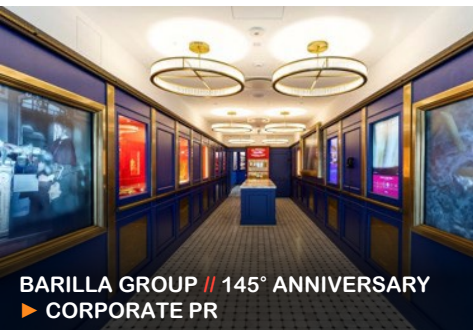




# INC

PR AGENCY // CONTENT FIRST

March 2024



We are a PR agency with over than **45 years of experience and a team of 52 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**

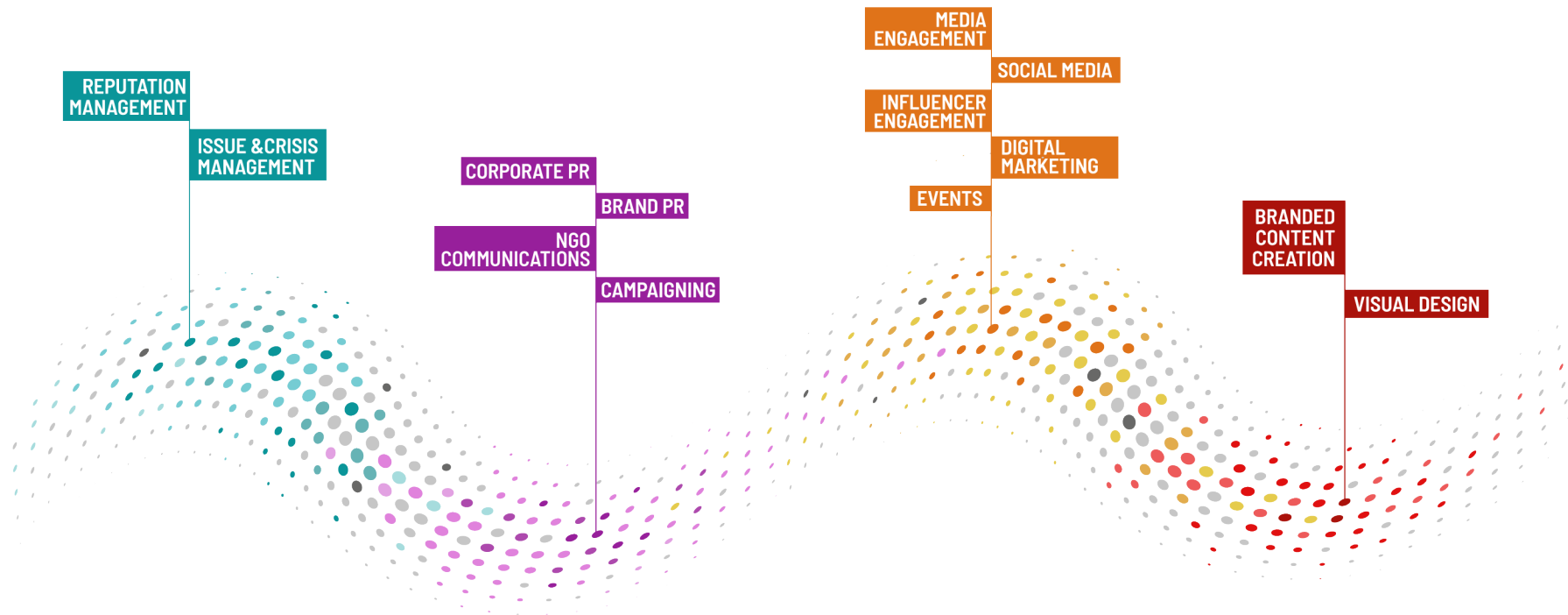
# PORTFOLIO

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 **52 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.

### 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.

## BRANDED CONTENT

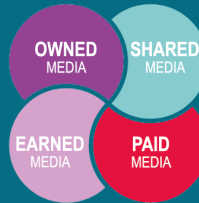
We create powerful creative content to communicate brands and corporate messages that resonates with the target audiences, the media, and on social networks.

## 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 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](#)

**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 Bresola 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 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, AIL, 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.

[www.linkedin.valentalorenzoni](http://www.linkedin.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 1<sup>st</sup> 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  
**40<sup>th</sup> 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

