



studiochiesa  
communication

**Partners for industry**

A close-up photograph of an industrial valve with a large, bright yellow handwheel. The valve is part of a complex system of dark metal pipes and flanges. The lighting is dramatic, highlighting the textures of the metal and the vibrant color of the handle.

## **The communications agency for Italian *B2B Industrial* companies since 1984**

**We enhance corporate culture through  
visual and textual content interpreted  
from an *omnichannel* perspective.**

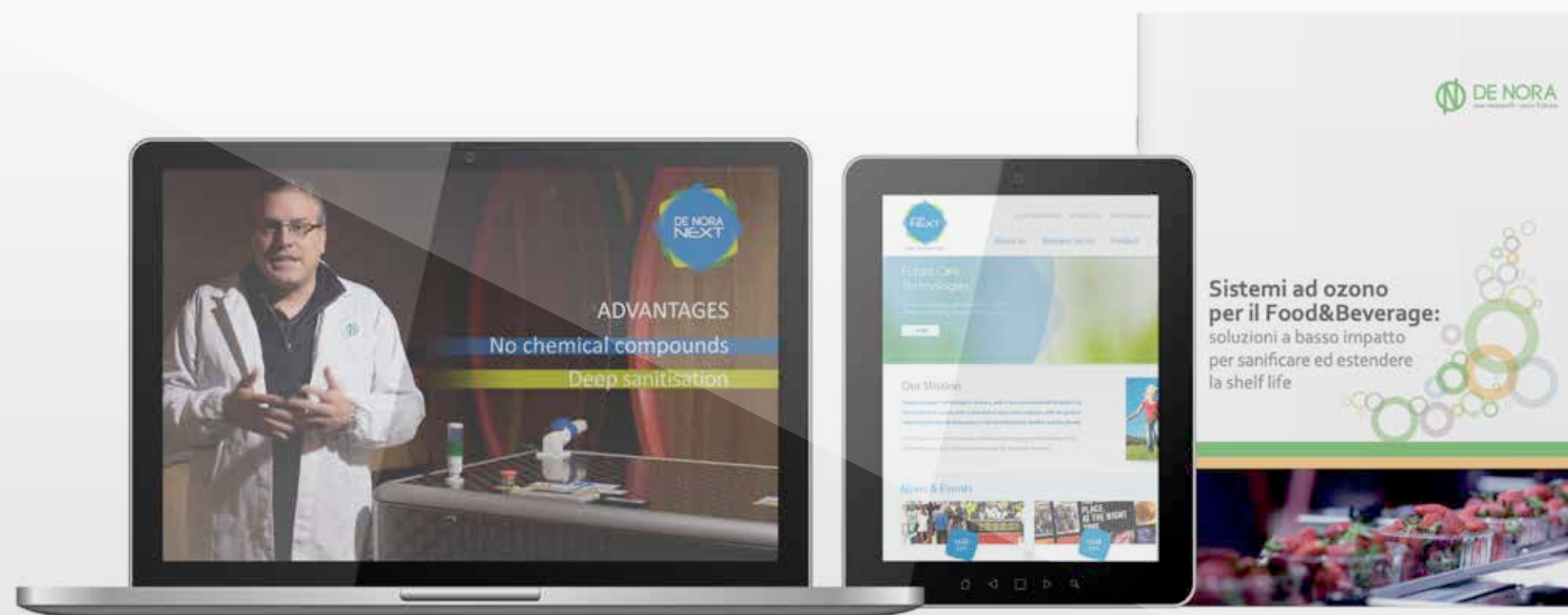




## CORPORATE CULTURE, identity and *branding*

Every company is unique. Characterised by its historical identity and belonging to the territory, the company expresses the strength and value of its *brand* through a **narrative consistent with business objectives**, hand in hand with the sensitivity of all its *stakeholders* and representing a culture which looks to the future and towards the needs of future generations.





**SUSTAINABILITY,  
the future of  
*brand reputation***

We strive to create the best **online and offline communication** strategy to show all *stakeholders* the quality and value of a promise.



AGRICULTURE  
& LIVESTOCK

FOOD PROCESSING  
& BEVERAGE

PROFESSIONAL  
CLEANING

VETERINARY  
& ANIMAL CARE

ridurre i costi  
con l'ozono

Tra i principali costi dell'industria alimentare e degli allevamenti, oltre all'approvvigionamento energetico e di acqua, rientrano anche i costi di trattamento delle acque reflue soprattutto se contaminate da prodotti biologici e chimici responsabili dell'aumento dei livelli di COD, BOD e microinquinanti.

L'utilizzo di sistemi ad ozono permette una **riduzione sostanziale** dei livelli di **COD, BOD e microinquinanti**. Conseguentemente, un minor impiego di composti chimici. L'impiego di **ozono** in un **depuratore** biologico può migliorare l'efficienza e **ridurre** la quantità di **fanghi** prodotta con un impatto economico positivo sui costi di smaltimento. Evita, inoltre, la creazione di enormi vasche di raccolta. Se utilizzato prima del trattamento biologico, l'ozono può ridurre il COD prima che le acque reflue siano immesse in vasca: il **rapporto BOD/COD aumenta** così come l'efficienza biologica, impiegata dopo il trattamento biologico, l'ozono può ridurre il COD residuo e i germi presenti. In questo modo i **limiti di scarico** sono gestiti nel rispetto delle legislazioni in vigore. L'ozono può essere inoltre impiegato con successo per **ridurre** la produzione di **fanghi secchi biologici**. La migliore sedimentazione di questi e il minor indice volume fanghi, nonché la maggiore disidratazione e il minor uso di prodotti chimici che ne consegue, garantiscono un **incremento dell'efficienza** dell'impianto di trattamento.

riduzione  
DEI FANGHI  
- COD,  
- BOD  
- MICROINQUINANTI

CASE HISTORY

Industria del vino: sanificare  
con l'ozono conviene.  
Tutti i vantaggi rispetto  
ai prodotti chimici.



DE NORA  
our research - your future

Contenimento  
del tasso  
di umidità  
• evita la crescita  
di microrganismi

Riduzione  
consumi acqua  
ed energia  
• nessun impiego  
di acqua  
• minor consumo  
elettrico delle pompe

Raggiunge punti  
in cui l'acqua  
difficilmente  
arriva  
• migliore efficacia  
del trattamento

Riduzione  
muffe, lieviti  
e batteri  
• efficacia contro  
*Brettanomyces  
bruxellensis*  
• non crea ceppi  
resistenti

Riduzione  
volumi acqua  
al depuratore  
• 40% produzione  
fanghi in meno





# INTERNAL COMMUNICATION, *engagement* and sharing

Effective internal communication strengthens the sense of belonging to the company, creating corporate culture through the clarification of **brand values**.

We propose initiatives such as *Open Days* and CSR projects to extend the *brand's reputation* in the community and the local area.





4 LUGLIO  
**DAY**  
ENTRA  
PER SCOPRIRE IL CICLO DI  
TRASFORMAZIONE  
DELL'ACCIAIO

**MARCEGAGLIA**  
ACCIAIO

Partners logos: EUROPA, B, ENERTECH, DANIELI, LACISA, SIDA, etc.

**MARCEGAGLIA**  
br

COIL NERO  
5.000.000

COIL DECAPAT

COIL LAMINATO

COIL 10000

COIL 10000

ESSERE VENUTI  
SCOPRIRE  
VOSTRA REALTÀ

**MARCEGAGLIA**



# A specialised approach, opportunities for success

We use consolidated *expertise* and a focus on content management to define synergistic strategies for the *brand* and its positioning.





# COMMUNICATION PLANS, vision, strategies and tools

We design a *road map* of **actions to be planned** and tools to be leveraged in the medium and long term.  
This can empower business objectives to increase *brand* value.

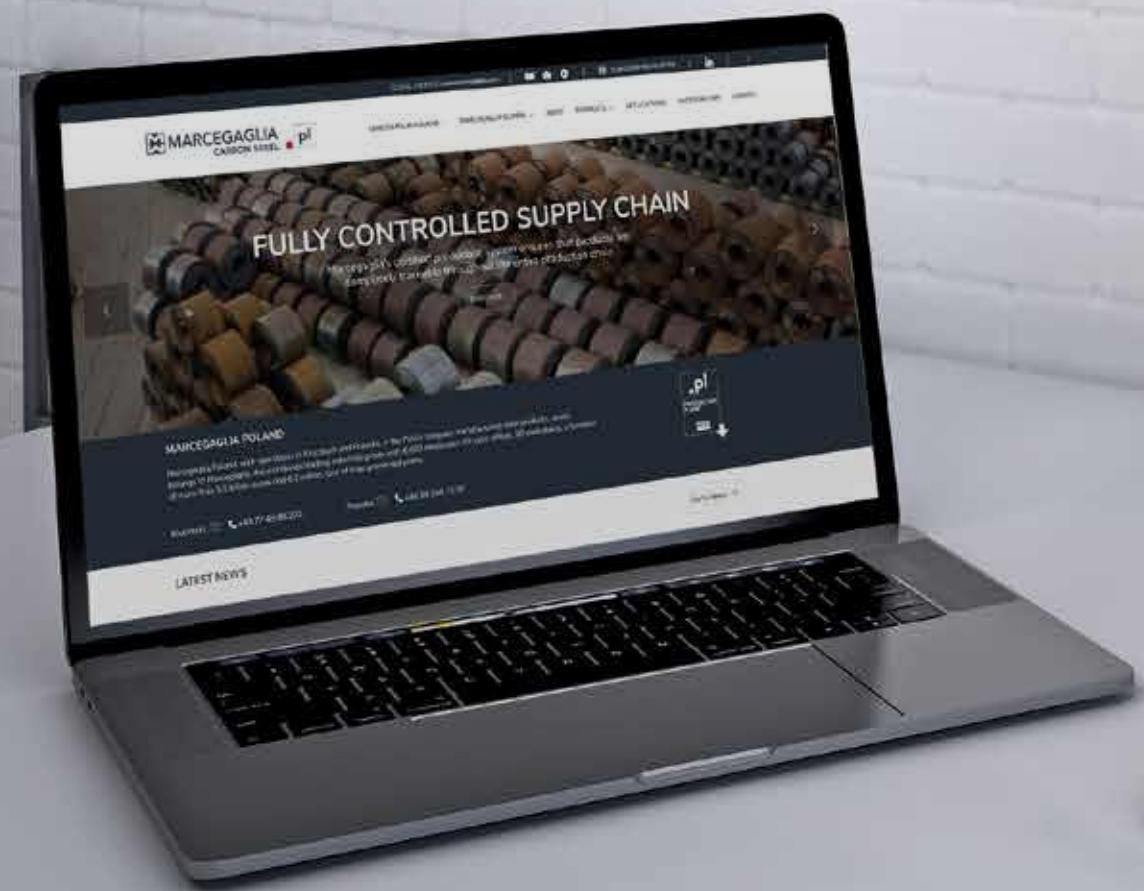


# INTEGRATED COMMUNICATION, *content management* and multi-channel communication

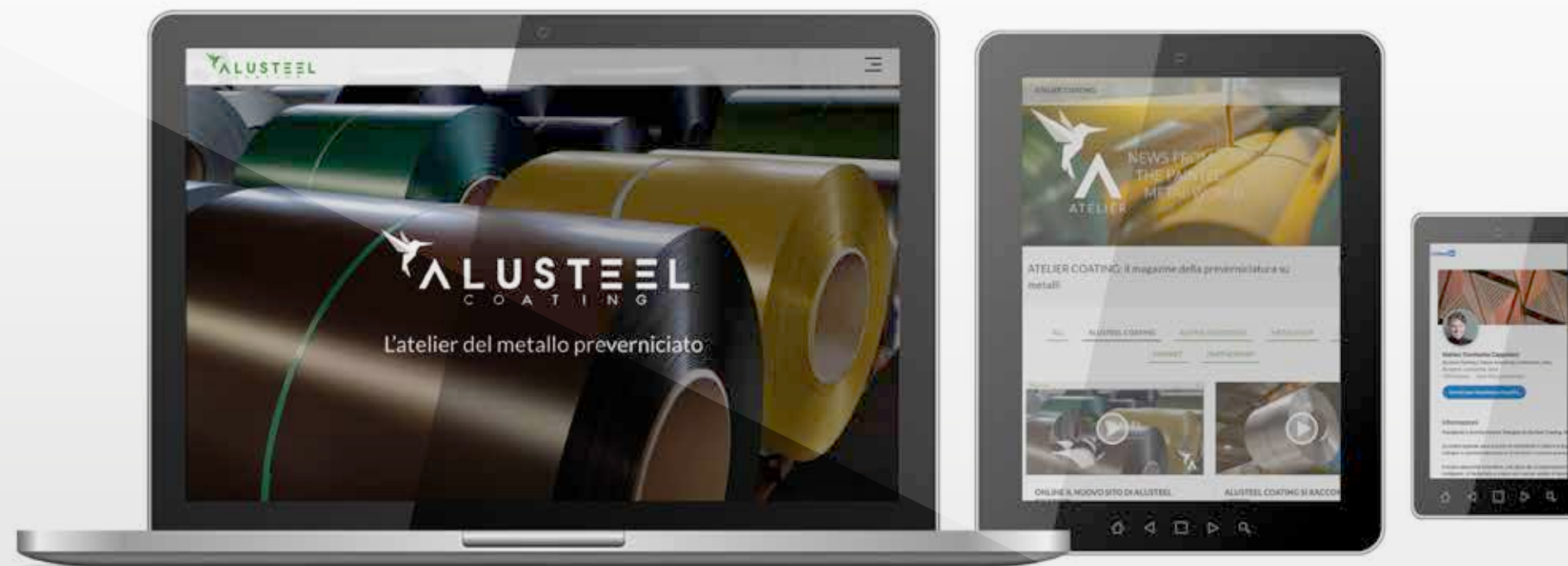


High-profile specialised content designed for an *omnichannel* and *phygital* strategy that amplifies user *experience* and *brand value*.









## DIGITAL MARKETING, indexed editorial content

We curate **customised editorial plans** responsive to *business* objectives and indexed by search engines, through programming on major *social* platforms and managing *social media marketing* adv campaigns.



## PR and DIGITAL PR, more value to the *web reputation*

Active relationships with journalists, *bloggers* and *influencers* help increase online *brand* reputation and value, including through SEO and SEM activities that can **increase visibility** and indexing on search engines.









# LEAD GENERATION MARKETING, an accelerator of *new business*

Intercepting the **needs of potential customers** through a *tool* specialised in qualitative-quantitative analysis for the aggregation of market and *prospect* data.









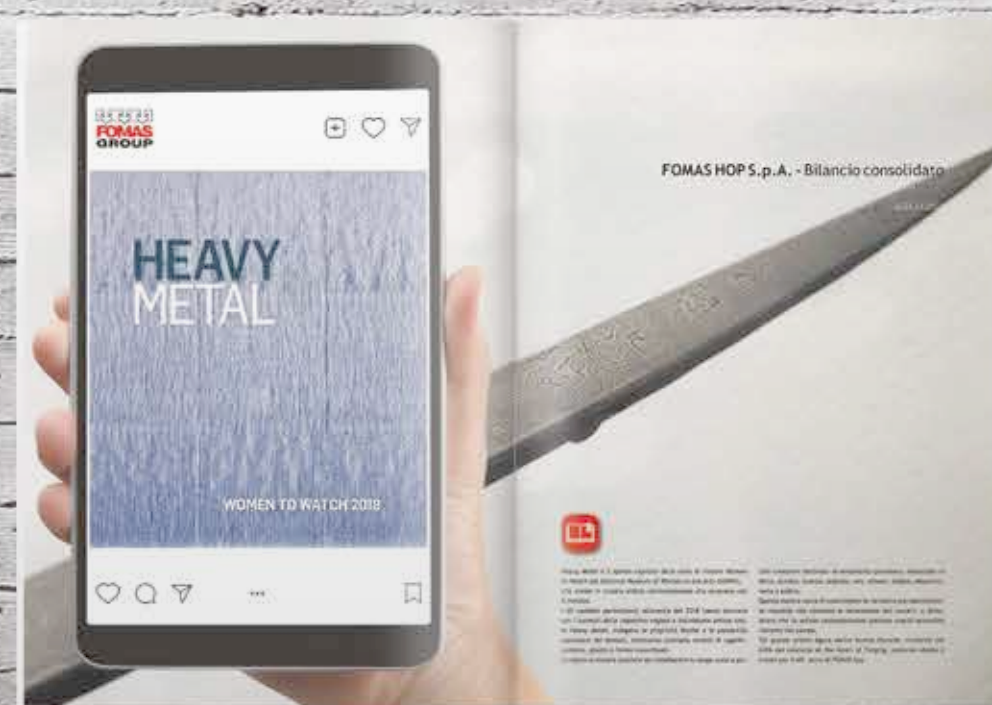
## SALES TOOLS, *business relations*

**Customised content** for the sales network in a *phygital* format: data sheets, *brochures* and catalogues, *video tutorials* for specialists. Flexible and always up-to-date information.

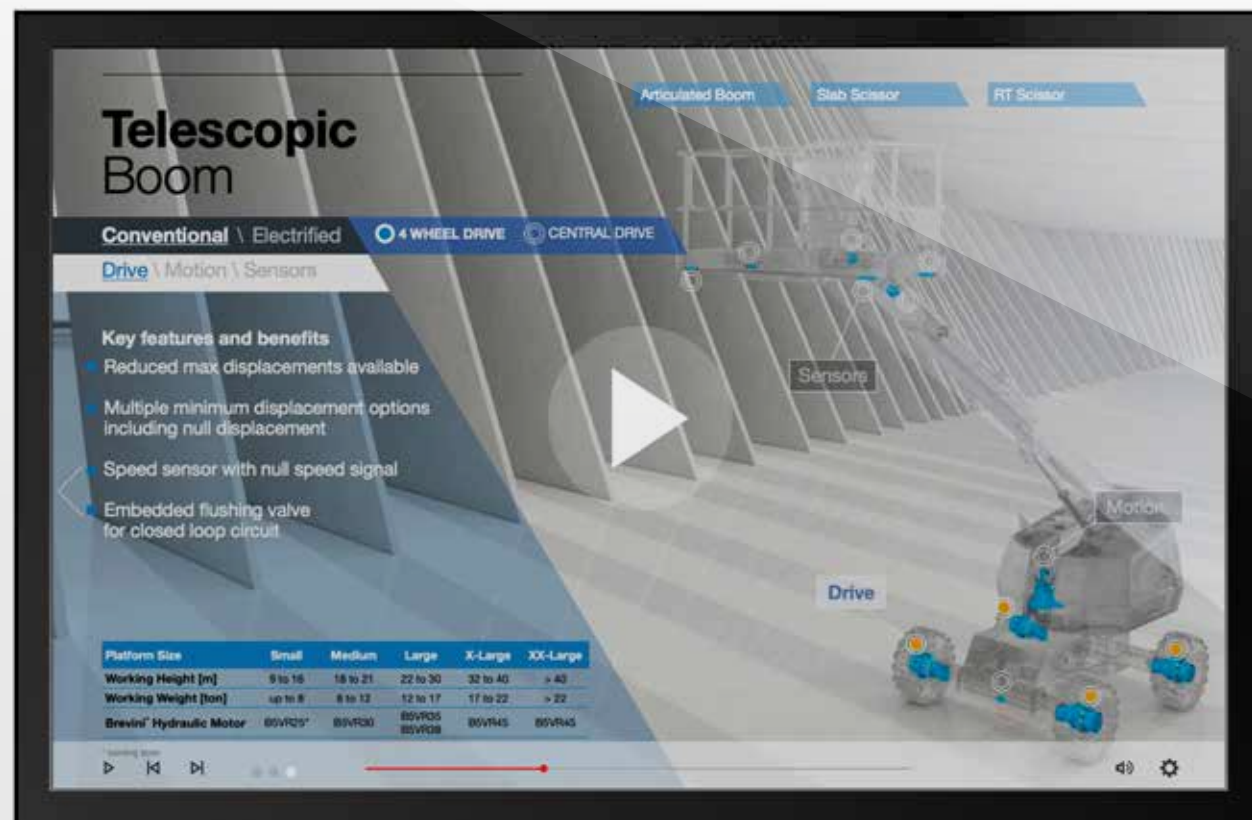






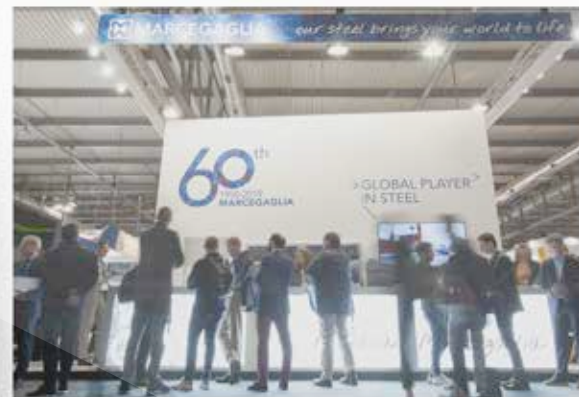






## VIDEO, *in-motion* business storytelling

Videos are powerful levers for attracting and engaging audiences. We create *corporate*, *product* and *tutorial* videos through engaging and dynamic *storytelling* suitable for B2B.



# EXHIBITIONS, FAIRS, EVENTS, we create new connections

We develop relationships and *business* opportunities through our presence at **major B2B events**. We handle the operational management and project concept of trade fairs, exhibitions, conferences, and both face-to-face and virtual *meetings*.





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**Over 300 events  
in over 30 countries**

• Bari	• Brno (Czech Republic)	• Nitra (Slovakia)
• Bologna	• Bucarest (Romania)	• Norimberga (Germany)
• Bolzano	• Cairo (Egypt)	• Maastricht (The Netherlands)
• Brescia	• Köln (Germany)	• Manama (Bahrain)
• Milano	• Doha (Qatar)	• Moscow (Russia)
• Parma	• Dubai (UAE)	• Paris (France)
• Rimini	• Dusseldorf (Germany)	• Porto (Portugal)
• Roma	• Freiburg (Germany)	• Poznan (Poland)
• Verona	• Hannover (Germany)	• Salonicco (Greece)
• Vicenza	• Huston (Usa)	• San Paolo (Brasil)
	• Innsbruck (Austria)	• Zaragoza (Spain)
	• Istanbul (Turkey)	• Shanghai (China)
• Algiers (Algeria)	• Kielce (Poland)	• Stoccarda (Germany)
• Amsterdam (The Netherlands)	• Kuwait City (Kuwait)	• Tirana (Albania)
• Athens (Greece)	• Lione (France)	• Tunis (Tunisia)
• Barcelona (Spain)	• Lisboa (Portugal)	• Warsaw (Poland)
• Birmingham (UK)		











## GLOCAL, a window across borders

Thanks to the potential of web marketing,  
landing in a new market is like “**opening a new branch**”.

We support businesses in the creation and management of multilingual and geo-localised content, as well as the development of customised *digital* strategies for target markets.





## NUTRIMENTUM, art nourishes man

We tell the story and identity of companies through the multifaceted languages of contemporary art.

**Nutrimendum** is Studio Chiesa's format for enhancing corporate culture and making *corporate heritage* a shared wealth of knowledge.

In line with this mission, the "*Nutrimendum Gallery*" was created, an open space for sharing, dedicated to culture and contemporary art, within environments usually dedicated to work.



DEL PAESE



STEEL LIVES THROUGH ART.

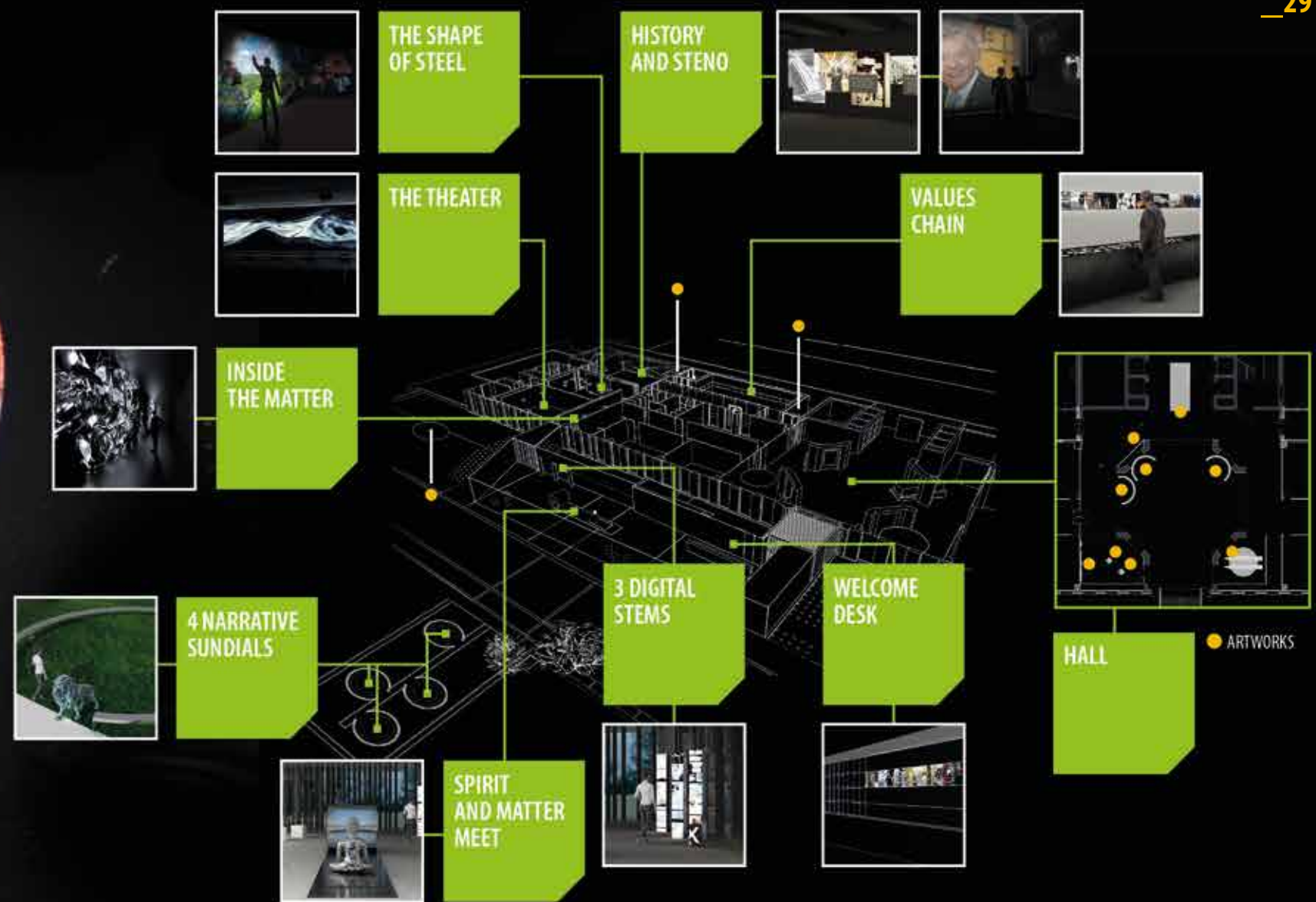
# STEEL LIFE

QUANTO BASSINO  
JULY ROBERTO  
VITTORIO TOSCANI  
DANIEL ARAP  
JOHN HAN  
LE MONTAGNE  
STEFANO BIANCHI  
ALDO FALLAI

Steel is a project in itself, an affectionate journey  
in search of that special creativity that is capable  
of turning the raw material of bright and shiny appeal  
into a surprising aesthetic feature.  
It is difficult manipulation, and, for this reason, it is  
frequently utilized in the artistic field as a means  
of expression of great talents capable of structure  
and releasing the quality of form, structure and plasticity.  
Steel is a life, it is the case of steel, diverse steel, artistic steel.

Steel life represents a work in progress, a fascinating journey  
on a quest for the uncommon creative energy expressed  
through steel, raw material of bright and shiny appeal  
and surprising aesthetic features.  
Not easily malleable and, probably because of this,  
not frequently employed in art, steel is the medium chosen  
by those capable of making the most out of its formal  
structural and plastic properties.  
In the hands of such artists, Steel







# Well DONE.

## TE50.

ELECTRONIC HYDRODYNAMIC TRANSMISSION SOLUTION FOR HEAVY DUTY HIGH-POWER OFF-HIGHWAY APPLICATIONS

3 PTO locations up to 2500 Nm

Automatic retarder 400kw

Self learning

Adaptive shifting algorithm

Electronic control modulation

Advanced automatic lockup action

8 SPEED  
8 gears forward  
8 speeds reverse

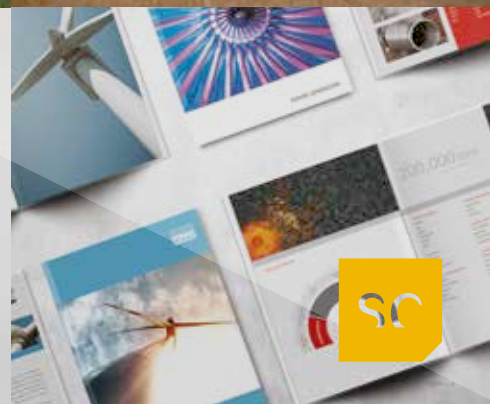
4 SPEED  
4 gears forward  
4 speeds reverse

TE50 can be equipped with an integrated retarder 400kw for most optimal braking performance and more flexibility

The transmission features a torque assist and dual flange output serving heavy duty with a countershaft design, much more robust for less maintenance. The innovative adaptive shifting provides best lubrication in all working conditions. The automatic functions, together with the electronically controlled clutch actuation, offer to the driver a better driving comfort and maximum safety. The self learning grants no need for offline calibration.

**DANA SPICER**  
Drivetrain Systems

Learn more at: [Dana.com/te50](http://Dana.com/te50)





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**SUSTAINABILITY**, the future of *brand reputation*

**INTERNAL COMMUNICATION**, *engagement* and sharing

**COMMUNICATION PLANS**, vision, strategies and tools

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SYNERGISTIC STRATEGIES WHILE  
RESPECTING CORPORATE VALUES.  
WITH SPECIALISED CONTENT,  
WE CREATE ENGAGING EXPERIENCES  
IN LINE WITH BUSINESS OBJECTIVES  
AND CORPORATE CULTURE,  
STRENGTHENING THE SENSE OF BELONGING,  
TRUST AND TRANSPARENCY  
TO GENERATE NEW OPPORTUNITIES  
FOR GROWTH AND SHARED KNOWLEDGE.**







[www.studiochiesa.it](http://www.studiochiesa.it)



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