

+50
SINCE
1975

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

50 YEARS OF EXPERIENCE

65 PROFESSIONALS

ROME / MILAN

IPRN / 50 AGENCIES WORLDWIDE

10 PARTNERS AND AN EXECUTIVE LEADERSHIP TEAM
OF 21 SENIOR CONSULTANTS

+18,5% REVENUE GROWTH OVER THE LAST 5 YEARS (CAGR 2021-2025)

50+ ACTIVE CLIENTS (80% RETENTION RATE)

AMONG THE "TOP 60 PR AGENCIES IN EUROPE " (PROVOKE MEDIA 2026)

GENDER EQUALITY CERTIFIED AGENCY,
ACCORDING TO THE INTERNATIONAL STANDARD UNI/PDR 125:2022

MOST AWARDED PR AGENCY IN ITALY
30 AWARDS WON IN THE LAST 3 YEARS, IN ITALY AND WORLDWIDE

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



International
Public Relations
Network

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.



50 AGENCIES



5 CONTINENTS



30 COUNTRIES



1000+ PROFESSIONALS

50+ CLIENTS YoY, RETENTION RATE >80%

accord
We make it better

AMARO
MONTENEGRO
1885

ITALIA
AMNESTY
INTERNATIONAL

ANCIT
Associazione Nazionale Conservieri Itici
e delle Tonnare

Barilla
The Italian Food Company Since 1877.

BAT
ITALIA

BENVENUTI
LIMONCELLO
LIMONI DI SICILIA

BERVINI
dal 1950

BIRRA
MESSINA
FONDATA NEL 1923

BIRRA MORETTI
-DAL 1859-
IN BUONA
COMPAGNIA

INC ©2026

BONOMELLI
DAL 1900

Boston
Scientific

CONSORZIO TUTELA
CT
CB
VALTELLINA CASERA E BITTO

CONSORZIO DI TUTELA
BRESAOLA
DELLA
VALTELLINA

Cuore

DANONE
ONE PLANET. ONE HEALTH

EDGAR
LONDON
DRY GIN

Emirates

Dynamo Camp
Right to happiness

factorial

facile.it

Eridania
1899

FONDAZIONE
Casa di Davide
per la ricerca e la cura dei tumori
e leucemie dei bambini

Findus

FRM
FONDAZIONE
BIRRA MORETTI
Fare, Bere, Mangiare.

Ford

GIANCARLO
POLENGHI

Groupama
Assicurazioni

Gran
Cereale

GRUPPO
MONTENEGRO
MONTENEGRO
QUALITÀ ITALIANA, DAL 1885

GRUPPO
Gabrielli
con la gente al centro

HEINEKEN

TRADE MARK
Heineken

ichnusa

is
piemonte
ECCCELLENZA
PIEMONTE

I.R.C.C.S. Ospedale
San Raffaele
Gruppo San Donato

integratori
& salute

DANONE
Nutrizione e salute

IPO INTERNATIONAL
PASTA ORGANISATION

IIAS
ISTITUTO ITALIANO ALIMENTI SURGELATI

Istituto
Valorizzazione
Salumi Italiani

fondazionePfizer

I
U
A
V
Università luav
di Venezia

lega del filo d'oro

LAVAZZA
TORINO. ITALIA. 1895

Lilly

LANDSCAPE FESTIVAL
MAESTRI DI PAESAGGIO

la Pavoni
Dal 1905 macchine per caffè

MILANO
HEALTH
WEEK
Portanuova

MSC

MULINO BIANCO

Negroni

ne
trais

ontier

Fondazione
Operation Smile
Italia ETS

OROPAN SpA

otto
per
mille
Istituto
Buddista Italiano
Soka Gakkai

Pan
di
Stelle

PANARIAgroup

PE
TC

PAVESI

RIGAMONTI
Qualità dal 1913

Salesiani
PER IL SOCIALE

smeg

testamento
solidale.org

una
italia
FONDAZIONE NAZIONALE
CULTURA ITALIANA
CASA E DOPO

UNHCR
The UN Refugee Agency

Unione
Italiana
Food
qualità, gusto e piacere

UTILITALIA
FEDERAZIONE UTILITIES
acqua | ambiente | energia

Valtellina
Taste of emotion

VAIA
FACE WHAT MATTERS

ZUEGG
DAL 1890

**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.**

**+40.000
MEDIA HITS
IN 2025**

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

INC © 2026



FOR OVER 25 YEARS ALONGSIDE THE NOT-FOR-PROFIT SECTOR

Social communication has long been an area of expertise of ours, but it is also a passion of ours. For more than 25 years we have been alongside NGO's and foundations to tell their stories, raise awareness, build reputation and raise funds..

In 2022, we launched the INC NON-PROFIT LAB, a dedicated initiative for the non-profit sector, created to give back to a world that has given us so much. The Lab supports the third sector in navigating constant change by offering insights and tailored solutions

Each year, we publish a report focused on a major social emergency of our time, in partnership with a prestigious ally, the Italian public service broadcaster: RAI for Sustainability ESG. «Poor us» in 2022 to investigate the fears of Italian in the post-pandemia. «The Era of Discomfort» in 2023 on the dark evil of our time and the demands of the Third Sector. “Before It’s Too Late” in 2024 – a campaign aimed at educating young people about emotional awareness and preventing gender-based violence.



INC HEALTH RETHINKING HEALTH

**INC Health is our new practice dedicated to Healthcare & Life Science communication.
A space where expertise comes together to read change, shape meaning, and turn complexity into opportunity.**

It is the natural evolution of a commitment that has always been part of INC.
Today, we are scaling it with a broader, more structured approach because health is one of the defining priorities of our time – especially for new generations.

In a highly regulated environment, we connect evidence, innovation, and people.
We work alongside pharmaceutical companies, scientific societies, clinicians, and patient associations, delivering tailored strategies built to create long-term impact.

Media, content, and experiences come together as one integrated system, designed to fuel informed, meaningful conversations.

**In today's healthcare landscape, communicating well is just the starting point:
real impact comes from truly understanding what matters.**



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

#CarbonaraDay

#PolloArrostoDay

#WorldPastaDay

INC ©2026

@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

PASQUALE DE PALMA

CHAIRMAN & CEO, PARTNER



Pasquale is President and CEO of INC. He has over 40 years of experience in corporate and brand communication, with a strong focus on reputation management and crisis management. He has designed and led communication and public relations campaigns for Italian and international companies and groups, as well as for institutions, trade associations, and NGOs, including Barilla, Heineken, Gruppo Veronesi, Emirates, Findus, Danone Italy, Unione Italiana Food, and Unaltalia.

[linkedin.pasqualedepalma](#)

PAOLO MATTEI

VICE PRESIDENT, PARTNER



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](#)

FRANCESCA RICCARDI

PR DIRECTOR, PARTNER



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, PARTNER



Simone is PR Director and Partner at INC. He has over 20 years of experience, with strong expertise in corporate, crisis, and brand communication. Among the clients he has worked with are: Gruppo Montenegro, BAT (British American Tobacco), Emirates, Airbnb, Sony Playstation, Facile.it, Fondazione Barilla, Istituto Italiano Alimenti Surgelati, Mineracqua, AssoBirra, Confindustria ANIE, Confindustria ANICMA, and EICMA.

[linkedin.simonesilvi](#)

EMILY SZEREDA

HEAD OF DIGITAL, PARTNER



Emily, a Partner at INC, serves as Head of Digital. She has over 15 years of experience in digital marketing and communication for brands and companies. A trained Digital Strategist, she oversees the development and implementation of integrated social media and Digital PR campaigns, with a strong focus on client reputation and innovation in the proposed ideas. In recent years, Emily has also supported the following organizations in crisis management: Barilla Group, Heineken Italia, Unione Italiana Food, and Unaltalia.

[linkedin.emilyszereda](#)

ROSANNA TETA

HEAD OF CONTENT, PARTNER



Rosanna is Head of Content and a Partner at INC. She has over 35 years of experience in Visual Design development, particularly in the Food & Beverage and Social sectors. She has focused her skills on supporting integrated communication campaigns for Italian and multinational companies and groups, public institutions, trade associations, and non-profit organizations. Among the clients she has worked with: Barilla, Mulino Bianco, Heineken, Fondazione Birra Moretti, Ichnusa, Danone, Unaitalia, Unione Italiana Food, Istituto Italiano Alimenti Surgelati, Consorzio Tutela Valtellina Casera e Bitto, Comitato del Testamento Solidale, and Lega del Filo d'Oro.

[linkedin.rosannateta](#)

LUCA CIPRIANO

PR DIRECTOR, PARTNER



Luca is PR Director and Partner at INC. He 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. He follows, among others, clients such as Mulino Bianco, Unaitalia, 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, PARTNER



Novella is PR Director and Partner at INC, where she joined in 2023 after more than 18 years in international PR agencies, including 10 years as an Account Director. This path has enabled her to gain extensive experience in the development and coordination of national and global communication campaigns across a wide range of sectors, including lifestyle, food & beverage, education, and architecture. Among the clients she has worked with are Nespresso, Kimbo, Sammontana, Sofidel, Samsung, Landscape Festival, Istituto Marangoni, Business University of Monaco, Panariagroup, and Gruppo Boero. At INC, she works with clients such as Panariagroup, Smeg, IUAV, La Pavoni, Landscape Festival, Heineken, Danone, Negroni, and 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 Unaitalia, among others.

[linkedin.valentinalorenzoni](#)

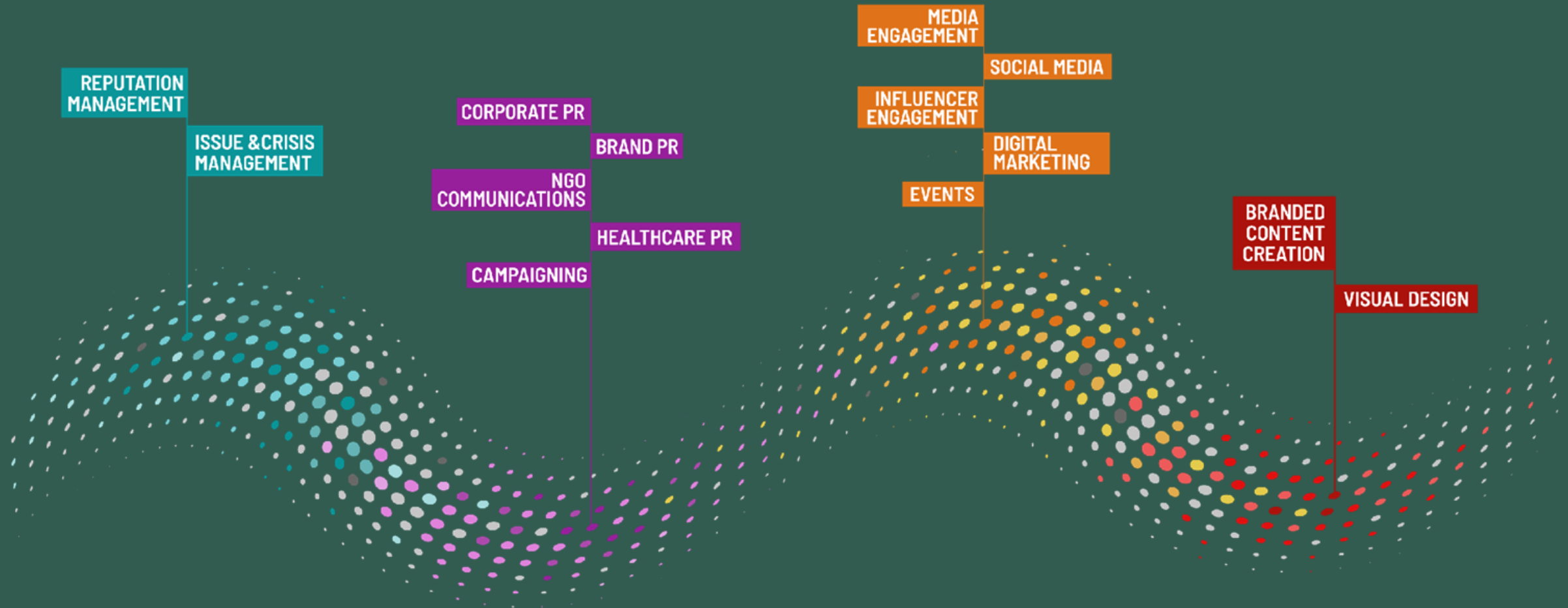
CRISTIANA CIOFALO

PR DIRECTOR



Cristiana is PR Director and Head of INC Health. She has over 20 years of experience in corporate and product communications within the healthcare sector, gained at international PR agencies. She has coordinated strategic communication projects, media relations activities, and national and international awareness campaigns, working with pharmaceutical companies, scientific societies, patient associations, and public institutions. She has developed strong expertise in oncology, immunology, cardiology, rare diseases, and metabolic bone disorders, and has also worked on information and prevention initiatives in the field of vaccination.

[linkedin.cristianaciofalo](#)



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 65 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 - In2 Awards EMEA 2026

Certificates of Excellence

Mulino Bianco Sweet memories- Mulino Bianco (Barilla Group)

Certificates of Excellence

The broken recipe - UNHCR

★ SABRE Award EMEA 2026

Best Agency in the Mediterranean area

If it's going to end like this, don't even drink it - Birra Ichnusa (Heineken Group)

★ The PRize 2026

Gold Award Consumer PR Campaign

Silver Award Integrated Campaign

Mulino Bianco Sweet memories - Mulino Bianco (Barilla Group)

Gold Award Integrated Campaign

Silver Award Food & Beverage Campaign

Where There's Friendship - Amaro Montenegro (Gruppo Montenegro)

Gold Award Influencer & Social Engagement

Silver Not for profit & Charity Campaign

The broken recipe - UNHCR

Silver Award Event, Launch or Stunt Category

How glo™ Hyper Portal lit up Milano Design Week - BAT Italia

Bronze Consumer PR Campaign

Lost and found - FACILE.IT

★ The PRize 2025

Gold Award Media Relation Campaign

Silver Award Food & Beverage

The Astronaut's Pasta - Gruppo Barilla

Silver Award Media Relation Campaign

The Boring Phone - Heineken Italia

Bronze Tech & ICT Category

Beyond Stereotypes: The New Narrative - Facile.it

Bronze Influencer Marketing Category

UIF, Unione Italiana Food - Unveiling Italys food icons

★ L'ITALIA CHE COMUNICA Awards 2025

Silver Award Integrated Campaign

Silver Award Corporate Campaign

Silver Award Events Category

Mulino Bianco Sweet memories- Mulino Bianco (Barilla Group)

Silver Award Small Budget Campaign

Lost and never found - Facile.it

★ SABRE - In2 Awards EMEA 2025

Certificates of Excellence Mobile App Category

Hidden Valtellina - CTBV Consortium for the protection of Bresaola della Valtellina

★ SABRE Awards 2024

Best Campaign Earned Media with Influencers & Community

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

★ IPRA Golden World Awards 2024

Best World Inhouse corporate campaign

Best World Inhouse Media Relations campaign

Stop The Scams 2023 - Facile.it

★ The PRize 2024

Gold Award Events in PR Campaign

Select, welcome back home - Gruppo Montenegro

Silver Award No Profit Campaign

The Era of discomfort - INC Non Profit Lab

Bronze Media Relation Campaign

Stop The Scams 2023 - Facile.it

★ INC has been ranked by PProvoke Media

Among the **60 Best agencies in Europe** 2026

Among the **Top 50 PR agencies Europe** 2025

Among the **Top 100 Corporate PR agencies Worldwide** in 2025

Among the **Top 100 Consumer PR agencies Worldwide** in 2025



50+ SINCE
1975

INC
PR AGENCY CONTENT FIRST

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