



BE·CONTENT

COMMUNICATION

WWW.BE-CONTENT.IT



TO BE

Our agency brings together a **multidisciplinary team** of professionals who live and breathe communication. We combine our skills to create unique, unconventional services ranging from branding to digital strategy, from copywriting to visual creativity, from marketing to multimedia production.

Our shared vision brings together different perspectives and complementary experiences within a single project, creating effective messages that capture attention across every channel and for every type of audience.

We have made **Artificial Intelligence** our ally: it does not replace human beings or their professional expertise. Instead, through our skills, experience, and broader vision, it becomes a truly effective support tool for enhancing communication.

Nationwide presence, headquarters in Milan

+100

Corporate partners

+100

Managed social
media profiles

+250

Media outlets we
collaborate with



BE STRATEGIC

We build integrated, multichannel communication strategies designed around your goals.



ANALYSIS

identification of strengths, areas for improvement, and opportunities



STRATEGY

Integrated and/or multichannel approach



PLANNING

Planning of actions and channels to reach objectives and target audiences

BE FOCUSED

We provide you with industry-specific experience and expertise to create tailor-made communication strategies.

ORGANIZATIONS AND INSTITUTIONS

Public and private, local, regional, and national

TRANSPORT

Public transport, commercial transport, carriers, and sustainable mobility

TERRITORY AND TOURISM

Local communities, territorial projects, and tourism operators

OFF ROAD

Agricultural machinery and earthmoving equipment

TRADE FAIRS AND CONGRESSES

Trade fair organizations and event companies

ENERGY AND RECYCLING

Utilities, circular economy, and environmental resources

BE NEWS

We offer integrated Press Office and PR services to meet your media visibility and coverage needs.

We listen carefully to your needs and analyze them in depth, transforming inputs and messages into valuable content.

Thanks to established relationships with the media world, we give your story and projects immediate visibility and recognized credibility.

- **Analysis** of the initial situation: positioning, target audiences, reference media, newsworthiness
- Development and creation of the **editorial plan** based on the request
- **Identification of sector-specific and local media outlets**
- Drafting and distribution of **press releases** to the entire media landscape, including newspapers, magazines, online publications, radio, television, podcasts, etc
- Coordination and management of **relationships** with journalists
- Organization of **press conferences and interviews**
- **Regular alignment meetings** on the results of communication activities

BE SOCIAL

We define strategies and solutions for the social media landscape, helping you grow and expand your digital opportunities.

Visibility on **social networks** is essential: they are virtual spaces where people, professional organizations, and institutions can connect directly and instantly.

Knowing how to tell your story to **your target audience** and establish an effective dialogue with clients is more essential today than ever.

We embrace digital trends to keep your communication relevant and up to date, supporting you in choosing the right approach, tone of voice, best platforms, and most effective formats, including copy, photography, video, and stories.

Our team of experts works consistently **to engage with target audiences** through community management activities.

Our work focuses on two main areas: managing replies to comments and requests for information, and interacting with relevant communities through likes, shares, and strategic comments.

BE CREATIVE

We give shape and image to your needs, transforming them into powerful **visual tools**.

Visual communication has the power to be immediate and to shape the first impression in each person's mind.

The graphic transformation of your project requires in-depth analysis: identifying the **concept**, understanding the context, and defining the goals to be achieved.

Every visual element, from the logo to the website and promotional brochures, must be developed **according to a consistent and distinctive visual identity**.

Our agency combines **creativity and method** to communicate with style and effectiveness.

We provide complete production for every need: logos, coordinated brand identity, informational and advertising materials, editorial projects, catalogues, packaging, presentations, infographics, digital content, and much more.

BE VISUAL

We tell stories and capture emotions through **professional photography** and **video services**.

Our agency provides professional services with **established photographers and videomakers** who enhance your **image** through **effective and engaging storytelling**.

We manage the entire creative process, from concept development to post-production, **ensuring high-quality visual** content tailored to your needs and designed to capture the attention and interest of your audience.

For trade fairs and events in particular, we produce photo and video content for live social media coverage and create archive materials to support editorial plans between one edition and the next. We coordinate teams to cover stands, conferences, common areas, and both indoor and outdoor spaces.

BE DIGITAL

We dive deep into the **digital ecosystem** to seize all its opportunities.

Contemporary communication finds its nerve center in **digital channels**.

We create **websites** that become true **strategic tools**: perfectly aligned with corporate or institutional identity, designed to offer the best user experience and optimized from an SEO perspective to rank at the top of search engines.

Websites are, in every respect, the natural landing point for social media and digital marketing campaigns.

Our modus operandi is based on a **multichannel approach**: we move across different digital channels with consistency and an overall strategic vision.

For trade fairs, we specialize in creating content in the run-up to the event, helping keep the website active and indexed. During the event, the exhibitor catalogue and ticketing sections become the primary business channels.

BE ORIGINAL

We line up **words** to create messages that last.

We write words that persuade, content that engages, and texts that inspire action or spark emotion through our **content creation** and **copywriting services**.

When crafting a text, every word counts. This is what makes the difference between ordinary content and content that truly stands out.

We produce **content** by giving the right weight to words, adapting it to every communication channel currently available, while fully respecting its specific rules and language.

A carefully crafted and well-written text, whether published online or on offline media, must hit the mark: reaching the right **target** audience, expressing brand identity like never before, or ranking at the top of **search engines**.

BE LIVE

We enhance the power of live events and authentic experiences.

Roadshows, events, congresses, and trade fairs always have one clear purpose: to be seen in person, create new contacts, build relationships, and strengthen positions of prestige within the market.

Organizing a conference during a trade fair means creating an event within the event. We identify the solution that best fits your needs and your brand, providing turnkey solutions and professional support.

- **Stand design and setup:** creative design and production of attractive exhibition spaces
- **Location scouting:** identifying the most suitable venues for the event's needs
- **Qualified personnel:** hostesses, stewards, male and female models, multilingual interpreters
- **Full media coverage of the event:** photography, video, and press coverage, both offline and online, rendering, and augmented reality.
- **Social live coverage:** real-time storytelling on social networks to highlight key moments and generate engagement
- **PR management:** coordination and communication with journalists, media outlets, content creators, partners, and guests
- **Additional services:** rental and transport of equipment, assembly and dismantling, catering, logistics, guest accommodation management, and production of customized gadgets

Our clients



Our clients

IVECO

DAIMLER TRUCK

HITACHI



VOLVO

Otokar



Our clients



FIERA MILANO



Hannover Fairs
International GmbH
Filiale italiana di Deutsche Messe



BE-CONTENT

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