CREOSTUDIOS

Company Profile 2025

Creostudios is a creative evolution company

We leverage ad hoc communication and marketing strategies for our clients through the disruptive value of innovation and creativity.

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Mission

We design **integrated communication** solutions to increase our customers' performance and improve customer experience processes.

We put **creativity and innovation** at the heart of our processes to make every business, small or global, exceed market and consumer expectations.
We promote the **sustainable growth** of our stakeholders, by choosing small and local stakeholders. We are committed to **safeguarding** the environment by reducing consumption and through responsible management of resources. We support a socially just plan of development by creating partnerships with charities and non-profit organizations within our community. All this is because we believe in the **quality**, **responsibility** and **transparency** of our actions, toward our customers and society as a whole.

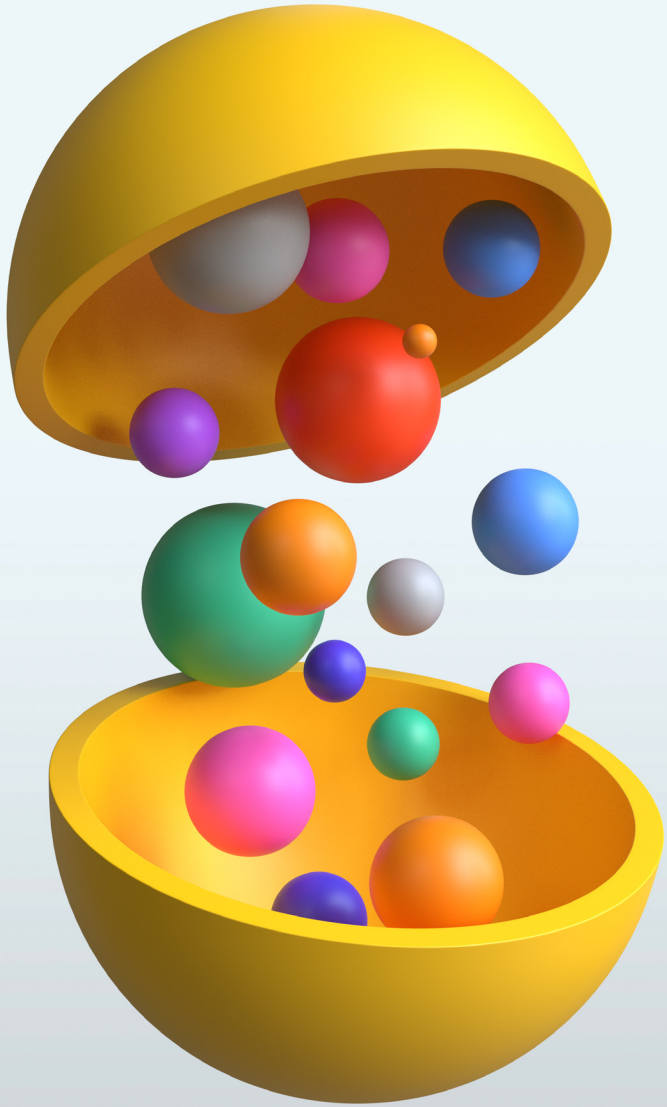
This is who we are. Creostudios is a creative evolution company.

Vision

Creativity and **innovation** are our response to the complexities of a market, which today, with its dynamism, increasingly needs players responsive to change and constantly evolving.

Our vision takes its cue from Henri Bergson's concept of Creative Evolution. According to the French philosopher, living beings adapt to their surroundings, intersubjective situations and difficulties by **leveraging their creativity**.

Bergson's thinking, translated into the world of business and enterprise, becomes a unique source of inspiration for all those who want to build a solid foundation for the future and emerge in competitive scenarios. Creostudios is a complex living being, **evolving in response to changes** in its habitat, the market, thanks to a team capable of developing ever new and original solutions.



The **Evolution** of Creostudos is driven by its creative heartbeat, which has given life to a new business model.

Creativity is our response to the complexities of a fast-paced market, which to- day, is in need of faster, more liquid and constantly evolving players. Creativity is adapted to fit every form, from printing to augmented reality.
The evolution of Creostudios is therefore guided by **its creative heartbeat**, which has created a new agency model, capable of providing customers with integra- ted and high performance responses.
With creativity at the heart of our vision, we offer our **customers an integrated communication and marketing servic**e to support them in building successful customer experiences and awareness paths.

Values

As a company, we deeply connected to our employees, our community and, above all, creating a **better future**.

In a rapidly changing world, it is crucial to have **strong values** on which to build your future. Only then is it possible to evolve and have a positive impact on the environment and society.

We believe it is important to represent the change that is desired in the world through one's daily actions.

Here are some of our commitments to make the world a **better place in our own small way**.

PROGRESS IN 2023

- We support local realities working in social work.
- We invest in employee training and well being activities to improve the quality of life within work spaces.
- We redesigned spaces, operational processes in order to provide employees with a functional and comfortable working situation.

PROGRESS IN 2025

- Complete the process of transforming of the company into B Corp.
- Increase investment in social initiatives on the ground.
- Complete the path to being a 0 waste company.

Key values

Creativity

We encourage our employees to always express themselves by cultivating new ideas and stimulating exchanges. We push beyond our comfort zone to find new perspectives. We work together to achieve new goals that lead to better results.

Innovation

We are constantly investing in training in new technologies so that our team can be makers of tomorrow's changes. We are always ready to embrace new possibilities that challenge the way we work and think.

New ideas

We are constantly trying to develop new ideas, because our clients' growth also depends on our creative growth. We have ambitious goals that push us beyond our limits. We strive for every action to be sustainable, so that our ability to innovate has a positive impact on the environment and society.

Our path towards sustainability

2015

Acquisition of **Certification FSC | Forest Stewardship Council.**

2018

Moving the headquarters to the city center to **support worker mobility**.

2020

Introduction of the **Foresight Program** aimed at improving the positive impact of the company on the territory, people and the environment.

2023

Acquisition of **Certification ISO 9001**.

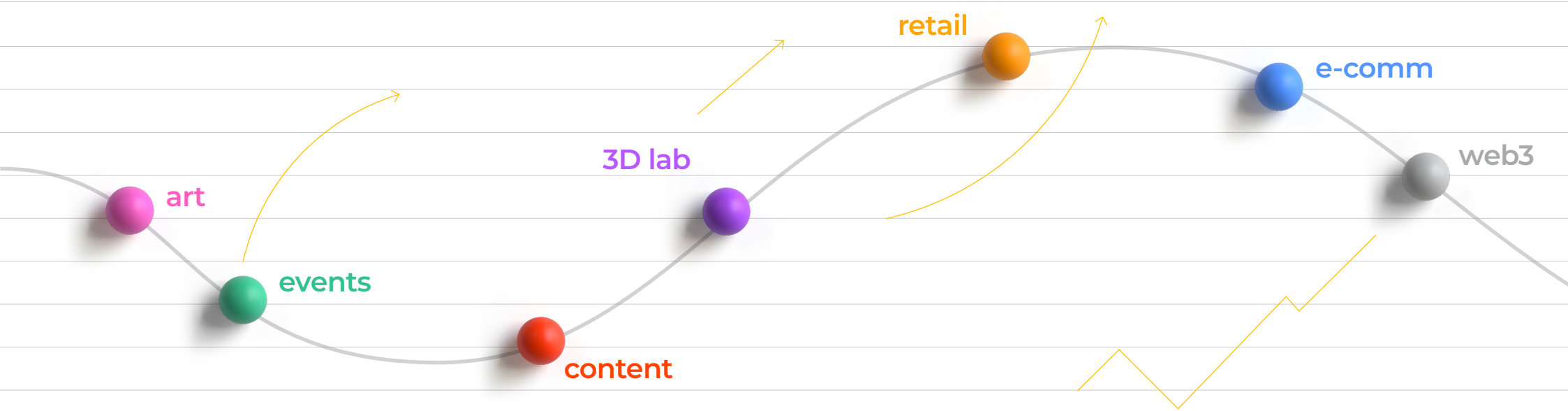
2024

Signing the manifesto of **Gender Equality** with **Winning Women Istitute**.

Ongoing

Acquisition of **Gender Equality Certification Uni Pdr 125**.

Company at a glance



29
People

0,7
Carbon emission
ton CO_2 per person

0,8%
Of revenue in social investment

7
Units

A space in constant evolution

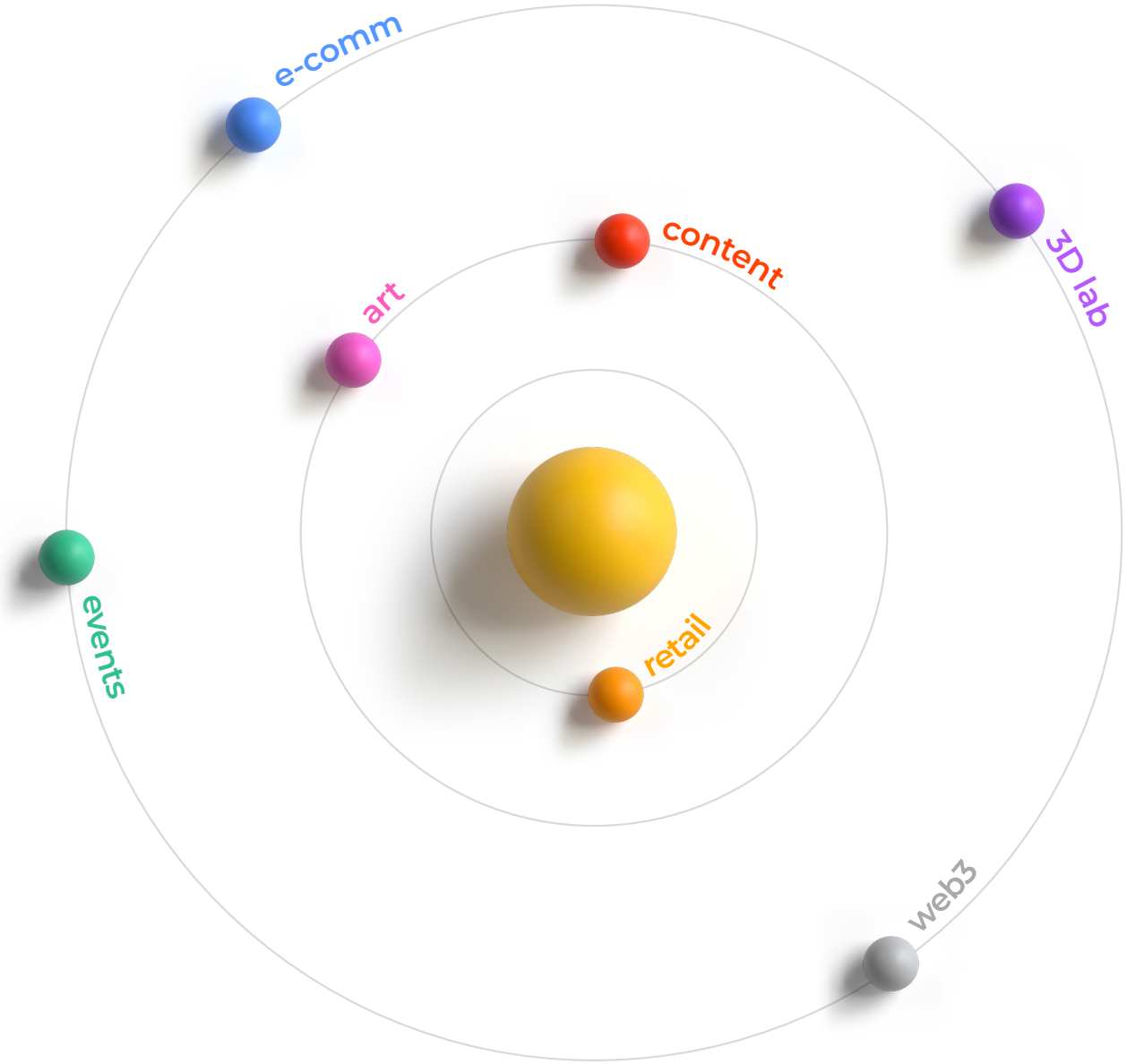
A place that reflects the characteristics of those who inhabit it. A space as ambitious as our ideas.

Bringing unique and innovative creative processes to life requires the right working environment. Our offices are an **open and constantly evolving space**, where the different skills present within the agency can inspire each other.

A **creative ecosystem**, from which new ideas, new projects and new business models are always springing up. We have chosen to locate our headquarters in the very center of Turin, in Via Perrone 3, in a building characterized by a great **historical heritage** to be enhanced. The building's location with respect to the city allows us to welcome our clients in a place that is convenient to reach and close to the main services.

Working at Creostudios means **making connections with people**, experiencing environments, finding stimuli for creativity, sharing moments and habits. We are a big family and we take care of everyone's well-being, not only during working hours but also in our free time. We regularly organize **team building activities** to involve everyone and promote a strong spirit team spirit.

Integrated services



Our creativity allows us to turn every possibility into an opportunity.

Today, the Group is able to offer its clients end-to-end projects, integrating creativity, strategy, operations management and technological innovation.

Creostudios responds to its clients' needs in a new way, declining its offerings into seven specific strategic areas.

Skills

.e-comm creates business

- Campaign strategy
- Ecommerce management
- PPC management
- Google Ads
- Meta Ads
- Amazon Ads
- Criteo
- Traffic building
- Lead generation
- Lead nurturing
- Traffic analysis
- Market research

.events create experiences

- Event management
- Stand design, production and exhibition set-ups
- PR
- Live streaming
- Digital contest
- Convention & roadshow
- Instore & social events

.retail creates reverb

- Design and engineering of POP / POS materials
- Production of POP / POS material
- Visual merchandising
- In-store activation
- Packaging
- Assets to support sales

.content creates engagement

- Production
- Location scouting
- Models casting
- Photoshoot
- Video
- Post production
- Podcast
- Social media content
- Voice-over

.art creates action

- Creative direction
- ATL
- BTL
- Brand identity
- Corporate communication
- 2D animation
- Website / e-commerce
- UX / UI
- DEM / Newsletter
- PED Social
- Copywriting

.web3 creates innovation

- Blockchain
- NFTs
- Supply chain tracking
- Product origin & traceability
- Digital product passport
- Web3 platform development
- Digital twins
- Data storage
- R&D
- Artificial intelligence

.3D lab creates ideas

- CGI
- Video
- Reverse engineering
- Modeling
- Compositing
- 3D printing
- Prototyping
- AR | VR | XR | MR
- Immersive experience
- Virtual worlds
- Metaverse
- Gamification
- 3D configurator

.3D lab creates ideas.

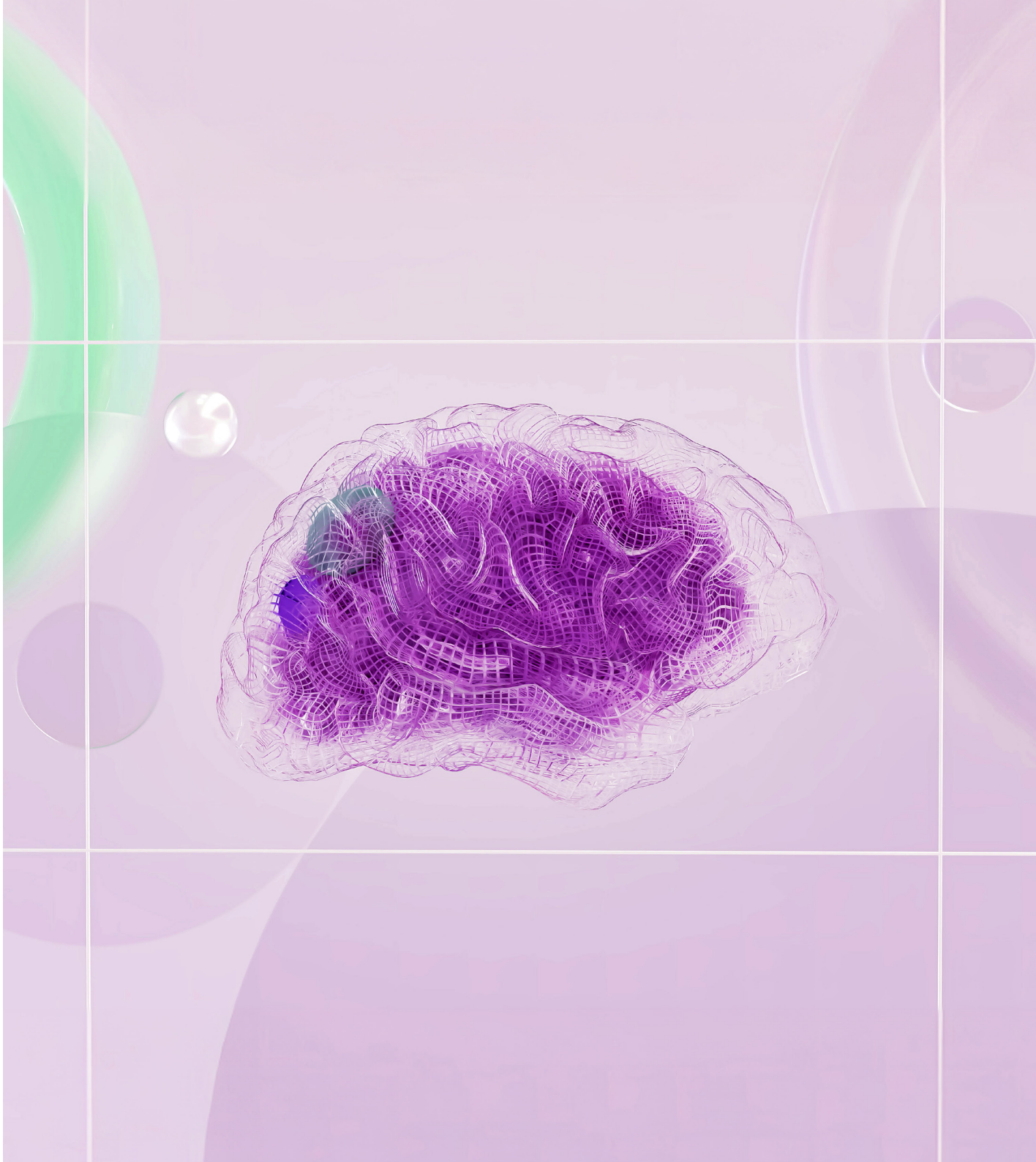
Deliverables:

CGI
Video
Reverse engineering
Modeling | Compositing
3D printing
Prototyping
AR | VR | XR | MR
Immersive experience
Virtual worlds
Metaverse
Gamification
3D configurator

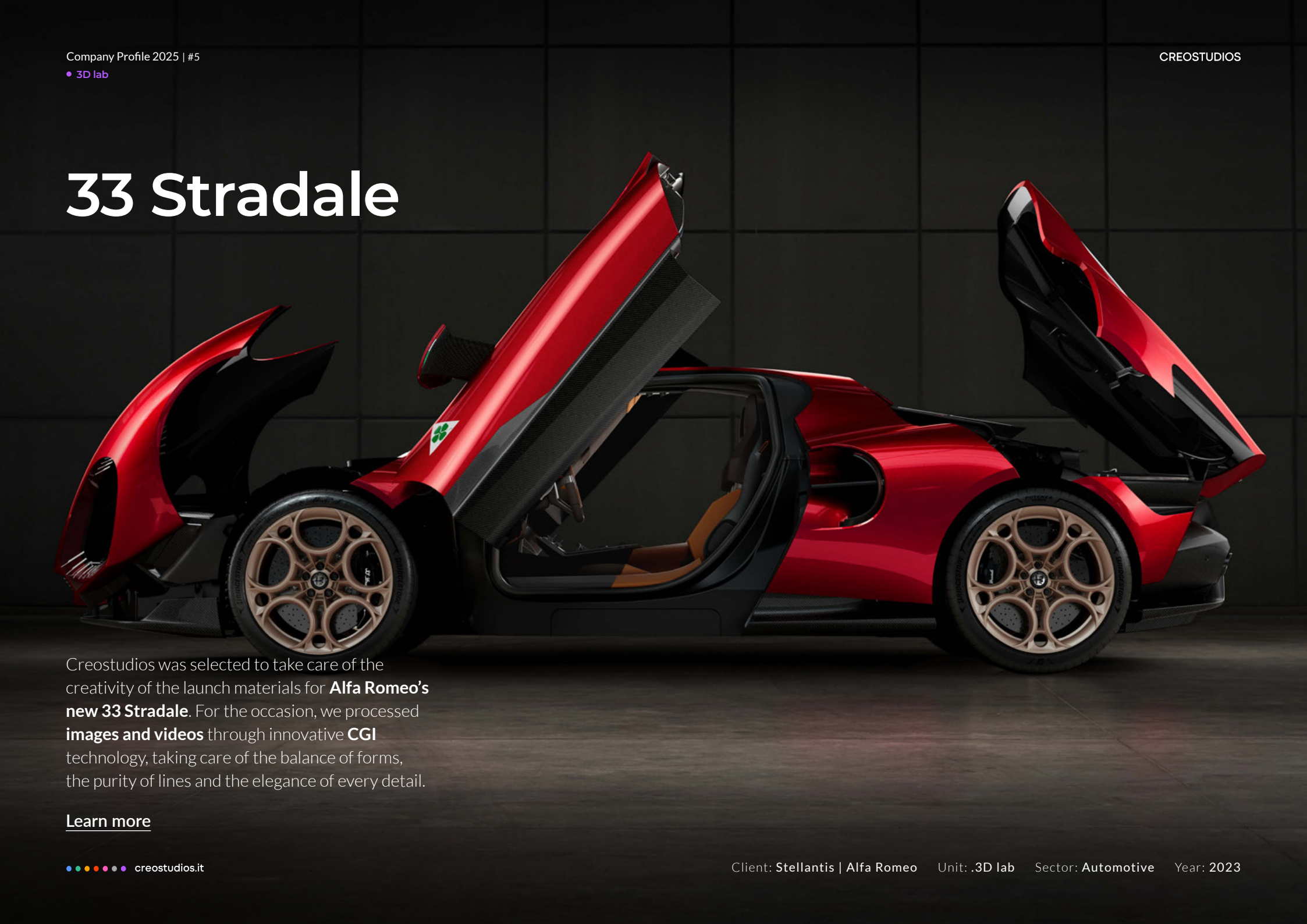
3D lab

Where ideas find a new dimension.

Creostudios delivers a unique blend of creativity and technology. Our team focuses on pioneering advanced CGI, video production, reverse engineering, and 3D modeling, all in-house. We continually push the boundaries with 3D printing, prototyping, AR, VR, XR, MR, and immersive experiences. We blend multiple digital disciplines while crafting virtual worlds, metaverse environments, gamification strategies, and 3D configurators, all at the service of our clients. Through the integration of these technologies, we create immersive sales methods, virtual showrooms, and interactive spaces that redefine business and communication solutions. We work to take visionary ideas and evolve them into groundbreaking realities.



33 Stradale



Creostudios was selected to take care of the creativity of the launch materials for **Alfa Romeo's new 33 Stradale**. For the occasion, we processed **images and videos** through innovative **CGI** technology, taking care of the balance of forms, the purity of lines and the elegance of every detail.

Learn more

Client: **Stellantis | Alfa Romeo** Unit: **.3D lab** Sector: **Automotive** Year: **2023**

Accademia delle Scienze di Torino

On November 18, 2024, the **Academy of Sciences of Turin** inaugurated its 242nd Academic Year with a day full of talks and new developments. The **video** aimed to convey the solemn and unique atmosphere of the Academy, presenting the main initiatives of the year and their significance in an essential yet dynamic manner. It tells a story that underscores the Academy's role as a cultural and scientific landmark, made possible through the shared work and ideas of its members.

We also created a second **animated 3D video**, a short 30-second narrative that, with a concise and inspirational style, illustrates the Academy's origins and its unwavering mission: to contribute to the dissemination of knowledge and progress while fostering dialogue among the great minds that form part of it.

Learn more

Client: **Accademia delle Scienze di Torino** Unit: **.3D lab** Sector: **Education** Year: **2024**

Lancia Pu+Ra HPE

Lancia's new Concept Car embodies the vision of the future by combining design, sustainability, technology and electrification. Building on these values, our 3D team used **innovative technologies** in the creation of **full CGI digital assets** to support the launch of the car that, by rights, will represent **Lancia's manifesto for the next 10 years**.

Learn more

Client: **Stellantis | Lancia** Unit: **.3D lab** Sector: **Automotive** Year: **2023**

Alpinestars Supertech R10

The new Alpinestars Supertech R10 helmet is the result of careful optimization work that combines protection and performance.

For its launch, we made **video pills in full CGI**, inserting animations and graphic elements that contribute to the description of the helmet's features. We digitally recreated a wind tunnel to simulate the environment in which tests were conducted to test the aerodynamics and performance of the product.

Learn more

Client: **Alpinestars** Unit: **.3D lab** Sector: **Motorsport** Year: **2023**

Creoverse

The evolution of technologies has changed the way hYear brands relate to their audiences, responding to a growing audience need for **engaging experiences** to be lived and shared.

Creoverse is our experimental laboratory, it is a world where ideas are born, where anything is possible. For our clients it is the beginning of an innovative journey, a space to imagine their brands in a completely new way.

For us **it is a place where creativity has no limits**, a space where we can experiment with new ways of communicating and create unique and immersive experiences.

Learn more

Client: **Creostudios** Unit: **.3D lab** Sector: **Virtual Reality** Year: **2022**

Il bar ideale illy

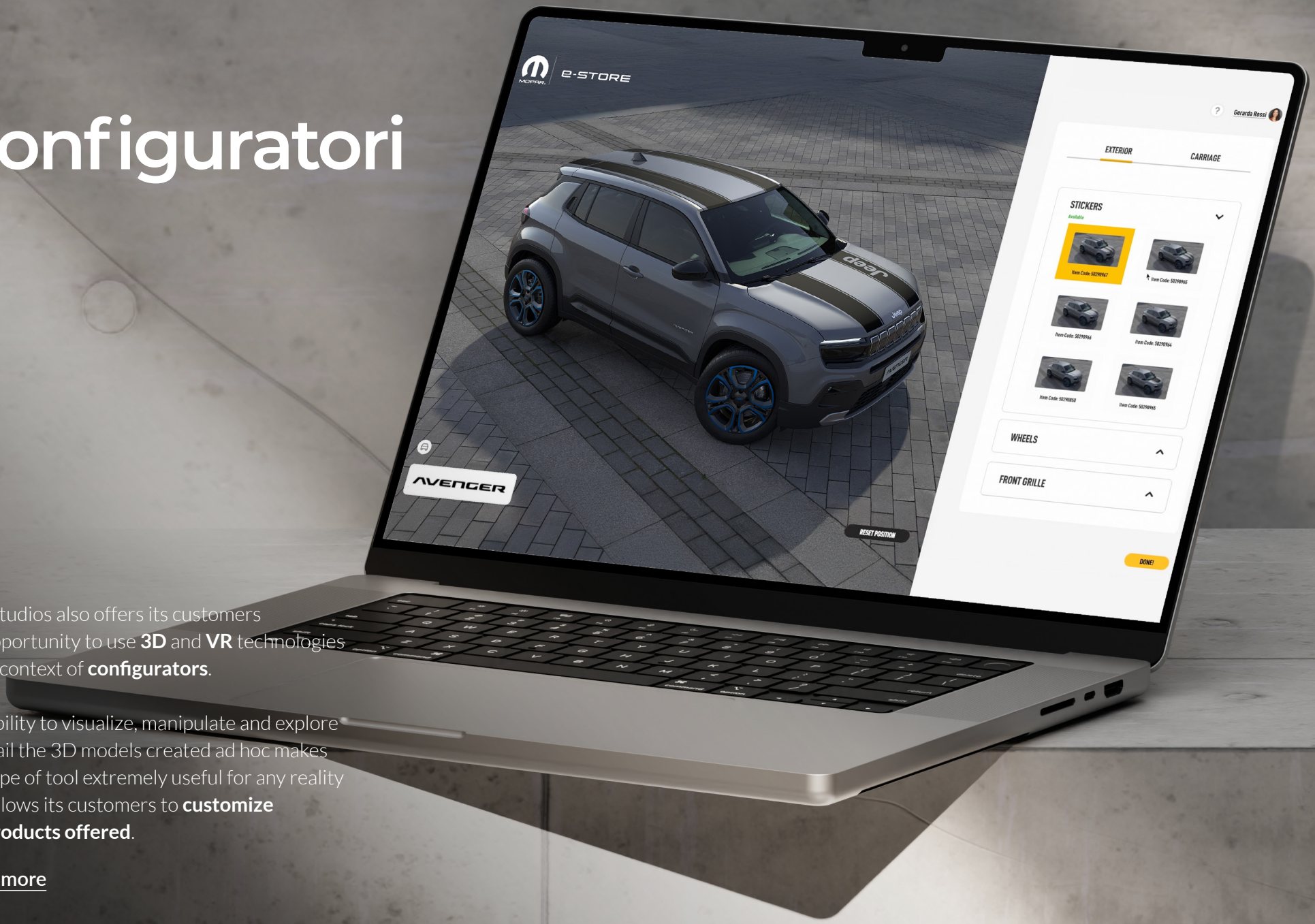
illycaffè is an Italian company founded in Trieste that aims to build value through **sustainability, transparency and valuing people**.
The collaboration with this Trieste-based reality has always been a creative stimulus for us, but even more so when we started thinking together about how to bring illycaffè into the **metaverse world**.

This gave rise to two projects: "**Il bar ideale illy**," a virtual bar created to accompany bar owners in discovering all the possibilities offered by having illy as a partner in their entrepreneurial adventure, and "**Sustainability,**" a video experience that involves viewing multimedia content inside a virtual plantation. The projects were presented at the **SIGEP** fair in Rimini from January 21 to 25: an area consisting of two boxes dedicated to the enjoyment of the experiences was set up inside the illy booth.

Learn more

Client: **illy** Unit: **.3D lab** Sector: **Food & Beverage** Year: **2023**

Configuratori



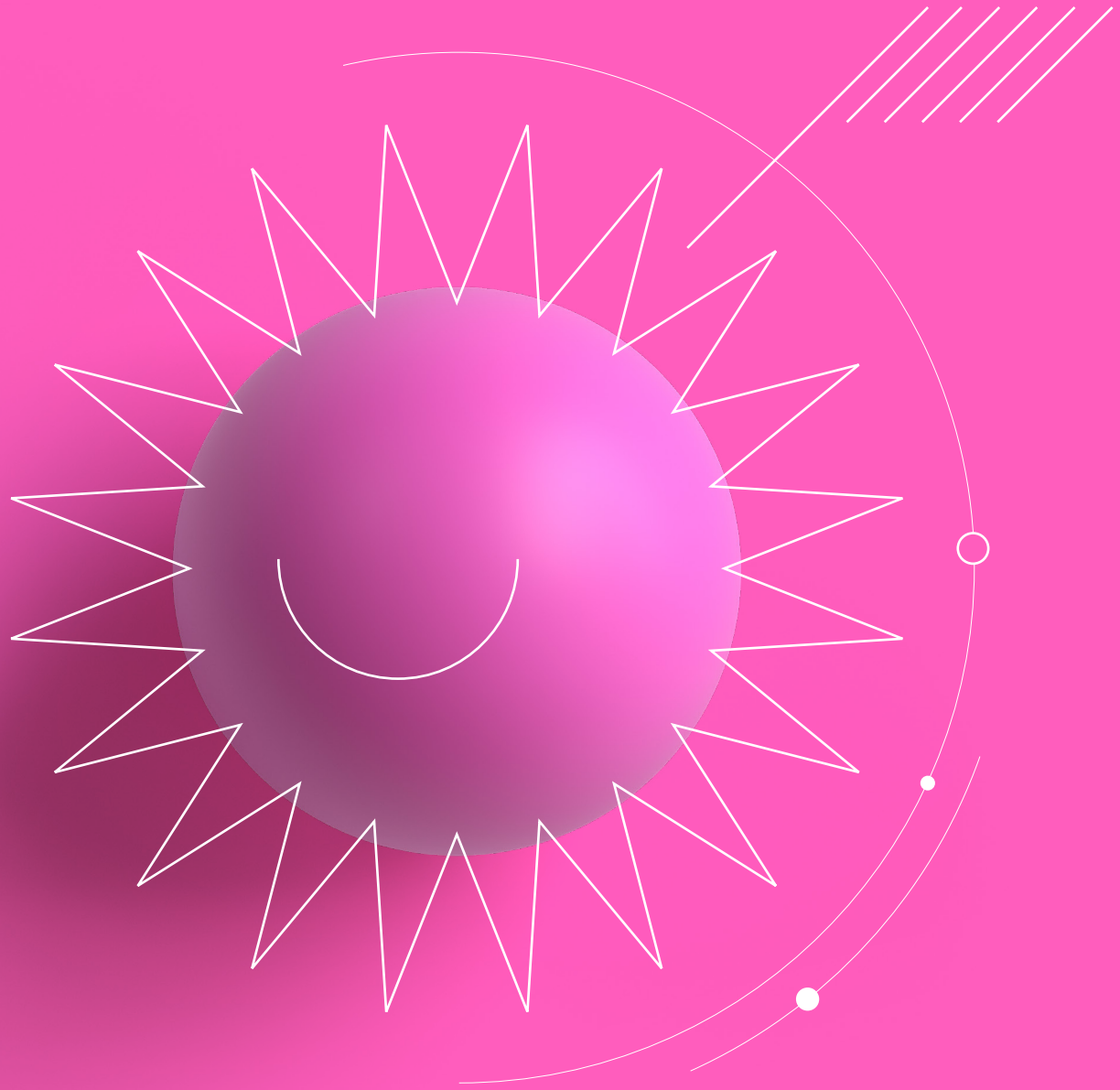
Creostudios also offers its customers the opportunity to use **3D** and **VR** technologies in the context of **configurators**.

The ability to visualize, manipulate and explore in detail the 3D models created ad hoc makes this type of tool extremely useful for any reality that allows its customers to **customize the products offered**.

Learn more

Client: **Stellantis** | Mopar & **Jeep** Unit: **.3D lab** Sector: **Automotive** Year: **2024**

.art creates action.



Deliverables:

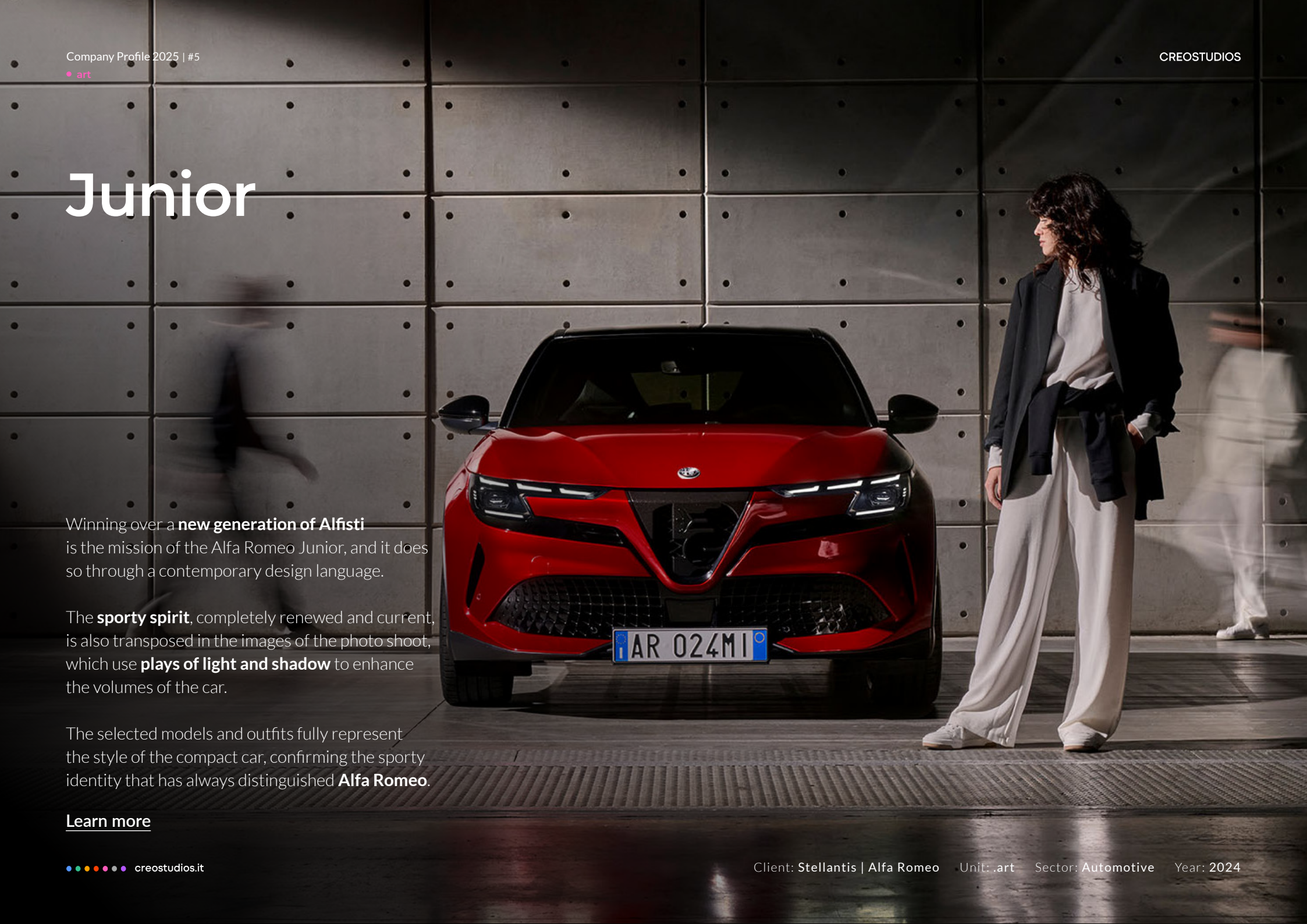
Direzione creativa
ATL
BTL
Brand identity
Corporate communication
2D animation
Website / e-commerce
UX / UI
DEM / Newsletter
PED Social
Copywriting

Art

Creativity
is a force of change.

Creostudios searches for a unique combination of creativity and strategy to elevate your brand. We specialize in creative direction for ATL and BTL campaigns, brand identity, and corporate communication. Our services also include website and e-commerce development, UX/UI design, DEM and newsletters, social media content (PED Social), and copywriting. By handling every aspect of these activities, we ensure cohesive and impactful visual experiences that deliver impeccable results oryour brand.

Junior



Winning over a **new generation of Alfisti** is the mission of the Alfa Romeo Junior, and it does so through a contemporary design language.

The **sporty spirit**, completely renewed and current, is also transposed in the images of the photo shoot, which use **plays of light and shadow** to enhance the volumes of the car.

The selected models and outfits fully represent the style of the compact car, confirming the sporty identity that has always distinguished **Alfa Romeo**.

Learn more

Client: **Stellantis | Alfa Romeo** Unit: **.art** Sector: **Automotive** Year: **2024**

200 years of Museo Egizio di Torino

To celebrate the Bicentennial of **Museo Egizio di Torino**, a communication campaign has been launched to highlight its **cultural significance and its connection with the city**, promoting it on an international scale. The campaign includes **advertising on global platforms and city installations**, such as banners and flags at key points in Turin, along with the symbolic yellow ribbon on Via Roma. A massive reproduction of the **bicentennial logo** welcomes visitors at major stations, reinforcing the Museum's visibility as a global icon.

Learn more

Client: **Museo Egizio di Torino** Unit: **.art** Sector: **Exhibit** Year: **2024**

Inout

in out
THE CONTRACT COMMUNITY.

Inout is the largest **Marketplace for the world of tourism and hospitality**, a space designed to welcome the entire contract community, indoor and outdoor.

The logo was designed from the connection between the two words through the lettering suggesting the union between the two opposite concepts: **indoor and outdoor** meet in the context of the event, for a complete offer.
The visual is built with the materials and textures from the thematic areas of the fair, forming a composition that becomes a **precious sculpture**, in which the elements dialogue in balance and perfect harmony.

Learn more

Client: **Italian Exhibition Group** Unit: **.art** Sector: **Exhibit** Year: **2023**

Olio EVO Podere del Pari

The **Frantoio del Monte Pisano and Podere del Pari** are initiatives born from a passion for the land and a commitment to highlighting the work of those who cultivate the olive trees that make this territory, part of the Sub-Apennine region of Tuscany, truly unique. The main inspiration is the territory itself, with the **Monte Pisano** as the central focus. The illustrations celebrate the land that hosts the olive groves and narrate the deep connection between the product and its place of origin.

The new labels combine authenticity and modernity while respecting the established visual identities, including the logos and color palettes, of both brands. The result is a cohesive, distinctive, and functional graphic design that conveys to consumers the quality and unique provenance of these extra virgin olive oils.

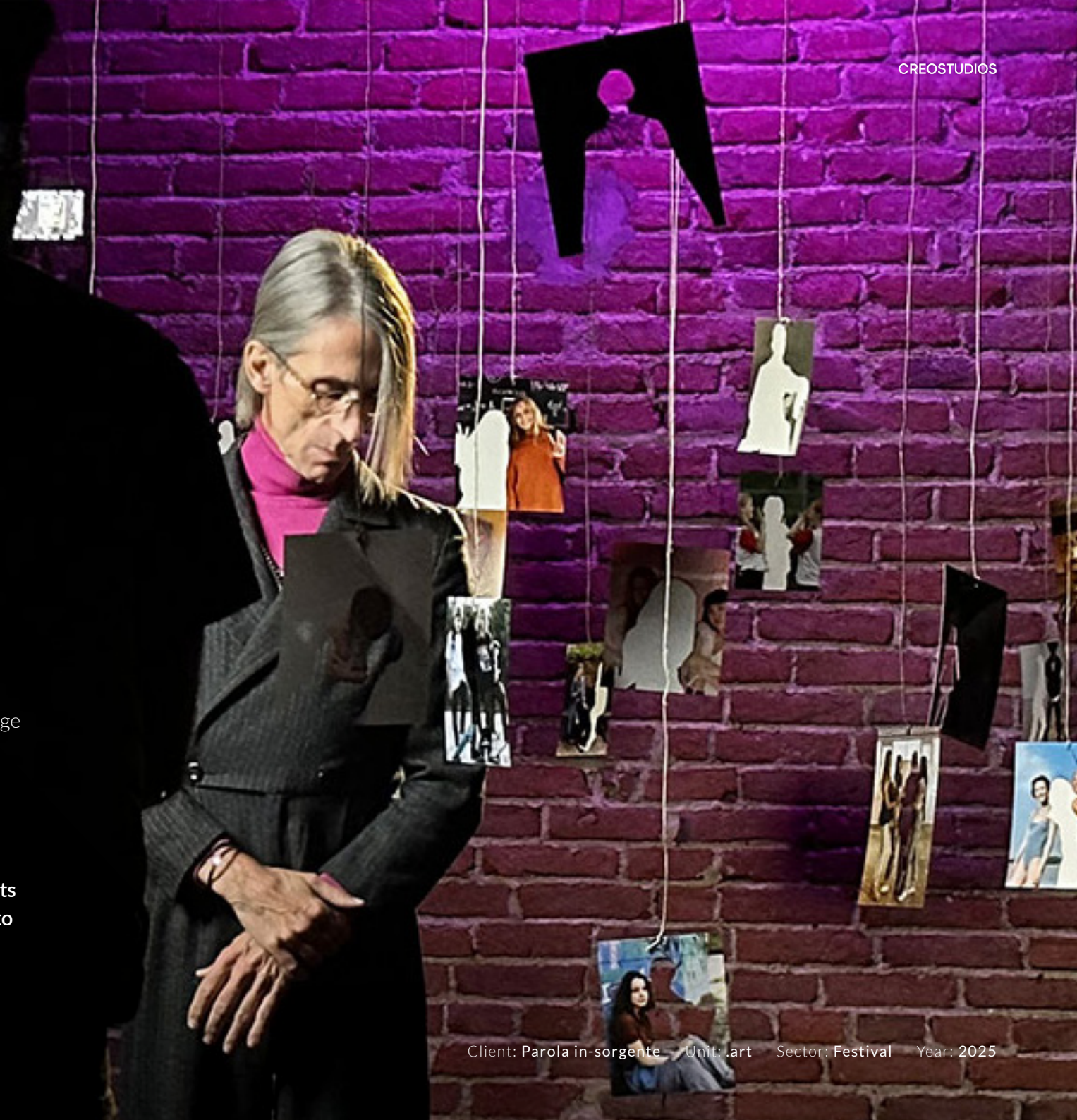
Learn more

La parola in-sorgente

La parola in-sorgente is a cultural festival that amplifies radical forms of expression, offering new perspectives on interpreting the world. Its winter edition, ***Prima Deformance***, explores the relationship between art, body, and language, transforming body performance into a space for reflection.

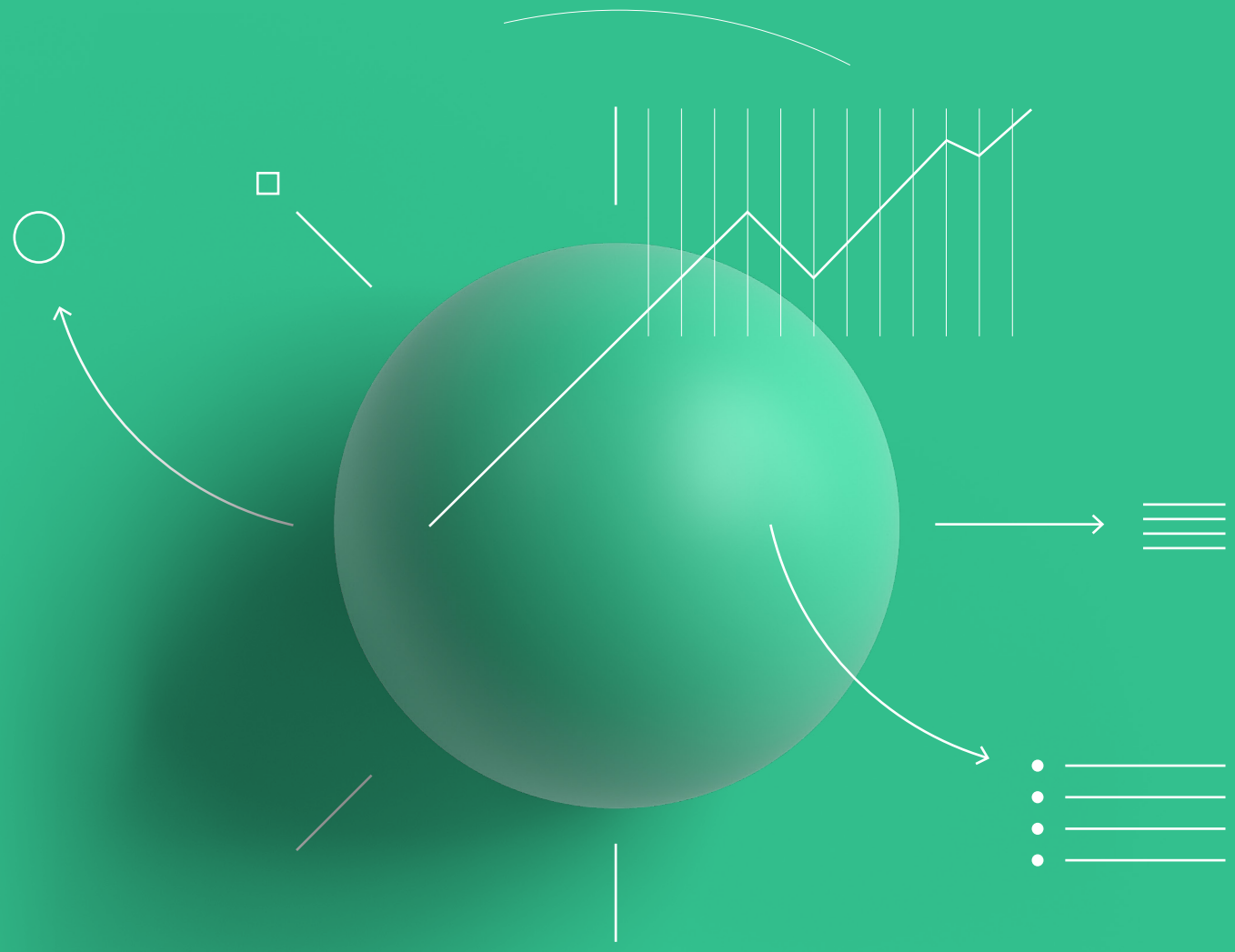
We conceived and produced the festival's official **video trailer**—a visual piece that delivers its message with **impact yet a touch of delicacy**. The goal was to engage the young Turin audience, immersing them in the festival's atmosphere and its invitation to introspection. In the video, the body becomes a **tool for expression and transformation**. Every shot is designed to evoke the tension between **limits and freedom, between silence and the urgency to express oneself**.

Learn more



Client: Parola in-sorgente Unit: .art Sector: Festival Year: 2025

.events create experience.



Deliverables:

Event management
Stand design, production and exhibition set-ups
PR
Live streaming
Digital contest
Convention & roadshow
Instore & social events

Events

Put your ideas on center stage.

Creostudios stands at the forefront of creating unforgettable brand experiences. From event management to the design and production of stunning trade show booths and displays, we blend creativity with precision to deliver unparalleled results. With expertise in PR, live streaming, digital contests, and in-store activations, we ideate and orchestrate a wide range of activities that captivate audiences globally. Our 360-degree approach ensures that every detail, from initial concept to final execution, is handled by our team, guaranteeing impactful outcomes. We specialize in turn-key solutions that elevate brands and leave lasting impressions.

Alfa Romeo Exhibition

For the launch of the **new 33 Stradale**, **Alfa Romeo** entrusted us with setting up a dedicated space for the press. The main requirements were twofold: first, the creation of a **neutral space**, a photographic limbo, perfect for highlighting the car's lines; and second, the design of an **exhibition path** dedicated to the **historic 33 Stradale**, showcasing the design process of the new supercar through materials and designers' sketches.

The same approach was used for the presentation of the new **Alfa Romeo Junior**, with an evocative setup and lighting designed to highlight the sporty and compact spirit of the new model.

Learn more

Client: **Stellantis | Alfa Romeo** Unit: **.events** Sector: **Automotive** Year: **2024**

Altec 20 years of space exploration

Altec celebrates **20 years** since its founding in a unique context of industrial and technological breakthrough and technology, in which **space exploration** offers extraordinary opportunities for growth and vision.

For this special occasion, Creostudios has designed a **commemorative logo** with the aim to reflect Altec's ambitions.

To celebrate the anniversary of its founding, Altec decided to organize an **event** involving those who hYear contributed to its success. Creostudios was selected to curate all the creative and **communication assets** of the business.

Learn more

Client: **Altec** Unit: **.events** Sector: **Aerospace** Year: **2024**

Stellantis Pro One

For the inauguration of the **new HQ Stellantis Pro One** at the **Mirafiori Automotive Park** in Turin, we were responsible for the complete management of the fit-out of the new space, from creativity to material production.

The goal was to create a working environment that reflected the identity of the new global commercial vehicle hub, combining innovation, functionality and sustainability. We came up with a concept that meets Stellantis' high standards and highlights the brand's core values.

Learn more

Client: **Stellantis | Pro One** Unit: **.events** Sector: **Automotive** Year: **2024**

Protezione Civile Sicilia

Together with theProtezione Civile Regione Siciliana, we spread the voices and experience of volunteers through the **"Pronti all'Azione"** information campaign.
An invitation under the banner of information, prevention, a message that spread online and offline, converging in an educational roadshow in the most important Sicilian squares.
The testimonial chosen is **Carlotta Ferlito**, Catanese by birth and former artistic gymnastics champion.

Learn more

Client: Protezione Civile Regione Siciliana Unit: .events Sector: Public Administration Year: 2023

Space Festival

Creostudios was a **co-promoter** of the initiative and oversaw the organization of the Space Festival event, staged in Turin with the first edition from September 30 to October 3, 2021 and the second from May 4 to 7 in 2023.

We were in charge of creating the visual of the event with the conception of the online and offline materials, the design and management of the activities that hYear brought the Festival to life. **Marco Berry**, who has always been a great fan of flight and space, was in charge of the artistic direction.

Learn more

Client: **Space Festival** Unit: **.events** Sector: **Event** Year: **2023**

BIT. Your travel exhibition.

BIT, Borsa internazionale del turismo,is the international event dedicated to the tourism sector: a stage that gathers tour operators, travel agents, companies and promoters of the Sector.

The goal was to build a **strategy for growing organic traffic** on the fair's social channels, with an editorial plan mainly aimed at brand reputation.

We wanted to **improve the positioning of BIT** as the international fair of reference in Italy for both B2B and B2C. The target audience of the event is purely B2B: therefore, conversion and lead generation strategies towards the buyer and exhibitor segment were mainly considered.

Learn more

Homi special edition

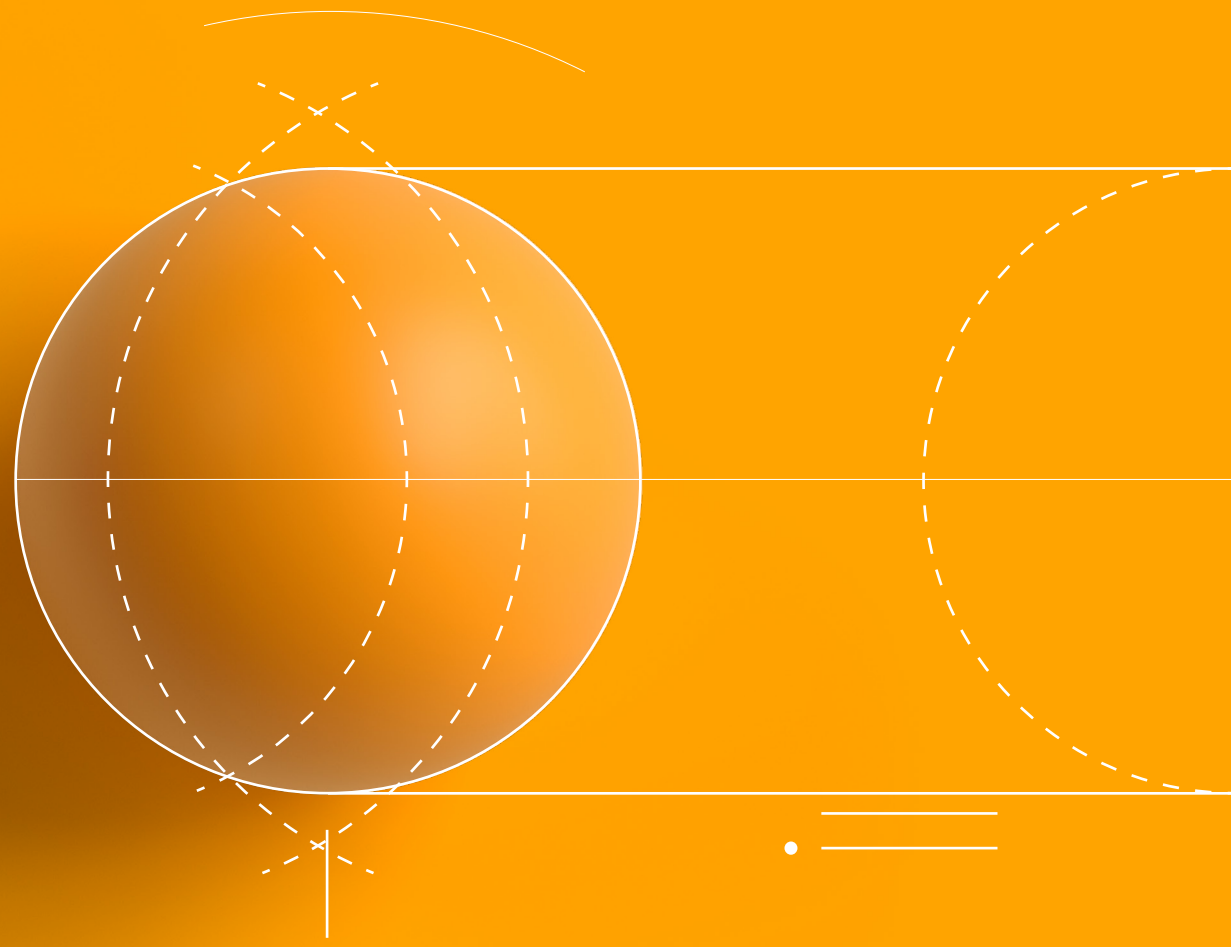
HOMI special edition, the **home decor and lifestyle fair** based at Fieramilano Rho: a stage on which designers and home ateliers create business opportunities and visibility on a national and international level.

The goal was to build a strategy to grow organic traffic on the social channels of the HOMI special edition fair, with an editorial plan mainly aimed at brand reputation.
The entire strategy was divided into several phases, each with specific communication goals, traffic KPIs and coverage. The communication had to gradually bring users to the fair, first informing and intriguing them, then converting them to the proposed content.

Learn more

Client: Fieramilano | Homi Unit: .events Sector: Event Year: 2022

.retail creates reverb.



Deliverables:

Design and engineering
of POP / POS materials
Production of POP
/ POS material
Visual merchandising
In-store activation
Packaging
Assets to support sales

Retail

Give space to your goals.

Creostudios manages retail marketing, POP and POS projects, curating the entire project, from the design, visual impact, and choice of materials to providing complete creative and design consulting services. We use 3D modeling to photorealistically reconstruct the project within the location and use virtual reality to visualize all materials before they go into production. We develop in-store promotion campaigns, including all activities to enhance and promote products within the store.

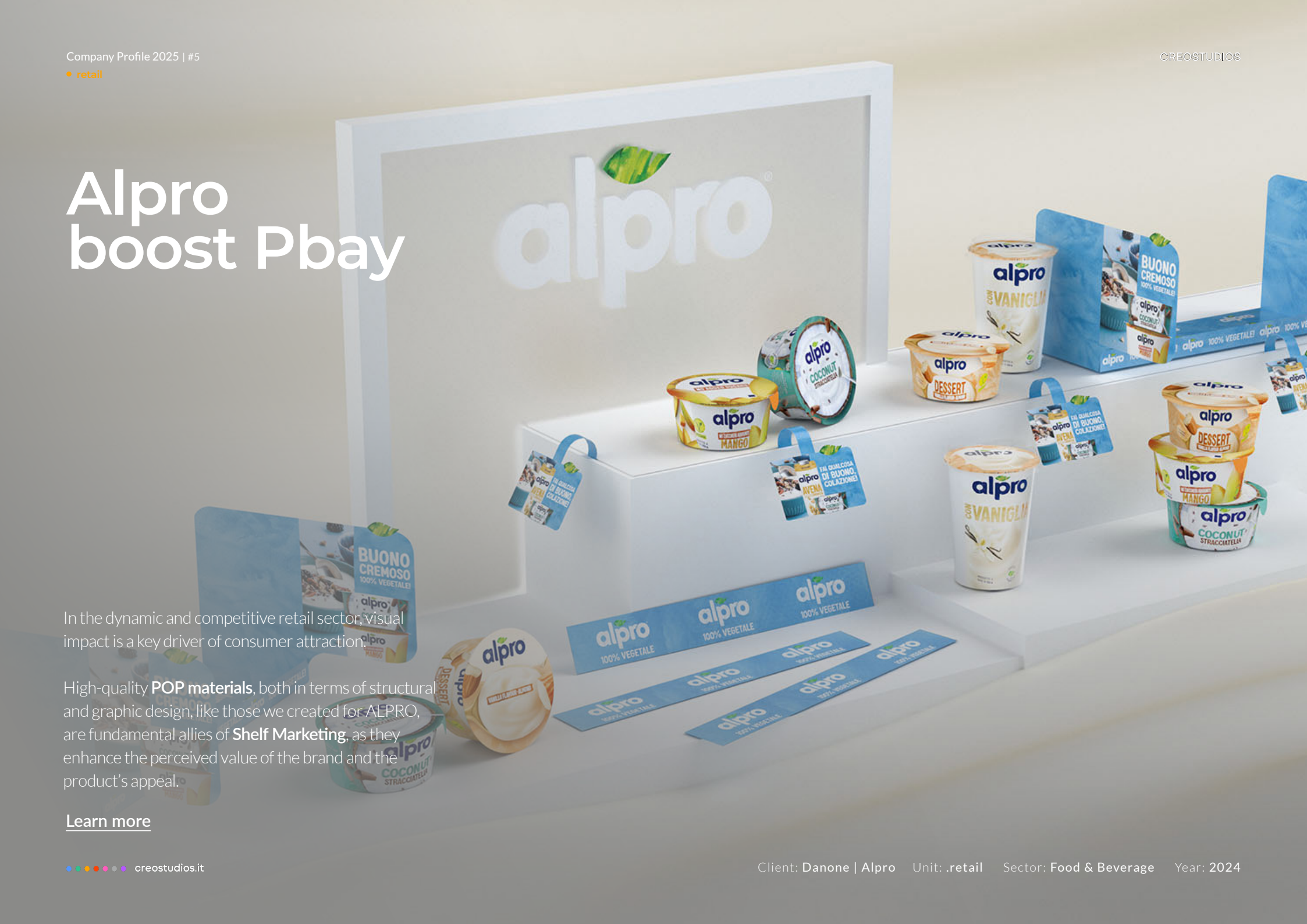
illy agricoltura rigenerativa

illy Caffè entrusted us with the creative development and production of POP materials for the launch of their **first coffee produced 100% through regenerative agriculture**.

The project we developed achieved our primary goal: to create materials that do more than simply convey information. **They create atmospheres, evoke sensations, and tell stories**. These materials incorporate creative solutions, structural details, and a variety of forms that truly capture attention and make the shopping experience immersive.

Learn more

Alpro boost Pbay



In the dynamic and competitive retail sector, visual impact is a key driver of consumer attraction.

High-quality **POP materials**, both in terms of structural and graphic design, like those we created for ALPRO, are fundamental allies of **Shelf Marketing**, as they enhance the perceived value of the brand and the product's appeal.

Learn more

Client: **Danone | Alpro** Unit: **.retail** Sector: **Food & Beverage** Year: **2024**

Alpro and Friends

BREAKFAST? YES, WITH FRIENDS!

On the occasion of the **30th anniversary of the TV** series, Alpro proposes a Friends-themed in-store activation by imagining a **100% Vegetable Central Perk**.

The **promotional island** we createdfor this occasion is an extraordinary space: a place where the brand **can build real relationships with the consumer** by making the **friends breakfast** experience immersive, real and engaging.

Learn more

Client: **Danone | Alpro** Unit: **.retail** Sector: **Food & Beverage** Year: **2024**

Danacol

STAY ALIVE WITH DANACOL!

For the second consecutive year Danone chooses **Elio** as the protagonist of the Danacol advertising campaign, and that's how the **prevention of hypercholesterolemia** immediately becomes a fun catchphrase!

The creativity we created for the **communication materials of the in-store activations**, takes up the pop and ironic traits that characterize the commercial and becomes the key to talk in a light, but not superficial way about a serious topic such as heart health, suggesting the help of Danacol and its plant sterols to **reduce cholesterol**.

Learn more

Client: **Danone | Danacol** Unit: **.retail** Sector: **Food & Beverage** Year: **2024**

illy e Loacker co-branding

For the joint marketing activity that **illy and Loacker** hYear carried out in the large-scale retail sector, we took care of the creativity and production of the communication materials, enhancing their content both in visual and structural terms.

"**More sustainable together, for your good choice**" emphasizes the values and commitment of the two companies in achieving great goals together, for a culture of sustainability to be built with consumers. Commitment and goals we share every day by putting sustainability of processes and valuing people at the center of everything, always.

Goodness is a choice, the right one...always!

Learn more

Client: illy e Loacker Unit: .retail Sector: Food & Beverage Year: 2023

HiPRO
Giro d'Italia

Danone's HiPRO, the official sponsor of the **Giro d'Italia 2023**, was for three weeks alongside all cycling fans, kilometer after kilometer, and present in the large-scale retail trade with promotional islands linked to the **"vinci 7 bici De Rosa"** contest.

We were entrusted with the creativity of the POP materials, which we interpreted by being guided by the values of determination, combativeness and passion characteristic of the brand and of the event itself; values that were translated into promotional islands with a strong visual impact that fYear as a frame for a special activation with a strong appeal.

Learn more

Progettazione per il POP

Capturing the consumer's attention, at the crucial moment of shopping, is the purpose with which we design the displays: in fact, the **attention to detail**, both structural and graphic design, is aimed at multiplying **visual incentives**, intercepting the consumer's gaze, and thus generating more purchase opportunities for the brand.

Learn more

Client: **Danone** Unit: **.retail** Sector: **Food** Year: **2023**

Alpro per X Factor

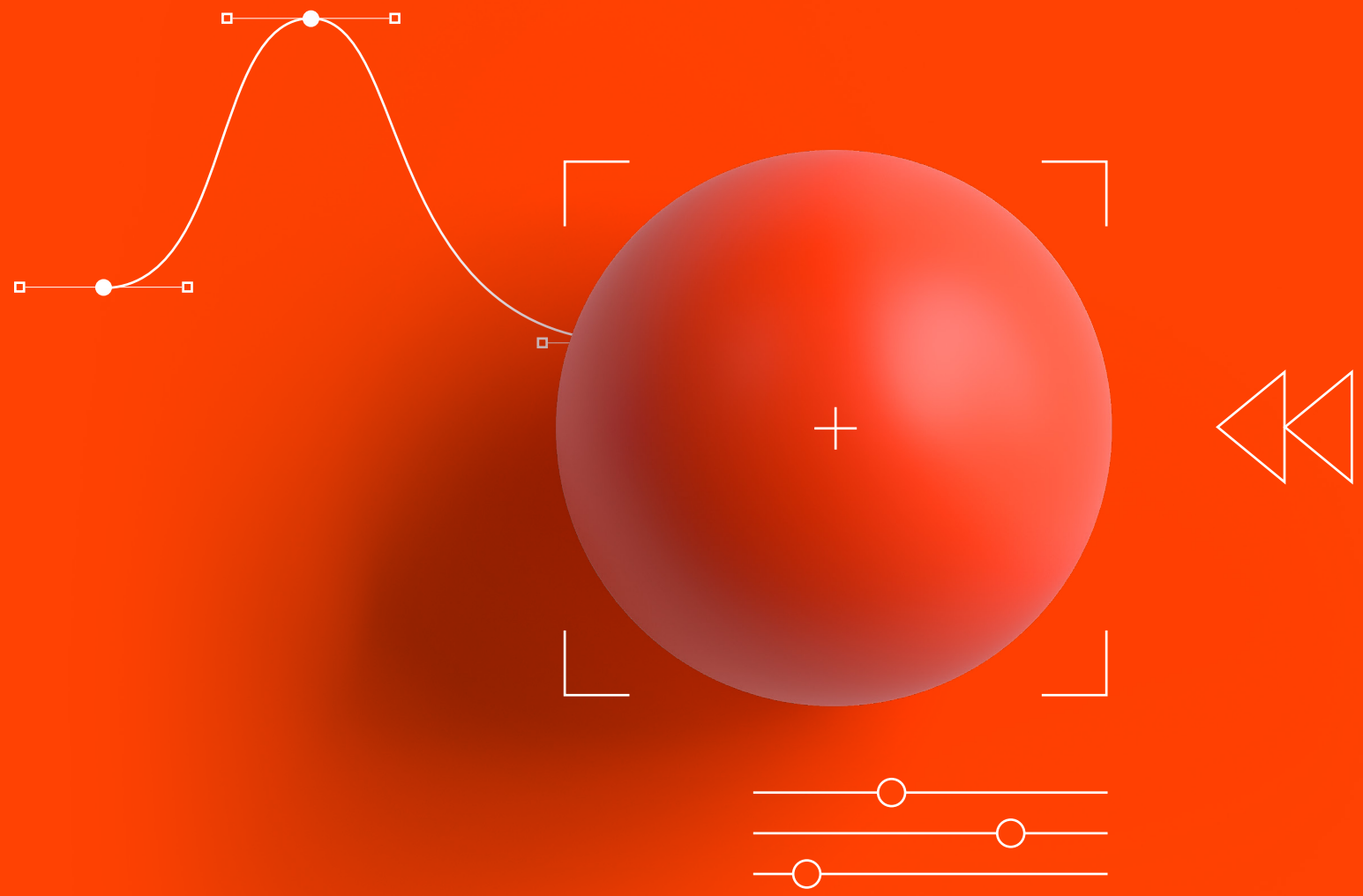
A BREAKFAST FROM 4 YES!

The POP materials that we designed and created for the contest "**CON ALPRO VINCI LA FINALE DI X FACTOR 2023**" become a real stage on which we performa a dynamic creativity for the bond it creates with the consumer. Always respecting the brand identity and sales channel.

Learn more

Client: Danone | Alpro Unit: .retail Sector: Food Year: 2023

.content creates engagement.



Deliverables:

Production
Location scouting
Models casting
Photoshoot
Video
Post production
Podcast
Social media content
Voice-over

Content

Share your world with the world.

Creostudios develops multimedia content for communication campaigns, institutional materials, and digital assets. The agency handles the entire production process, including creative direction, location scouting, model and photographer selection, and onsite production direction to ensure a cohesive and engaging vision. We create content that brings new experiences to life, forging unbreakable bonds between the community and the brand.

Jeep

The Jeep embodies the perfect balance between **style and adventure**, confirming itself as the ideal companion for any kind of journey.

Creostudios followed the launch of the new cars, taking care of the production of **photos and video pills**. The **photo shoot** created for each Jeep model, highlights the **spirit of the brand**, which is also reflected in the selected outfits.

Learn more

Client: **Stellantis | Jeep** Unit: **.content** Sector: **Automotive** Year: **2024**

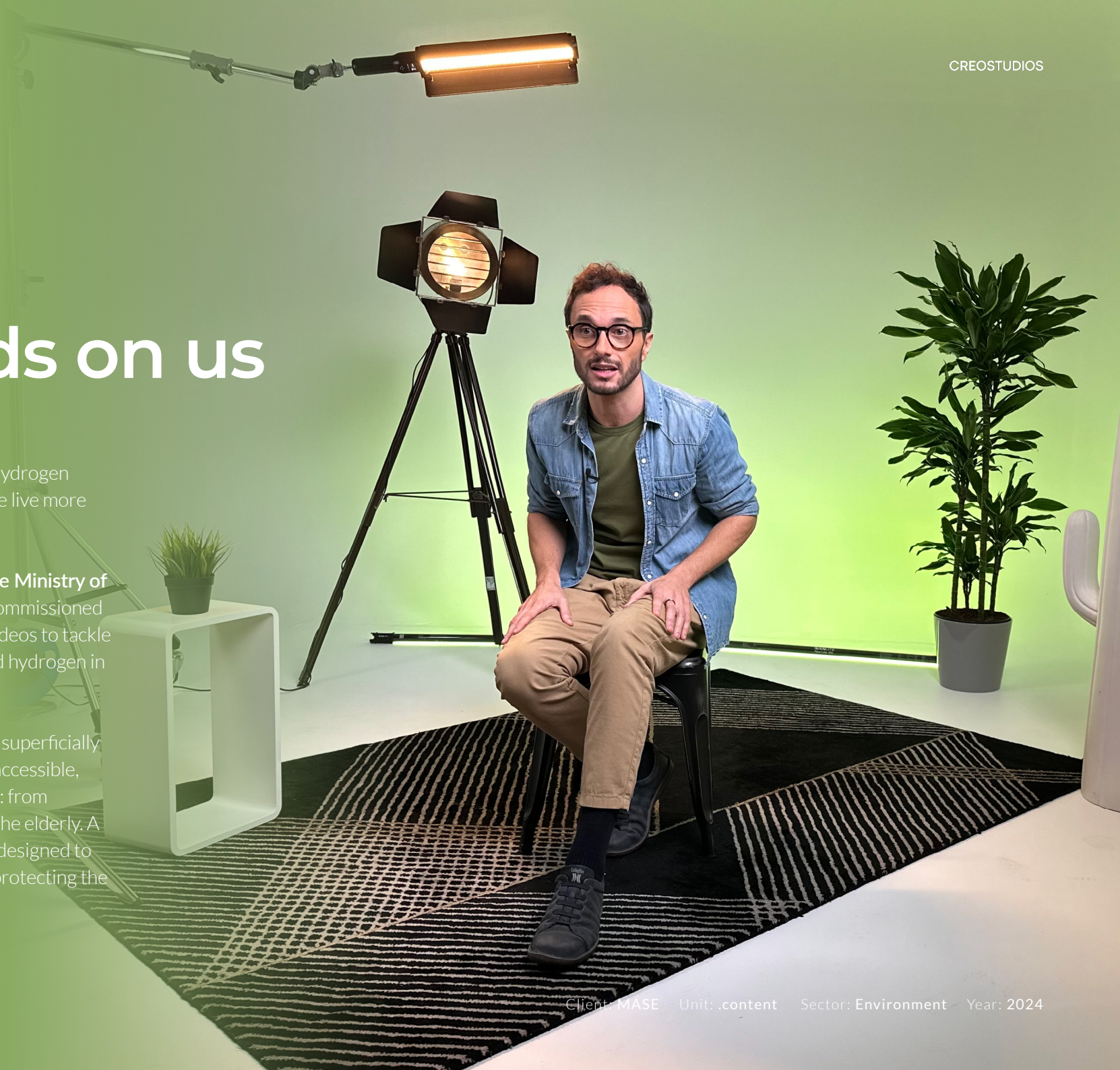
MASE
It depends on us

What is the circular economy? Why is hydrogen so important? But above all: how can we live more sustainably?

To answer these questions, **MASE – the Ministry of Environment and Energy Security** – commissioned the production of two series of short videos to tackle the themes of the circular economy and hydrogen in a light and dynamic way.

The goal was to make often complex or superficially addressed topics understandable and accessible, targeting a broad and diverse audience: from schools to workers, from the young to the elderly. A digital, impactful, and engaging format designed to raise awareness among Italians about protecting the Planet.

Learn more



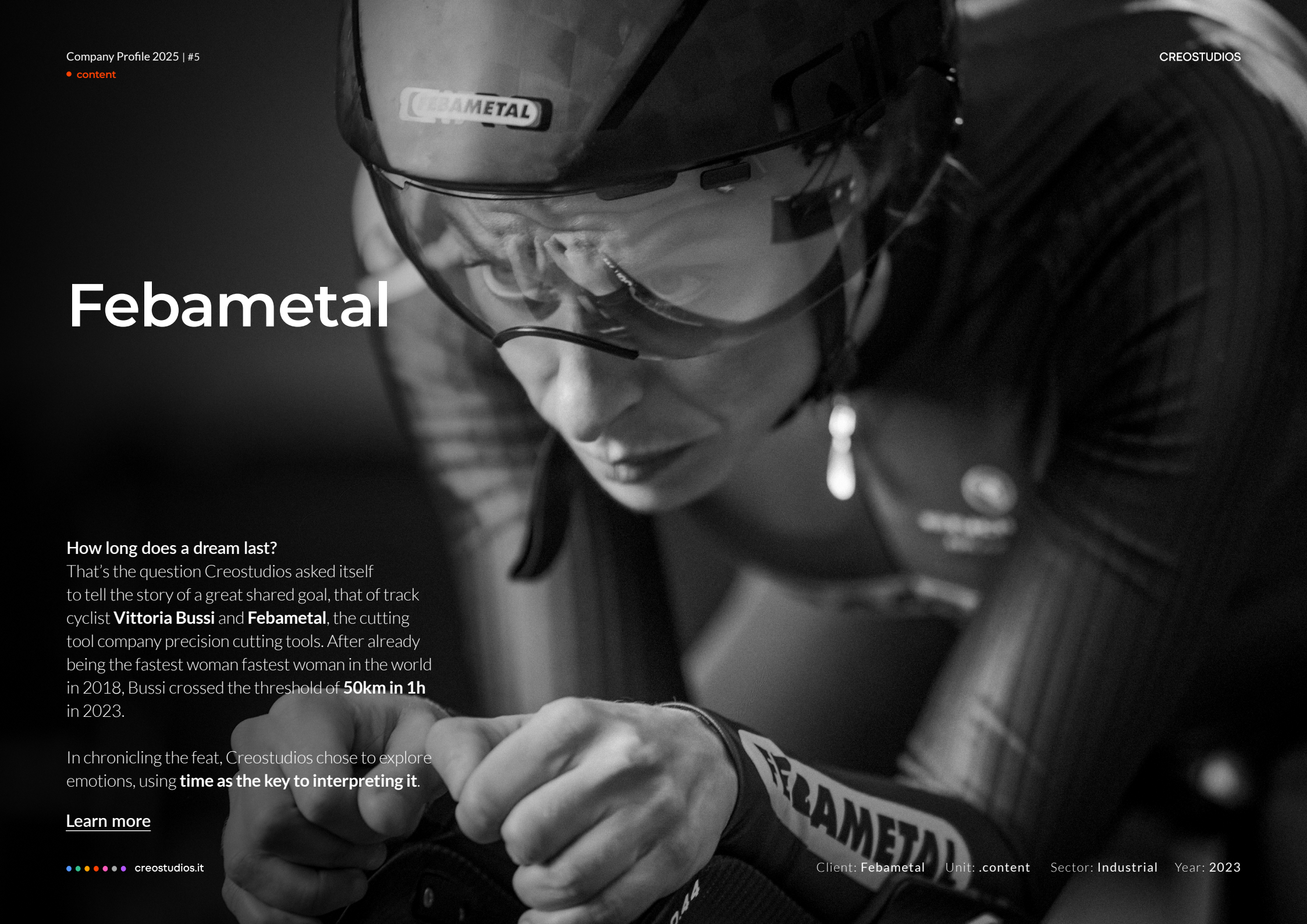
Client: MASE Unit: .content Sector: Environment Year: 2024

Epique's Party Vision to Touch

Epique's Party, the new **"Vision to Touch"** collection by Epique, draws inspiration from cities like Shanghai, Naples, and New York. For its launch, the **intercom** was featured as a central symbol in the photo and video shoot, representing cultural connections and authenticity. Models brought **traditional foods from their cities**, creating a visual story that celebrates diversity,connection, and sharing.

Learn more

Client: **Epique** Unit: **.content** Sector: **Fashion** Year: **2024**



Febametal

How long does a dream last?
That's the question Creostudios asked itself to tell the story of a great shared goal, that of track cyclist **Vittoria Bussi** and **Febametal**, the cutting tool company precision cutting tools. After already being the fastest woman fastest woman in the world in 2018, Bussi crossed the threshold of **50km in 1h** in 2023.

In chronicling the feat, Creostudios chose to explore emotions, using **time as the key to interpreting it**.

Learn more

Client: **Febametal** Unit: **.content** Sector: **Industrial** Year: **2023**

Ministero dell'Ambiente e della Sicurezza Energetica (MASE)

"If someone had asked me, I wouldn't have changed a thing, absolutely nothing. I would have wanted to be born here, in the middle of the Mediterranean Sea."
The campaign for the cruise of **Nave Scuola Amerigo Vespucci** tells the story of Italy's commitment to marine protection through the narrative of a "Guardian of the Sea" and a young girl, symbolizing the new generations. Filmed in Puglia, it includes five episodes and a commercial that explore the Italian coastline, conveying a message of environmental conservation.

Learn more

Client: Ministero dell'Ambiente e della Sicurezza Energetica (MASE) Unit: .content Sector: Environment Year: 2024

Accademia delle Scienze di Torino

Non ne so un'Acca

"Non ne so un'Acca" is the **podcast** by the Academy of Sciences of Turin that makes current scientific and cultural topics accessible with a fresh and engaging tone. Hosted by science communicator **Gaia Contu**, the podcast offers 8 episodes, each 40 minutes long, featuring experts like **Gustavo Zagrebelsky and Guido Saracco** discussing topics such as Artificial Intelligence, Bitcoin, the Constitution, and the future of mobility. Available on major audio platforms, the podcast aims to share knowledge in a deep yet lighthearted way.

Learn more

Client: **Accademia delle Scienze di Torino** Unit: **.content** Sector: **Education** Year: **2023**

Sparco Targa Florio and Arturo Merzario

Creostudios followed the direction of the shooting of the exclusive Sparco collections signed by **Targa Florio and Arturo Merzario**.
The goal was to celebrate the tangible connection between the brand and the history of Italian motoring. For this reason, the chosen location was the **Alfa Romeo Historical Museum**, which provided the set with the two authentic racing legends: the Alfa 33 TT12 and the RL Targa Florio.

Learn more

Client: **Sparco** Unit: **.content** Sector: **Motorsport** Year: **2024**

Epique Bold Vision

Epique, a 100% Made in Italy eyewear frame brand, recently launched its brand extension: **Epique Bold Vision**. Creostudios oversaw the **launch of the new brand extension, naming, logo and shooting** with the aim of enhancing the innovative geometries and brightness of the acetate colors. The team transformed the **minimalist location** into an evocative stage, using **lights and shadows** to create a strong contrast that highlights the Bold Vision frames, true protagonists of the scene.

Learn more

Client: **Epique** Unit: **.content** Sector: **Fashion** Year: **2024**

.e-comm creates business.

Deliverables:

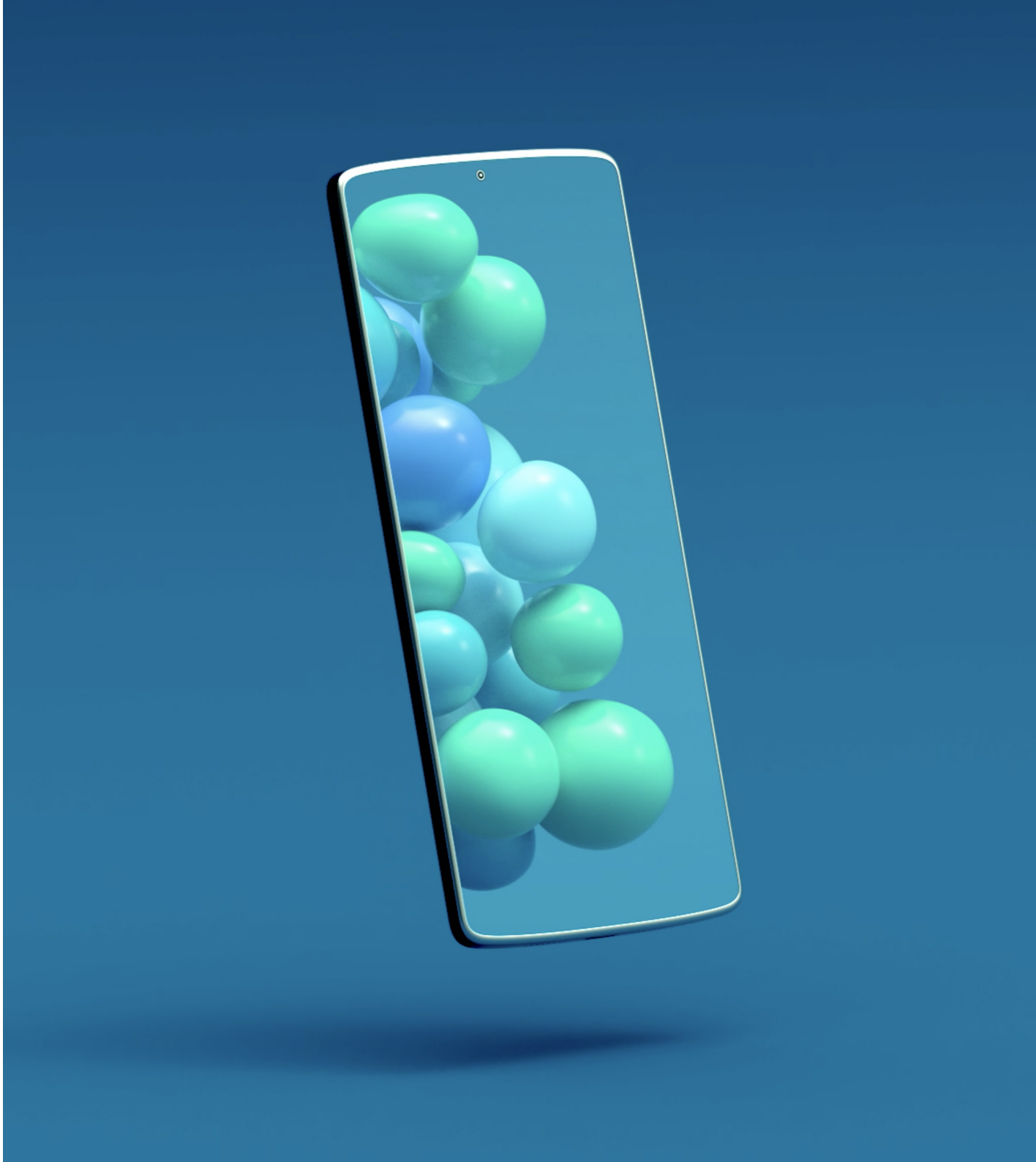
Campaign strategy
Ecommerce management
PPC management
Google Ads
Meta Ads
Amazon Ads
Criteo
Traffic building
Lead generation
Lead nurturing
Traffic analysis
Market research

E-comm

Buy now

Performance powers new opportunities.

Creostudios merges data analytics, strategy, and technology to deliver comprehensive marketing solutions. We enhance brand positioning, boost product sales, and elevate business reputations through strategic planning and tailored customer profiling. Our services include managing ADV budgets, crafting social media and search engine campaigns, and monitoring KPIs for optimal results. We also refine clients' communication assets, manage corporate communications, and handle reputational crises. Our data-driven, results-oriented approach ensures targeted customer loyalty and process sustainability.



Instron

Creostudios assisted Instron, a leading global test systems company, in defining the **2023 campaign**, which targeted the **product launch of the MFI Series**.

Our starting point, in tandem with the Client's marketing team, was to define the overall campaign **strategy**.

We designed the **conversion funnel** with the triple objective of **informing prospects** about new products, **converting** them to valuable CTAs, and **qualifying** them within the CRM. We conducted a prospect customer analysis and identified the best communication media.

Creostudios handled the development of the campaign communication assets, including the new machinery launch video, presentation brochure, social video content, and ADV budget management on the Google channel.

Learn more

Client: Instron Unit: .e-comm Sector: Event Year: 2024

UniPavia

Creostudios supported the University of Pavia in its **digital campaign** for matriculation for the 2023-2024 academic year.

The main campaign was built with a funnel of content on **ScuolaZoo**'s online channels, alternating long-form information advertising content with stories and social content. A second budget segment was invested in the production of a radio spot, carried on **Discoradio**. The last segment was invested in a leafleting campaign, presiding over events visited by targeted students such as the **Salone del Libro of Turin**. A key element in the communication campaign was also the management of the adv budget on the **Google channel**.

Learn more

Client: UniPavia Unit: .e-comm Sector: Education Year: 2023

Kuehne Nagel

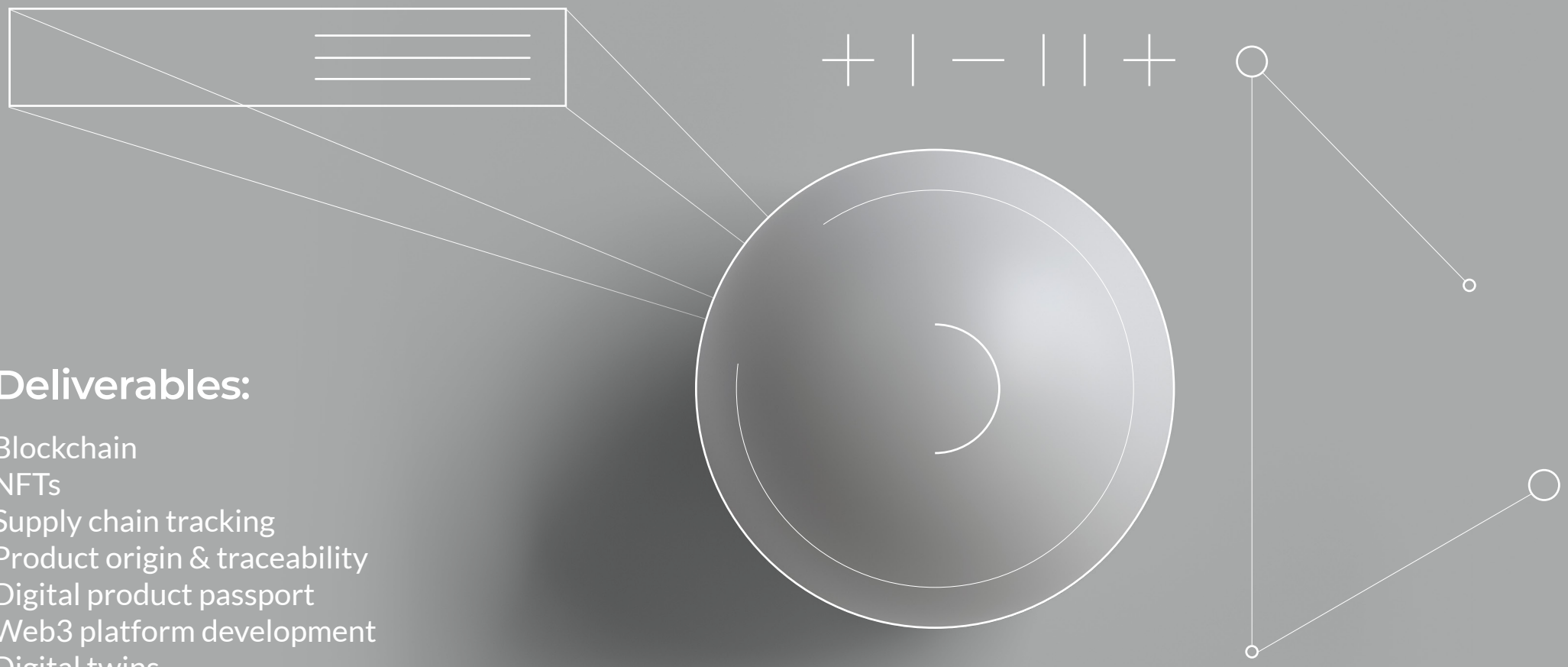
For Kuehne+Nagel, a leading global multinational transportation and logistics company and Amazon partner, we manage several lead generation campaigns.

The goal is to obtain profiled **contacts for individual business units**: sea, air, rail and road transport. To make the campaigns efficient we constantly compare ourselves with the Client on the objective quality of the received contacts, so that the optimization activities are oriented to the best possible result.

Learn more

Client: Kuehne+Nagel Unit: .e-comm Sector: Transportation Year: 2024

.web3 creates innovation.



Deliverables:

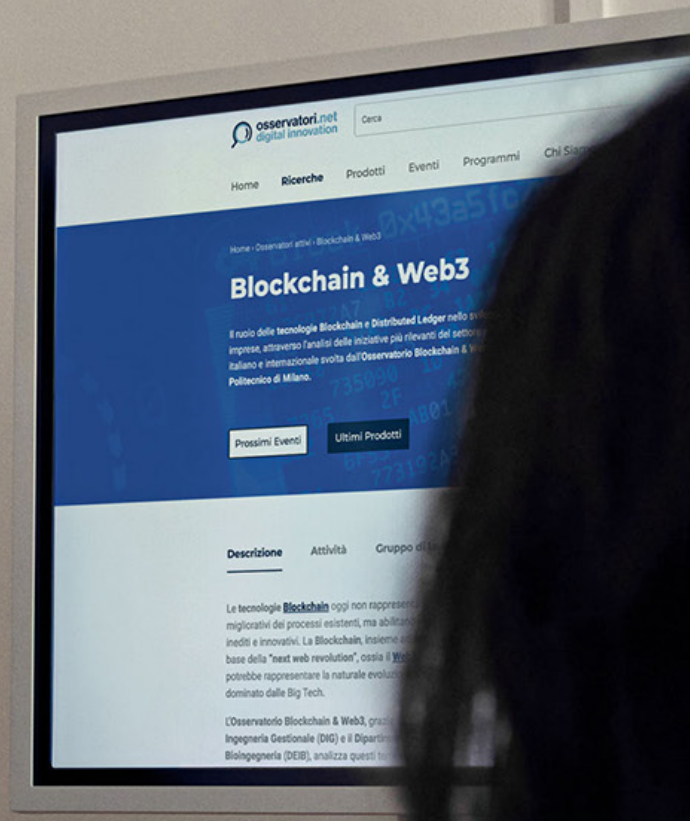
Blockchain
NFTs
Supply chain tracking
Product origin & traceability
Digital product passport
Web3 platform development
Digital twins
Data storage
R&D
Artificial intelligence

Web3

Open the window to a new horizon.

We leverage advanced technologies such as NFTs, supply chain tracking, product traceability, digital product passports, and digital twins to elevate transparency and security within your operational framework. Our team specializes in Web3 platform development, AI integration, creating and managing NFT collections within loyalty programs, ticketing and collectibles projects., and data storage, ensuring a seamless and cutting-edge digital transformation. At Creostudios, we continuously challenge conventional limits to propel your business forward with avant-garde R&D and tailored blockchain strategies.

Sponsor dell'Osservatorio Blockchain & Web3



We are excited to announce that Creostudios is now an official sponsor of the **Blockchain and Web3 Observatory of the Politecnico di Milano**. This collaboration underscores our ongoing commitment to innovation and advanced research, putting us at the forefront of the development of emerging technologies.

Learn more

osservatori.net
digital innovation

Torino Digital Days

Workshop - "AI: Artistic Intelligence"
The event we held inside the **Copernicus Halls**, gave participants the opportunity to shape thoughts and space for imagination, going on to create works generated entirely with artificial intelligence following a basic theme: your **interpretation of intelligence**. The purpose of the activity was to learn how to communicate effectively with **Midjourney** by creating images with a different AI, **Artistic Intelligence**!

Learn more

Client: Torino Digital Days Unit: .web3 Sector: Event Year: 2023

CREO.foresight

By our present actions
we commit ourselves to
preserving the possibilities
of future generations.

CREO.foresight

We are connected to our employees, our collaborators, our partners and our entire community. Together we are committed to building, day by day, a **better future**, for us, but especially for those who will come after us.

We believe it is important to represent the **change** you hope for in the world through your **daily actions**. Our planet is the greatest resource of life, wonder and inspiration. It is our duty to **protect the environment** and every expression of life on Earth.

Cardioteam Una vela per il cuore

Prevention, a safe haven.

Creostudios is proud to support **"A sail for the heart"**, a project carried out by **Cardioteam Foundation** in collaboration with **Lega Navale Italiana**.

An ambitious initiative involving an extraordinary voyage along the Italian coast, with the goal of conducting more than 3,000 cardiac screenings on individuals between the ages of 50 and 75.

The real star of this adventure is a **sailboat**, which will stop in **27 Italian ports**, spreading the importance of health and prevention. The primary goal is to provide echocardiographic examinations.

Learn more

Client: **Cardioteam Foundation** Unit: **.foresight** Sector: **Medical** Year: **2024**

.lab days

Creo Lab is our ideas incubator, dedicated to new technologies, innovative product development, high-tech services, digital platforms, and experimental communication projects. In 2023 we established **.lab days**: periodic internal meetings where anyone with an innovative project in mind to develop can present it to colleagues. Submitted projects have the possibility of falling under the development programs of the Hub Creostudios .lab.

Learn more

Client: **Creostudios** Unit: **.foresight** Sector: **Innovation** Year: **2024**

Certification

A Concrete Commitment

Quality and inclusion are fundamental values in our way of working. This is why we have obtained **important certifications** that confirm their concrete application:

FSC: ensures that the materials used come from responsibly managed forests, respecting the environment, local communities, and future generations.

ISO 9001: certifies the efficiency and reliability of our processes, guaranteeing high-quality standards and continuous improvement.

UNI/PdR 125: confirms our commitment to gender equality, promoting a fair, inclusive work environment that values every talent.

People

Creostudios puts the concept of “**human creativity**” at the center of its processes.

A team composed of people with different backgrounds, experiences and mindsets to **formulate innovative**, out-of-the-box solutions. Our strength lies in the **contamination of ideas** and the ability to define multifaceted and dynamic work teams.

Team

Lorenzo Gennuso
CEO & Founder

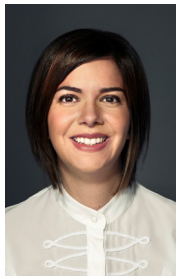
Massimiliano Iacobellis
COO & Founder

Giovanna Guglielmi
Operations Manager

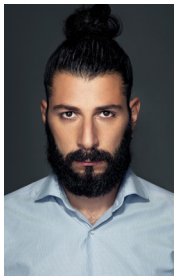
Giuseppe Sturchio
Head of Operations

Natalia Kulikova
International Business Development Manager

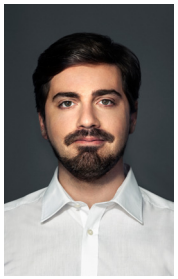
John Murnane
International Development & Corporate Communication Specialist



Valentina Testa
Accounting and Administrative Manager



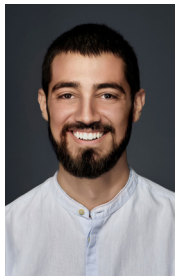
Fabrizio Gaglioti
Creative Director



Jacopo Vassallo
Key Account Manager

Ylenia Franco
Corporate Marketing and Communication, Senior Project Manager

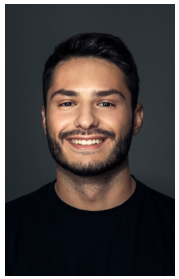
Chiara Manieri
Corporate Marketing and Communication, R&D and Innovation Manager



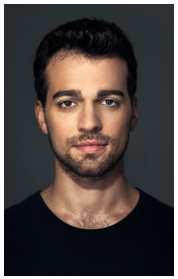
Emanuele Starace
Senior 3D Artist and CGI Designer

Giulia La Ganga
Digital Art Director & UX Designer

Selene Rigatelli
3D Artist & Immersive Experience Designer

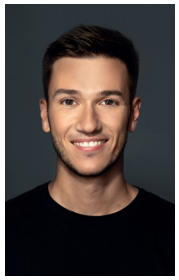


Simone Coppola
Photo Video Producer



Francesco Ubertalli
Photo Video Producer

Erika Banchio
Head Photographer



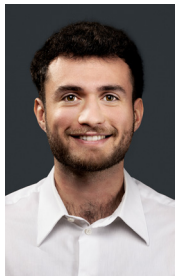
Gabriele Merlin
Head Photographer

Silvia Destefanis
Post Producer

Eladia Sillo
Senior Project Manager

Riccardo Ferro
Art Director

Elena Deffacis
Corporate Marketing and Communication, Sustainability Specialist



Matteo Parisi De Marchi
Junior 3D Artist & Product Designer

Ludovica Irene Sacco
Project Manager

Driven to performance, made by people.

Our clients

Accademia delle Scienze di Torino
Acqua di Parma
Actimel
Activia
Alfa Romeo
Alpinestars
Alpro
Altec
Altroconsumo
AMMA
Aptamil
Banca Investis
Beiersdorf
Beni di Batasiolo
Bit
BolognaFiere
Bricocenter
Cardioteam Foundation
CasaOz
Chibimart
Cisl
Clickar
Coop. Di Vittorio
Crudo di Cuneo
Danacol
Danette
Danone
Decathlon
Diocesi Torino
Dior
Enasarco
Eni
Estathè
Eucerin
F1 Team Orlen
Febametal
Fiat
Fiat Professional
Fieramilano
Filarmonica TRT
Fond. CRT
Fond. Compagnia di SanPaolo
Fond. Torino Musei
Galup
Givenchy
Helix
Hipro
Homi
Host
illy
Inco Cosmetici
Intesa San Paolo
Intrauma
Instron
Iren
Istituto di Elicicotura di Cherasco
Italian Group
Jeep
Kellogg's
Kuehne + Nagel
Lancia
Leasys
Linkonline S.p.A.
Loacker
L'Oréal
Louis Vuitton
Loro Piana
Lumacheria Italiana
Lumadea
Luxottica
LVMH
Made Expo
MAO
Mase
Maxi Zoo
Mediaworld
Mellin
Mopar
Museo Egizio di Torino
Nivea
Number One
Nutricia
Oakley
Opel
Ospedale Cottolengo
Ottica Amica
Ottici Italiani
Peugeot
Politecnico di Milano
Politecnico di Torino
Porto Montenegro
Pro One
Print4all
Pte
Ray Ban
Reale Mutua
Regione Piemonte
Regione Valle d'Aosta
Sana
Scuola APM
Sephora
Sicurezza
Sipal
Si Sposa Italia
Skipper
Soag
Space Festival
Sparco
Sparco Teamwork
Sparco Martini Racing
Stellantis
Thales Alenia Space
Transpotec
Tuttofood
UGL
Unione Industriali
Torino Unipol
Università di Pavia
Usarci
Versilia
Vitasnella
Vogue
Wella
Zambon
Zuegg

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