

INC | **PR AGENCY**
CONTENT FIRST

- ▶ **CONTENT FIRST**
- ▶ **DATA & INSIGHT DRIVEN**
- ▶ **CREATIVE THINKING**

Our **strength** lies in the ideas that emerge from data analysis, strategic vision, multichannel and multistakeholder approach that places content at the center of the strategic and creative process, excellence in media management, the determination with which we measure the effectiveness of each individual action, of each individual campaign.

Strategy is always our starting point, but **Delivery** is our daily commitment

49 YEARS OF EXPERIENCE

58 PROFESSIONALS

ROME / MILAN

IPRN / 52 AGENCIES IN 41 COUNTRIES

MOST AWARDED PR AGENCY IN ITALY IN 2023

30 AWARDS WON IN THE LAST 5 YEARS, IN ITALY AND AROUND THE WORLD

BEST PR AGENCY IN THE MEDITERRANEAN AREA 3 TIMES IN THE LAST 10 YEARS AT THE EMEA SABRE AWARDS



iprn

INTERNATIONAL PUBLIC
RELATIONS NETWORK

A DEEP KNOWLEDGE OF **LOCAL** MARKETS FOR **GLOBAL** PR STRATEGIES

We are members of IPRN, one of the largest and most established networks of independent PR agencies in the world, founded in 1995, which now brings together more than 50 top agencies worldwide.

We are Italian, but we are accustomed to operating in international settings. Thanks to this international yet widespread structure, we offer our clients global PR strategies based on a deep knowledge of local markets.



52 AGENCIES



5 CONTINENTS



41 COUNTRIES



7700 PROFESSIONALS

50+ CLIENTS YoY, RETENTION RATE >80%

CLIENTS 2023-2024



INC@2024

WE ARE THE LEAD PR AGENCY FOR GLOBAL AND LOCAL BRAND AND COMPANIES.

CORPORATE PR

BRAND PR

ISSUE & CRISIS MANAGEMENT



MEDIA RELATION ARE ONE OF OUR AREAS OF EXCELLENCE AND SPECIALIZATION, RECOGNIZED BY CLIENTS AND THE MARKET.

**+25.000
MEDIA HITS
IN 2023**

Our Media Team consists of over 25 Media Specialists who ensure qualified visibility for our clients' stories every day. They are experts in traditional media and social media

The key to our success lies in the continuous application of a winning methodology, based on:

- ▶ **Relationships** based on trust, transparency, respect for roles, and professionalism.
- ▶ **A strategic approach and creative content** that communicate key messages in a useful and relevant way for our target audiences, making them newsworthy for the media and engaging for social media.
- ▶ **Direct knowledge of journalistic editorial teams**, to talk to the right person at the right time and in the most professionally appropriate ways.
- ▶ **Shared and measurable KPIs**, with a business-oriented approach, using both quantitative and qualitative metrics.


OUR APPROACH TO CRISIS MANAGEMENT

- CRISIS MANAGEMENT TEAM (CMT) AND CRISIS MANUAL
- ASSESSMENT OF RISK AND VULNERABILITIES
- CRISIS TOOLKIT ON CRITICAL ISSUES
- MEDIA MONITORING AND SOCIAL MEDIA LISTENING
- REACTIVE MEDIA MANAGEMENT
- SOCIAL MEDIA GUIDELINES

- STRATEGIC ADVICE
- MEDIA & SOCIAL MEDIA MANAGEMENT
- COMMUNICATION TOOLS
- POST CRISIS ANALYSIS & EVALUATION



- CRISIS MANAGEMENT TRAINING
- E-LEARNING PROGRAM
- CRISIS MEDIA TRAINING

 in the event of **crisis**, the INC team **is available** for clients **24/7**

CLIENTS WE HAVE PROVIDED ISSUE & CRISIS MANAGEMENT CONSULTING TO IN THE LAST 5 YEARS



**WE HAVE CREATED
SOCIAL EVENTS
THAT HAVE SET
TRENDS...**

#CarbonaraDay

#PolloArrostoDay

#WorldPastaDay

@cucinaconruben



@emanueleferrari



@lulugargari



@soniaperonaci



WE WORK SIDE BY SIDE WITH INFLUENCERS AND CREATORS

Gruppo Montenegro

EVENT E SOCIAL AMPLIFICATION

CA' SELECT OPENING

Mulino Bianco

SOCIAL AMPLIFICATION

HAPPINESS AT BREAKFAST CAMPAIGN

UNHCR

YOUTUBE LIVE AND SOCIAL AMPLIFICATION

THE CLIMATE EMERGENCY IS A HUMANITARIAN CRISIS

INC Non Profit Lab

ENDORSER AND SOCIAL AMPLIFICATION

THE ERA OF DISCOMFORT

Zuegg

VIDEO CONTENT CREATION

SKIPPER LAUNCH



Michielin

Capotondi

Gabbani

Barbascura X

Willwoosh

L. del Pasqua

Sofia Viscardi

INC@2024

PASQUALE DE PALMA

PRESIDENTE & E CEO



Pasquale is President and CEO of INC. He has 40 years of experience in corporate and brand communication, with a focus on reputation and crisis management. He has advised Italian and multinational companies and trade associations including Barilla Group, Heineken Italia, Gruppo Veronesi, Emirates, Findus, Danone Italia, Unione Italiana Food and Unaltalia.

[linkedin.pasqualedepalma](https://www.linkedin.com/in/pasqualedepalma)

PAOLO MATTEI

VICE PRESIDENTE



Paolo is vice president and partner at INC. A professional journalist, he has been involved in Brand & Corporate PR for 30 years, specialising in content creation and media strategies. Deep connoisseur of the food&drink sector and social sectors. Clients followed included: Heineken Italia, Barilla Group, British American Tobacco, Danone Italia, Groupama Assicurazioni, Rigamonti, Consorzio Bresaola Valtellina, Unione Italiana Food.

[linkedin.paolomattei](https://www.linkedin.com/in/paolomattei)

FRANCESCA RICCARDI

PR DIRECTOR



Francesca is PR Director and partner at INC. She has more than 10 years of experience in creation and coordination of PR campaigns and media relations management, focusing on corporate social responsibility, social communication, category campaigns. At INC she leads the Social Communication and coordinates together with Simone Silvi the Media Relations Unit. Her main clients include: UNHCR, Lega del Filo d'Oro, World Health Organization, WWF, ActionAid, Save the Children, Unione Italiana Food, Barilla Foundation; Heineken Italia.

[linkedin.francescariccardi](https://www.linkedin.com/in/francescariccardi)

SIMONE SILVI

PR DIRECTOR



Simone is PR Director and partner at INC. He has 20 years of experience, with a strong specialization in corporate and crisis communications. In INC he coordinates together with Francesca Riccardi the Media Relations Unit. He has worked for: Barilla Foundation, Montenegro Group, British American Tobacco, Emirates, Airbnb, Sony Playstation, Istituto Italiano Alimenti Surgelati, Mineracqua, AssoBirra, Confindustria ANIE, Confindustria ANCMA and EICMA.

[linkedin.simonesilvi](https://www.linkedin.com/in/simonesilvi)

EMILY SZEREDA

HEAD OF DIGITAL



Emily is a Partner and Head of Digital at INC. She has over 15 years' experience in marketing and digital communication for brands and companies. Digital Strategist, she coordinates the conception and implementation of integrated social media and Digital PR campaigns with a focus on the reputation of the companies she works with her team. From social network monitoring to issue consultancy, in recent years Emily has worked alongside the following companies on crisis management: Barilla Group, Operation smile, Heineken Italia, Unione Italiana Food, Unaltalia.

[linkedin.emilyszereda](#)

ROSANNA TETA

HEAD OF CONTENT



Rosanna is Head of Content and partner at INC. She has 30 years of experience in the development of Visual Design, particularly in the Social and Food & Beverage sectors. She has directed her skills to support integrated communication campaigns for Italian and multinational companies and groups, public institutions, trade associations, and non-profit organizations. Clients followed include: Barilla, Heineken, Birra Moretti Foundation, Ichnusa, Unaitalia, Unione Italiana Food, International Pasta Organization, Ismea, ALL, Lega del Filo d'Oro.

[linkedin.rosannateta](#)

LUCA CIPRIANO

PR DIRECTOR



Luca has more than 25 years of professional experience. A professional journalist, he deals with corporate and brand communication, crisis management, media strategies and events. He has worked for public institutions, multinationals and companies. She follows, among others, clients such as Mulino Bianco, Unaltalia, Groupama Assicurazioni, Rigamonti, Zuegg, Unione italiana food. He deals with crisis management and media training for companies, non-profit organisations and institutions.

[linkedin.lucacipriano](#)

NOVELLA D'INCECCO

PR DIRECTOR



Novella joined INC in 2023 after more than 18 years in international PR agencies, 10 of which as Account Director, which allowed her to gain extensive experience in the conception and coordination of national and global communication campaigns in various fields, from lifestyle to food&beverage, education and architecture. Among the clients followed are: Nespresso, Kimbo, Sammontana, Sofidel, Samsung, Landscape Festival, Istituto Marangoni, Business University of Monaco, Panariagroup, Gruppo Boero. In INC he follows clients such as Heineken, Danone, Negroni, British American Tobacco.

[linkedin.novelladincecco](#)

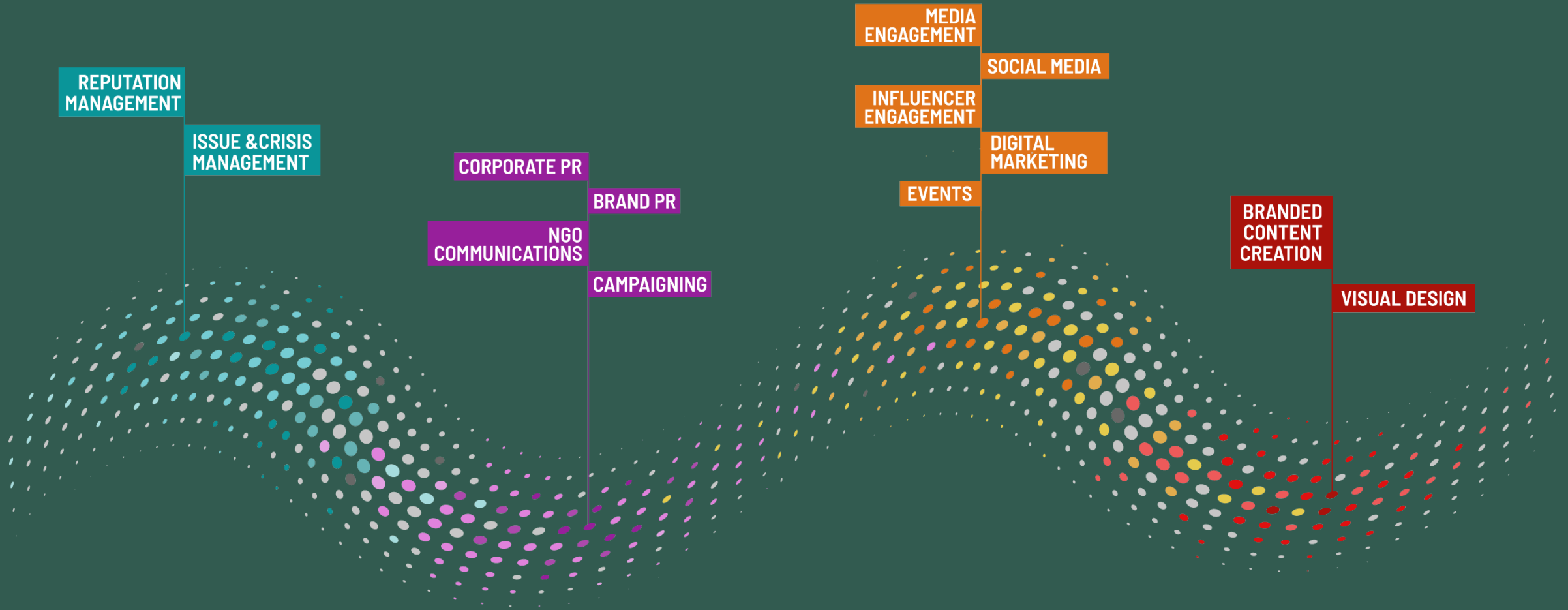
VALENTINA LORENZONI

PR DIRECTOR



Valentina has over 13 years of experience in Brand & Corporate PR, with a focus on managing media relations and coordinating PR plans, from strategic and creative ideation to execution. She has worked with and continues to work with clients such as Barilla Group (Mulino Bianco, Pandistelle, Pavesi), Findus, Heineken Italia (Ichnusa and Birra Messina), Unione Italiana Food, and Unaltalia, among others.

[linkedin.valentalorenzoni](#)



We have abandoned the typical hierarchical structure of PR agencies for **an organization built around the specialized skills** needed to create successful campaigns and **to provide valuable consulting to our clients.**

WE ARE 59 PROFESSIONALS ORGANIZED INTO 3 COMMUNITIES WHO WORK IN TEAMS FOR CLIENTS.

CREATORS & PLANNERS

They identify insights, generate ideas, and design PR plans that create value. They design creative content and events.

LEADERSHIP TEAM

They drive the business, manage the relationship with the client, provide strategic advice on crisis management and corporate reputation.

MEDIA & DIGITAL SPECIALISTS

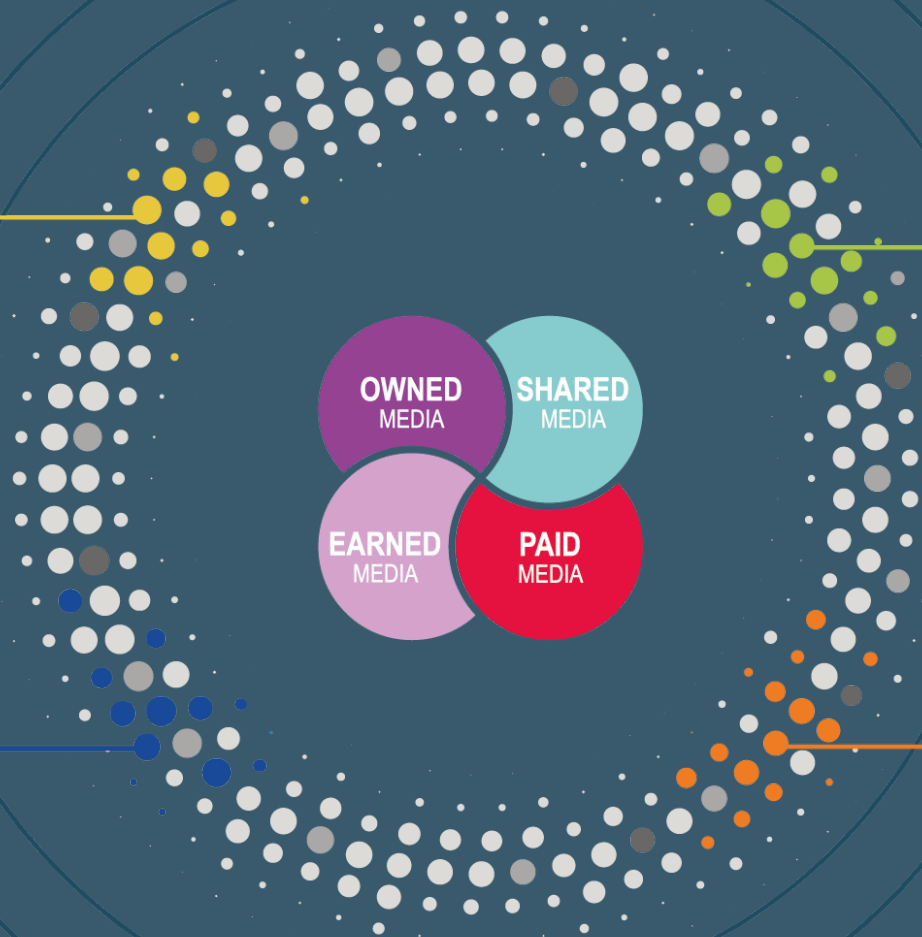
They reach out to the target audience giving visibility to the stories of our customers. They are experts in traditional and digital media.

INSIGHT & DATA

We identify the insights able to fill the gap between what we want to communicate, and what is of interest for our target audiences.

METRICS & KPI

We set precise KPIs and measure the communication impact of each action, using quantitative and qualitative metrics.



BRANDED CONTENT

We create powerful creative content to communicate brands and corporate messages that resonates with the target audiences, the media, and on social networks.

PR & DIGITAL 360°

Media Relations, Social Media, Influencer Engagement, Events. We reach our target audience with a mix of PR and Digital multi-channel strategies, integrating owned, earned, shared and paid media.

// SABRE Awards 2024

Winner Best Campaign Earned Media with Influencers + Community category

The climate emergency is a humanitarian emergency - UNHCR

Certificate of excellence for Original/Commissioned Research for PR
Heineken@work - Heineken Italia

Certificate of excellence for Agency Thought Leadership
The Era of Discomfort - INC Non Profit Lab

// The PRize Award 2024

Gold Award Events in PR Campaign category

Select, welcome back home - Gruppo Montenegro

Silver Award No Profit Campaign category
The Era of discomfort - INC Non Profit Lab

Bronze Award Media Relation Campaign
Stop The Scams 2023 - Facile.it

// EUROPEAN EXCELLENCE Awards 2023

Award Best European Communications for website and microsite category

Stop the Scams 2022 - Facile.it

// L'ITALIA CHE COMUNICA Awards 2023

Award Small budget campaign

Stop alle truffe - Facile.it

// ARETE' Award 2023

Silver Award Financial Communication category

Never abandon us again - Facile.it

// The PRize Award 2023

Silver Award Corporate Communication category

Silver Award Media Relations & Stakeholder engagement category

Industry Award Tech & ICT category

Never abandon us again - Facile.it

Gold Award Product Communication category

Destination Bresaola - Consorzio Tutela Bresaola della Valtellina

Gold Award Media Relations & Stakeholder engagement category

Industry Award Food & Beverage category

My Green Pasta - Unione Italiana Food - Pasta Industr

// EMEA SABRE Awards 2023

Best PR campaign Mediterranean Area

My Green Pasta - Unione Italiana Food - Pasta Sector

// INSURANCE Communication GRAND PRIX 2023

Best Communication Campaign

Never abandon us again - Facile.it

// EMEA SABRE Awards 2022

Best Mediterranean Campaign

Abbracci for Nurses - Mulino Bianco Barilla

// EUROPEAN EXCELLENCE Awards 2022

Award Small budget campaign

Never abandon us again - Facile.it

// L'ITALIA CHE COMUNICA Awards 2022

Silver Award for Radio & Podcast category

The anti-fraud flashing light does not exist... but Facile.it does

Silver Award for Small Budget category

Never abandon us again - Facile.it

// UNA –The PRize Award 2022 1st edition

Superior Achievement for Media Relations & Stakeholder engagement category

Gold Award Media Relations & Stakeholder engagement category

#RoastChickenDay - Unitalia

Gold Award Food & Beverage category

Gold Award CSR category

Abbracci for Nurses - Mulino Bianco Barilla

// EMEA SABRE – In2 SABRE Awards 2021

Best in Product Reviews (Earned) category

Green Cuisine - Findus

// UNA Assorel Awards 2021

Award Corporate Social Responsibility / Social Impact category

Parkinsoncare - Zambon

// IPRN – International Public Relations Network 2020

Best Video of the Year

Back for Good - Ichnusa

// EMEA SABRE Awards 2020

Best Mediterranean PR Campaign

#Let's get it through our heads – UNHCR



**STRATEGIC
VISION**

born from expertise

CREATIVITY
born from passion

RESULTS

born from a strong
commitment

