up of content libraries for each department
- Kick-Off preparation (announcement letter/FAQ/leaflet)
- Platform release
- Ignition sessions for the community and creation of “video guidelines”
- Development of common tools (Wiki, Learning Platforms) and external integrations (booking system)
- Assistance & maintenance (yearly agreement)



# CORPORATE TV

We implement a **fundamental communication channel** to promote corporate key messages, culture and values, with dynamic editorial content to effectively **reach and engage the wider audience**.

## STRATEGY DESIGN

Based on the client's needs and target audience, we develop a dedicated strategy with channel architecture and a distribution map in accordance with IT requirements and technical infrastructure.

## CONTENT CREATION

We create editorial formats and multilingual and customized content for different audiences to nurture regular issue releases.

## MOTION DESIGN

We develop customized graphic elements and motion designs to enhance visual communication, reinforce branding, convey messages, and significantly improve user experience and retention.

## OUTPUT

- Channel architecture and distribution map
- Editorial strategy and graphic concepts
- Regular video content production, including:
  - Copywriting
  - Customized motion designs





# HOUSE ORGAN

We create editorial concepts to engage internal and external audiences, and cascade purpose, values, and projects. From purpose assessment to launch and regular publication, we elevate the brand and reinforce it with a broad and lasting editorial tool with magazines, newsletters, journals or white papers. Multilingual publications, both digital and print.

## EDITORIAL STRATEGY

We craft a clear framework for the brand narrative to ensure accuracy and consistency in tone, topics, and style, in the content creation.

## COPYWRITING

We create compelling, clear, and persuasive copy that captures attention and resonates with the target audience.

## GRAPHIC DESIGN

We craft strong graphic designs to enhance visual communication, reinforce branding, convey messages, and significantly improve user experience and retention.

## OUTPUT

- Editorial framework and key messages
- Content production, including:
  - Copywriting
  - Customized graphic designs

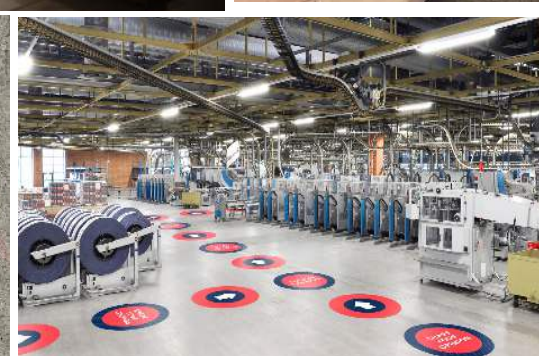




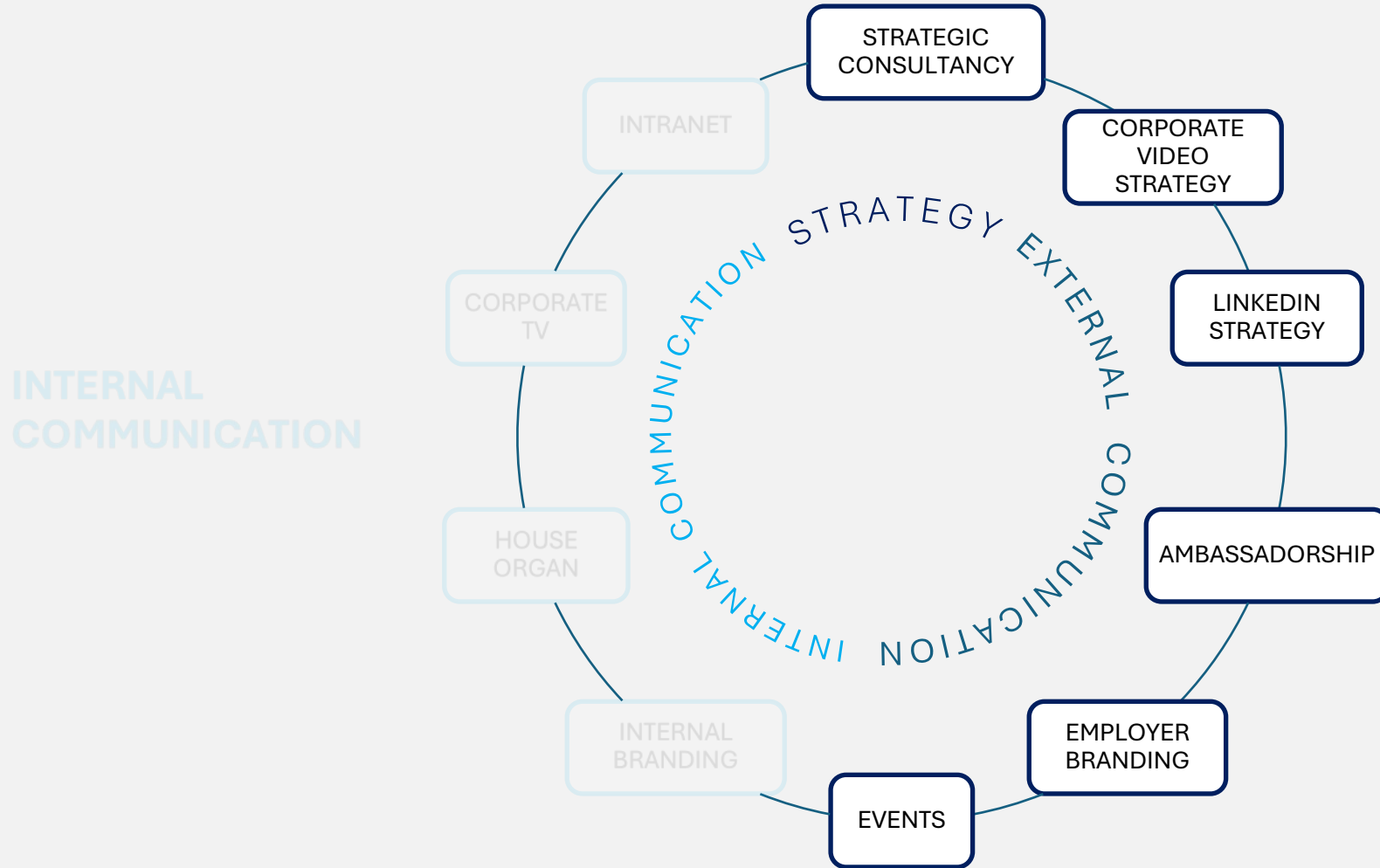
# INTERNAL BRANDING

We enhance **workplaces' beauty** with interior design projects where people feel comfortable and the brand and its values are clearly represented.

Through office and production area inspections, we identify the most relevant spaces for signage, exhibition, and architectural projects to encourage a **sense of belonging, dialogue, team building, and the development of new ideas.**



# TOOLS FOR EXTERNAL COMMUNICATION



INTERNAL  
COMMUNICATION

## VIDEO STRATEGY

We showcase company culture and values in a compelling video milestone.

## LINKEDIN STRATEGY

We deploy strategies for an effective social media presence.

## AMBASSADORSHIP

We train and cultivate proud spokespeople to be brand testimonials.

## EMPLOYER BRANDING

We shape and amplify authentic company culture to attract, engage and retain top talent.

## EVENTS

We create unique experiences to showcase brand excellence with event coverage both onsite and online.



# VIDEO STRATEGY

EXTERNAL COMMUNICATION

## GOAL

Leverage **corporate storytelling** and engage audiences with dynamic content by **promoting corporate assets or campaigns** in coordination with B.I.

**TIMEFRAME:** 2 weeks

## OUTPUT

- Initial assessment
- Storyboards definition
- Graphic/Motion elements development
- Shooting plan
- inventory of stock clips/audio tracks
- Video Shooting
- Editing and post-production with 2D-3D-CGI visual effects
- On Time In Full delivery

[>>>WATCH THE VIDEO FOR MOTHERLAND](#)

[>>>WATCH THE CGI VIDEO FOR MIAMO](#)



MIAMO

# LINKEDIN STRATEGY

## EXTERNAL COMMUNICATION

### GOAL

Promote the brand narrative and initiatives with engaging content to engage audience a **corporate storytelling** and engage audiences with dynamic content by **promoting corporate assets or campaigns** in coordination with B.I.

**TIMEFRAME:** 3 weeks for initial activation + 1 week for monthly updates.

### OUTPUT

- Content audit, definition of target audience and goals
- Editorial planning and column structure
- Template design creation
- Monthly calendar
- Content production (incl. visual design)
- On Time In Full delivery
- Community management
- Social media ads
- Performance monitoring

### ADDITIONAL SERVICES

- Ambassadorship training courses with certified LinkedIn® trainers
- Design of the LinkedIn Life Page and content creation
- CEO LinkedIn editorial calendar





# AMBASSADORSHIP

We hold **ambassadorship training courses** with certified trainers and develop an authoritative presence to strengthen **personal branding on LinkedIn**, fostering strategic connections and visibility.

## TRAINING SESSION

We design personal ambassadorship training course with consultants and certified LinkedIn® trainers to empower communication skills. Four lessons/month.

## PROFILE OPTIMIZATION

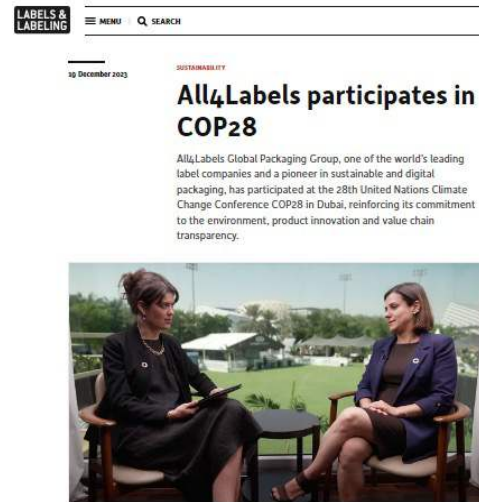
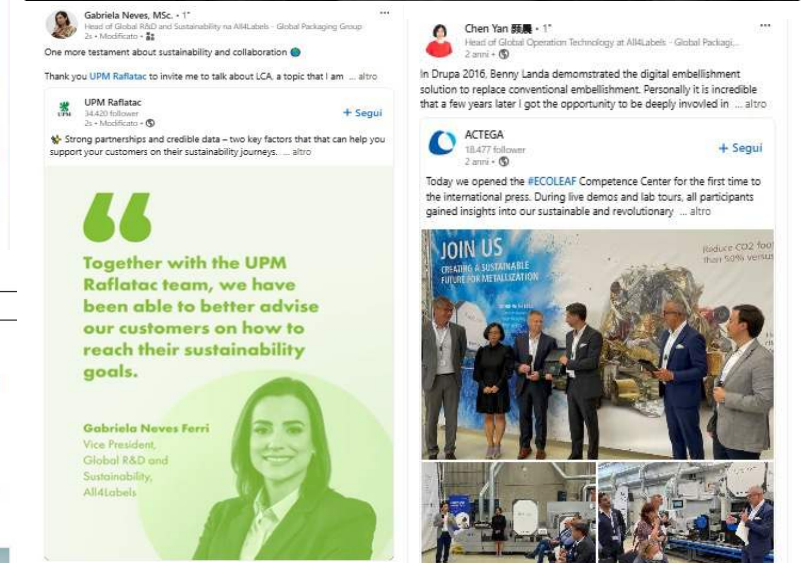
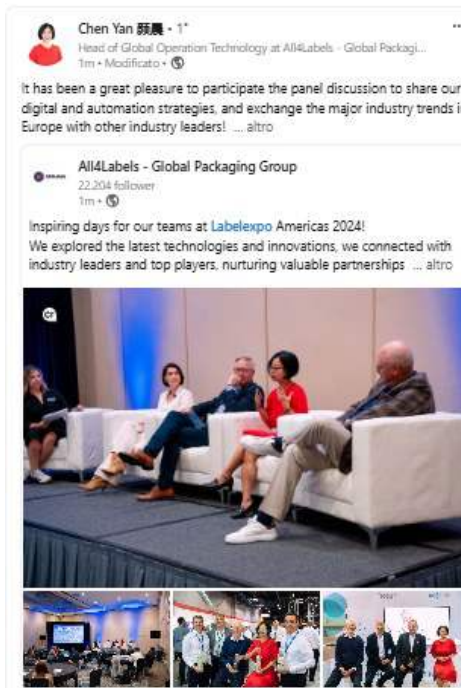
We optimize ambassadors' profile by providing with professional headshots, compelling headlines, engaging summary, URL customization.

## AMBASSADOR BRANDING

We develop customized key messages and editorial plans for each ambassador, in accordance with the corporate editorial plan to be resonant and effective. We provide dedicated content and articles for each ambassador to further promote the company's strategy.

## OUTPUT

- Training course materials
- Personal narrative framework and key messages for each ambassadors
- Content production (articles/posts/videos) for each ambassador to fit the overall strategy. It includes:
  - Copywriting
  - Customized graphic designs
  - Personalized video production



# AMBASSADORSHIP VIDEO INTERVIEW



**All4Labels // Sustainability manager**  
Ambassador video



**Fedrigoni**  
Ambassador video



**Gallus**  
Ambassador video



# CO-BRANDED VIDEO STRATEGY

EXTERNAL COMMUNICATION



[>>>WATCH THE VIDEO](#)

**FlintGroup**



[>>>WATCH THE VIDEO](#)

**gallus**  
A Heidelberg Group Company



[>>>WATCH THE VIDEO](#)

**hp**

# EMPLOYER BRANDING



How will **Blockchain** fulfill the unmet needs in labels and packaging industry?

All4Labels

## How will Blockchain fulfill the unmet needs in labels and packaging industry?

Chen Yan 颜晨  
Head of Global Operation Technology at All4Labels - Global Packaging Group  
Data pubblicazione: 6 feb 2023

The limited traceability of conventional supply chains, the growing concerns of food safety and the requirements known in the label and packaging often insufficient to fulfill blockchain provides some

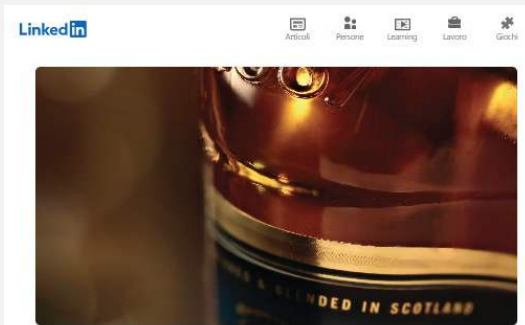
First, let's take a step back  
**Supply Chain Traceability** secure transparency and converters, we must provide regulatory requirements. I customers in an immediate  
**Requirements On Food** brand offered more detail willing to pay premium for are prompting producers product origin possible.



## Reduce, Reuse, and Recycle

Gabriela Neves, MSc.  
Head of Global R&D and Sustainability na All4Labels - Global Packaging Group  
Data pubblicazione: 16 lug 2021

The entire All4Labels business is focused on realising three core sustainability concepts: **'Reduce, Reuse, and Recycle'**.  
Our sustainable packaging reduces customers' environmental footprints. By using recycled or renewable raw materials, and by seeking better ways to promote recycling after disposal, we help to create a truly circular economy. Ambitions extend still further – we look for ways to minimize the carbon footprint significantly across all of our production processes, and within the supply chain. Whenever possible, we facilitate the design of packaging that offers reusability and



## Creating exceptional brand appeal in the premium spirits market

Horacio Guerrero Sillis  
Packaging & Labels Professional  
Data pubblicazione: 9 mar 2022

Despite the increasing digitalization of our entire world, as shoppers we are still



## We use Technology to harness people's unique value.

Francesco Paolo Mansi  
Sales Manager Global Key Accounts presso All4Labels - Global Packaging Group  
Data pubblicazione: 12 gen 2021

If you believe that digitalization is the key to live in a better world, you cannot fail to know what my Company, **All4Labels - Global Packaging Group**, believes.  
It's very stimulating and motivating to be able to work in a company that is always investing in latest new technologies.  
We want to promote digital transformation doing things differently while

Paloma Alonso • Già segui  
CEO - Industrial / Chemicals  
9m •

The new year is rolling at a fast pace, and the highly qualified, deeply passionate, and profoundly creative team at **All4Labels - Global Packaging Group** is working hard to meet our customers' challenging goals. ... altro



Paloma Alonso • Già segui  
CEO - Industrial / Chemicals  
1 anno •

The **#pharmaceutical** industry plays a crucial role in ensuring public health and well-being. As technology advances and consumer expectations grow, pharmaceutical packaging is constantly evolving. This week our ... altro

All4Labels - Global Packaging Group  
47,048 follower  
1 anno •

We are experiencing the **CPHI 2023** in Barcelona, living firsthand the main trend in the pharmaceutical industry! ... altro

**All4Labels**  
GLOBAL PACKAGING GROUP

**CPHI 2023**  
Visit us at our Booth 2E29

## CPHI 2023

We are at the heart of pharma, under the banner of **sustainability**.

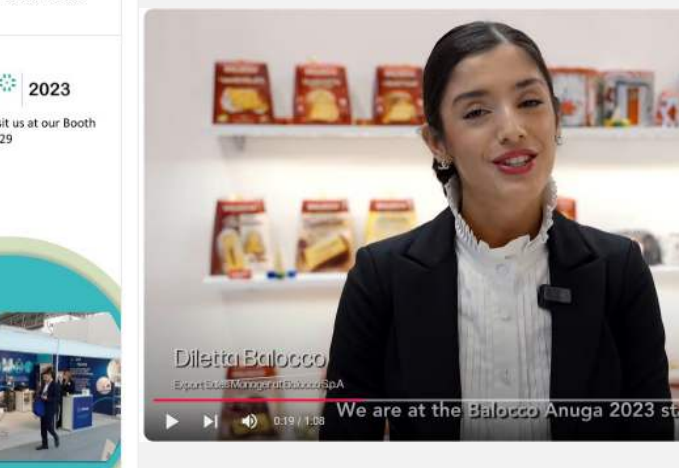
Swipe to discover the main trends of the sustainable pharmaceutical packaging



Back in December 2022, the All4Labels Group announced plans to begin the implementation of an ambitious and wide-ranging **LED Upgrade program**, as part of its commitment to decarbonise its operations as a leading sustainable packaging company. You can read the original statement about the **GEW and All4Labels upgrade program here**.

## GEW and All4Labels Group discuss LED initiative

We took the opportunity to discuss this upgrade program with Severin Much of All4Labels, at Labelexpo Europe in Brussels. Severin is responsible for Global Printing Technology at All4Labels and was instrumental in the implementation of Phase 1 of the program. You can watch the video here:





# EVENTS

We help our clients create memorable, impactful and successful experiences through creative event design, meticulous planning, and logistics, for **conventions, roadshows, meetings, open days, webinars** and **live streaming broadcasts**.

## CONCEPT DESIGN & PLANNING

We define the event's purpose, audience, and theme to craft engaging experiences. We drive promotion, coordinate communication, manage participants, and oversee on-site execution.

## DELIVERY & MANAGEMENT

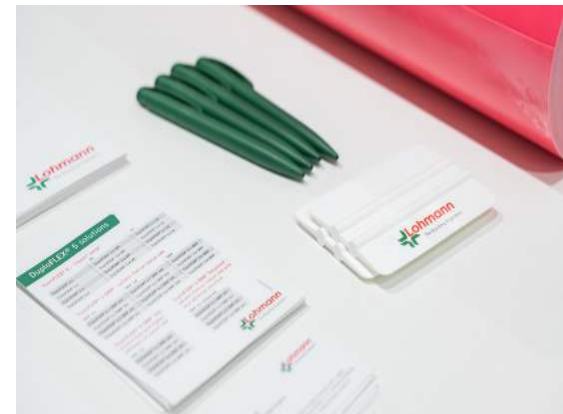
We oversee all operational aspects, ensuring smooth execution. This involves coordinating vendors, managing schedules, handling last-minute adjustments, and ensuring a seamless attendee experience.

## POST-EVENT ANALYSIS & FOLLOW-UP

We gather feedback, analyze event success, and care about post-event communication. This includes reporting on key performance indicators (KPIs), attendee feedback, financial review, and follow-up engagement strategies.

## OUTPUT

- Event concept document
- Marketing and promotional materials
- Event schedule & logistics plan
- On-site execution strategy
- Post-event report





# EVENT // OPENING

EXTERNAL COMMUNICATION

## GOAL

Organize the **opening event** of the All4Labels innovation hub (CoE – Center of Excellence) in Salerno (Italy). Engage media and the technical community of the packaging industry during the event, and support with **pre & post-event communication**.

**TIMEFRAME:** 2 months

## OUTPUT

- Initial assessment and event plan
- Participant list, save the date, invitations
- 3 video teasers
- Location setting, installations, and technical services
- Photo-video shooting during the event
- Roundtable moderation
- Live streaming and professional real-time direction
- Video interviews
- Post-production and delivery of the complete footage

[>>> WATCH THE VIDEO TEASER](#)

[>>> WATCH THE VIDEO TEASER nr 2](#)

[>>> WATCH THE VIDEO TEASER nr 3](#)



Center  
of Excellence

*Design through the Future*





# EVENT // EXHIBITIONS

## EXTERNAL COMMUNICATION

### GOAL

Create the **booth design** for participation in trade fairs and exhibitions in C.I. compliance and in coordination with **pre & post event communication**.

**TIMEFRAME:** 3 weeks

### OUTPUT

- Initial brainstorming
- Specs definitions and technical requirements
- Booth design
- Development of coordinated communication materials (save the date, invitations, video teaser, social media graphics)
- Photo-video shooting during the event
- Content creation with graphic/motion design and 2D-3D-CGI visual effects
- Post-production and delivery of the complete footage





# EVENT COVERAGE

EXTERNAL COMMUNICATION

## GOAL

Promote brand participation in the LUXE PACK with **live content** for social media, traditional media, and **photo reportage** of the event.

**TIMEFRAME:** 12-24 hours

## OUTPUT

- Initial assessment and live communication plan
- Storyboards definition
- Photo-Video Shooting on site
- Video interviews and customer testimonials
- Content creation with graphic/motion design and 2D-3D-CGI visual effects
- On Time In Full delivery
- Post-production and delivery of the complete footage

[>>> WATCH THE SUMMARY VIDEO](#)



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## EVENTS VIDEO



**Bobst**  
Grand opening Bobst Firenze

# OUR CUSTOMERS





# MAKE YOUR COMMUNICATION STRATEGY A SUCCESS!



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