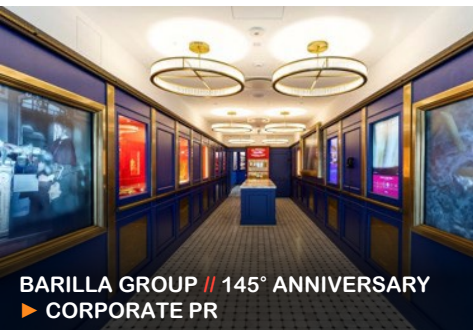




INC

PR AGENCY // CONTENT FIRST

January 2024



We are a PR agency with over than **45 years of experience and a team of 50 professionals.**

We are Italians, we are **INDEPENDENT**, used to work in an international contest, we are also member of IPRN **INTERNATIONAL NETWORK** that brings together more than 50 high-quality independent agencies across 41 countries and 7.700 professionals involved.

Over the past 5 years, we have won over 25 Italian and international PR awards. We were named the **BEST PR AGENCY** in the Mediterranean area at the EMEA Sabre Awards in 2012, 2015, and 2018.

WHO WE ARE

**A GLOBAL PR STRATEGIES EXECUTED
WITH A DEEP UNDERSTANDING
OF ALL LOCAL MARKET**



**52
AGENCIES**



**41
COUNTRIES**



**5
CONTINENTS**



**7700
STAFF**

We integrate **traditional PR and Digital strategies** to ensure maximum impact for our clients.

With a multi-channel and multi-stakeholder approach that puts content at the center of the strategic and creative process.

Our strength is the ideas that come from data analysis, the strategic vision, the excellence in media management, the determination with which we measure the effectiveness of every single action, of every single campaign.

Strategy is always our starting point; **Delivery** is our daily commitment.



WE ARE A CONTENT FIRST PR AGENCY

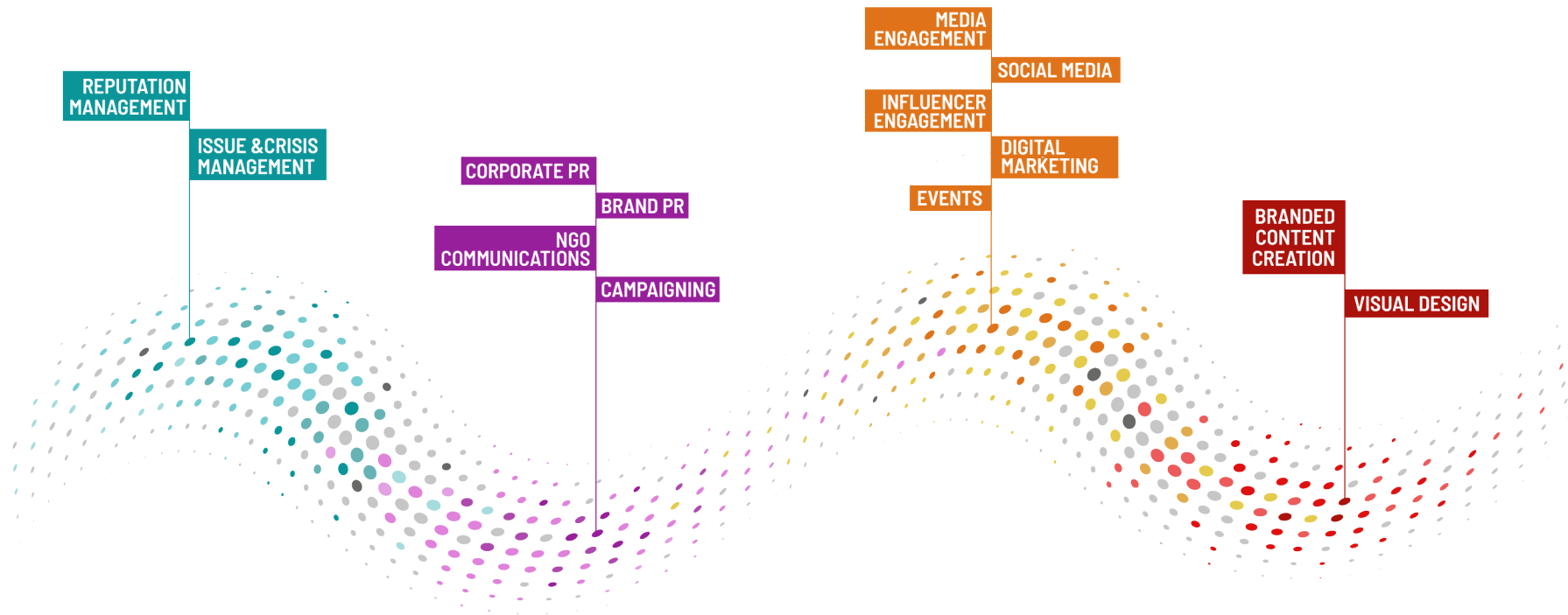
PORTFOLIO

50+ CLIENTS YOY, RETENTION RATE >80%

CLIENTS 2021-2024



CONSULTING & SERVICES



We go beyond the old-fashioned internal structure of the typical PR agency, being an organization built around the specialized skills needed to create successful PR campaigns, and to assure valuable advice to our customers.

WE ARE **50 PROFESSIONALS ORGANIZED IN 3 TEAMS** THAT WORK TOGETHER ON CLIENTS' PROJECTS

CREATORS & PLANNERS

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

MANAGEMENT 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.

BRANDED CONTENT

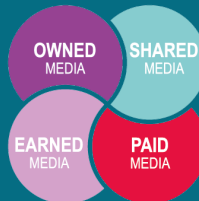
We create powerful creative content to communicate brands and corporate messages that resonates with the target audiences, the media, and on social networks.

METRICS & KPI

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

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.



LEADERSHIP TEAM

PASQUALE DE PALMA
PRESIDENTE E CEO



Pasquale is President and CEO of INC. He has more than 35 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. Among them Barilla, Heineken, Gruppo Veronesi, Emirates, Findus, Assobirra, Federalimentare and Unione Italiana Food.

[linkedin.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. He is specialized in content creation and media strategies, with a deep knowledge of the food&drink and NGOs sectors. Clients followed included: Heineken, Barilla, British American Tobacco, Sony Playstation, Assobirra, Rigamonti, Consorzio Bresaola Valtellina, Unione Italiana Food.

[linkedin.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](#)

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](#)

LEADERSHIP TEAM

EMILY SZEREDA
HEAD OF DIGITAL



Emily, Head of Digital and partner at INC. She has over 15 years of experience in marketing and digital communication. She is an expert in digital strategy and specializes in digital brand and corporate communication. From involving influencers to individual posts, she believes in the power of content and consistently emphasizes its importance to her team. Companies she has worked for include Montenegro Group, Volkswagen Group, Barilla Group, British American Tobacco, Exxon Mobil, and Heineken

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

ROSANNA TETA
HEAD OF CONTENT



Rosanna is Head of Content and partner at INC. She has 30 years of experience in Visual Design development, 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. Among the clients she has managed: Barilla, Heineken, Birra Moretti Foundation, Assobirra, Unaitalia, Unione Italiana Food, International Pasta Organization, AIL, Lega del Filo d'Oro.

[linkedin.rosannateta](https://www.linkedin.com/in/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 both for public institutions and multinational companies. Among his present and past clients: Mulino Bianco, MSC Crociere, Unaitalia, Groupama Assicurazioni, Rigamonti, Fater.

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

NOVELLA D'INCECCO
PR DIRECTOR



Novella joined INC in 2023 after a career of over 18 years in international PR agencies, including 10 years as an Account Director. This allowed her to gain extensive experience in conceptualizing and coordinating national and global communication campaigns in various fields, ranging from lifestyle, food & beverage, education, to architecture and design. Among the clients she has worked with are Nespresso, Kimbo, Sammontana, Sofidel, Samsung, Indesit, Landscape Festival, Rewriters, Istituto Marangoni, Business University of Monaco, Panariagroup, and Gruppo Boero.

[linkedin.novelladincecco](https://www.linkedin.com/in/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 (Ichnusa and Birra Messina), Unione Italiana Food, and Unaitalia, among others.

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

// EUROPEAN EXCELLENCE Awards 2023

Award Best European Communications for website and microsite category
Stop the Scams - 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

// The PRize Award 2023

Gold Award Product Communication category
Destination Bresaola - Consorzio Tutela Bresaola della Valtellina

// The PRize Award 2023

Gold Award Media Relations & Stakeholder engagement category
Industry Award Food & Beverage category
My Green Pasta - Unione Italiana Food - Pasta Industrie

// 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

// ASSOREL Award 2019

Award Corporate & Reputation Communication Management
Best TV, Radio and Web Use - Media Relations category
Carta del mulino - Mulino Bianco Barilla

// ASSOREL Award 2018

Best PR Creativity
Best TV, Radio and Web Use - Media Relations category
Special Mention for Product/Marketing Communication category
Off The Beaten Track - Ichnusa

// ASSOREL Award 2018

Special Mention for Corporate Social Responsibility Category
40th anniversary San Patrignano Community

// EMEA SABRE Awards 2018

Mediterranean Consultancy of the Year

OUR VALUES

STRATEGIC VISION

born from expertise

CREATIVITY

born from passion

RESULTS

born from a strong
commitment

