+50

SINCE 1975

INC

PR AGENCY CONTENT FIRST

October 2026

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

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A DEEP KNOWLEDGE OF LOCAL MARKETS FOR GLOBAL PR STRATEGIES

iprn 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

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PORTFOLIO

50+ CLIENTS YoY, RETENTION RATE >80%

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accord – We make it better
Amaro Montenegro 1885
Amnesty International Italia
ANCIT – Associazione Nazionale Conservieri Ittici e delle Tonnare
Barilla – The Italian Food Company. Since 1877.
BAT Italia
Benvenuti Limoncello – Limoni di Sicilia
Bervini dal 1950
Birra Messina 1923
Birra Moretti – Dal 1859 in buona compagnia
Bonomelli
Boston Scientific
Consorzio Tutela Valtellina Casera e Bitto – CT CB
Consorzio di Tutela Bresaola della Valtellina
Cuore
Danone – One Planet. One Health
Edgar's 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
Heineken
Ichnusa
Eccellenza Piemonte
I.R.C.C.S. Ospedale San Raffaele – Gruppo San Donato
integratori & salute
Istituto Danone – Nutrizione e salute
IPO International Pasta Organisation
iiAS – Istituto Italiano Alimenti Surgelati
Istituto Valorizzazione Salumi Italiani
fondazione Pfizer
IUAV Università Iuav di Venezia
lega del filo d'oro
Lavazza – Torino, Italia, 1895
Lilly
Landscape Festival I Maestri del Paesaggio
la Pavoni – Dal 1905 macchine per caffè
Milano Health Week – Portanuova
MSC
Mulino Bianco
Negroni
Relais
ontier
Fondazione Operation Smile Italia ETS
Oropan Spa
otto per mille – Istituto Buddista Italiano Soka Gakkai
Pan di Stelle
Panaria group
PETC
Pavesi
Rigamonti – Qualità dal 1913
Salesiani per il sociale
smeg
testamento solidale.org
una italia
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

Barilla
The Italian Food Company. Since 1877.

Emirates

HEINEKEN

DANONE
ONE PLANET. ONE HEALTH

BAT
ITALIA

GRUPPO MONTENEGRO
MONTENEGRO
QUALITÀ ITALIANA, DAL 1885

Groupama
Assicurazioni

PANARIAgroup

Findus

smeg

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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.

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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**

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

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Barilla – The Italian Food Company. Since 1877.
Fondazione Barilla – il tuo cibo, la tua terra
Mulino Bianco
Heineken
Gruppo Montenegro – Montenegro, Qualità italiana, dal 1885
Danone – One Planet. One Health
Emirates
facile.it
Findus
Birra Moretti – Dal 1859 in buona compagnia
Ichnusa
Birra Messina
Zuegg – Dal 1890
Eridania – 1899
Unione Italiana Food – qualità, gusto e piacere
integratori & salute
IIAS – Istituto Italiano Alimenti Surgelati
ANCIT – Associazione Nazionale Conservieri Ittici e delle Tonnare
una italia – Unione Nazionale Filiere Agroalimentari Carni e Uova
Consorzio di tutela Bresaola della Valtellina
Costa d'Oro
Rigamonti – Qualità dal 1913
BAT
smeg
helpcode – Il diritto di essere bambini
lega del filo d'oro
UNHCR – The UN Refugee Agency
SOS Villaggi dei Bambini Italia
Istituto Valorizzazione Salumi Italiani

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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

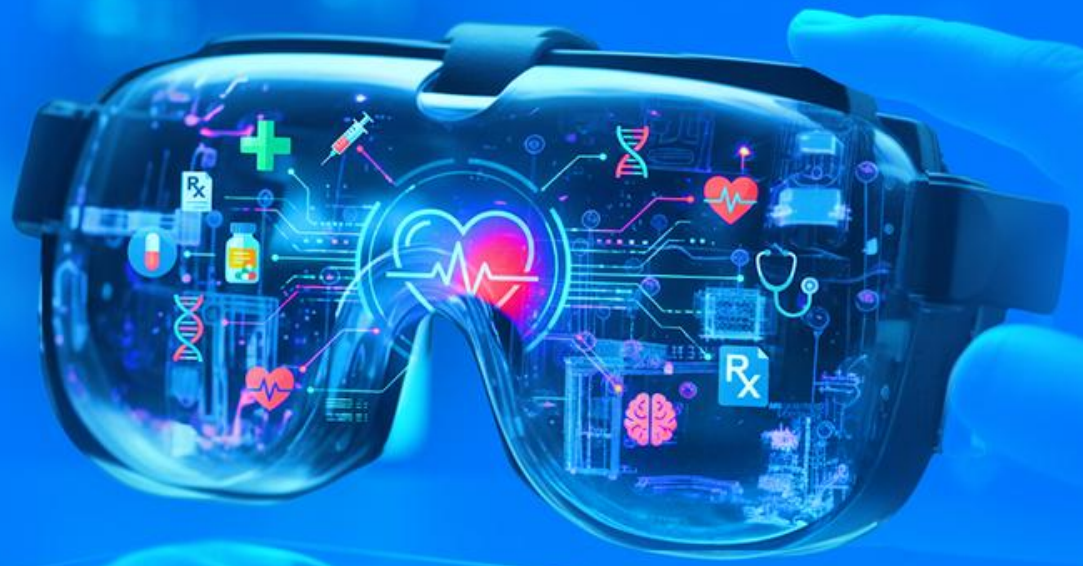
INC Health is our new practice dedicated to Healthcare & Life Science communication.
A space where expertise comes together to read change, shape meaning, and turn complexity into opportunity.

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.



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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

Zuegg

VIDEO CONTENT CREATION
SKIPPER LAUNCH

INC Non Profit Lab

ENDORSER AND SOCIAL AMPLIFICATION
THE ERA OF DISCOMFORT

Michielin | Capotondi | Gabbani | Barbascura X | Willwoosh | L. del Pasqua | Sofia Viscardi

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OUR LEADERSHIP TEAM

INC ©2026

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 UnaItalia.

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 ANCMA, 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 UnaItalia.

linkedin.emilyszereda

OUR LEADERSHIP TEAM

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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, 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, 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 Unaltalia, among others.

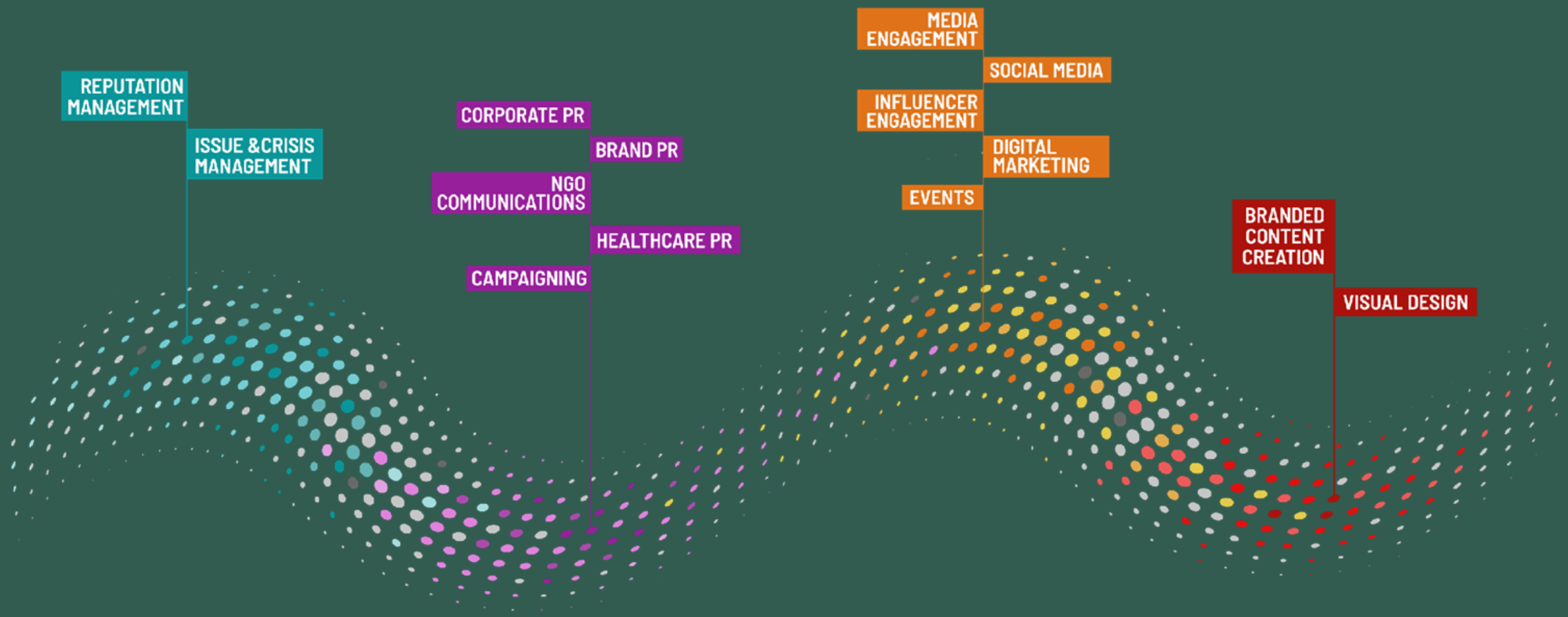
linkedin.valentinalorenzoni

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

CONSULTING & SERVICES



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INC ©2026

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.

PR APPROACH

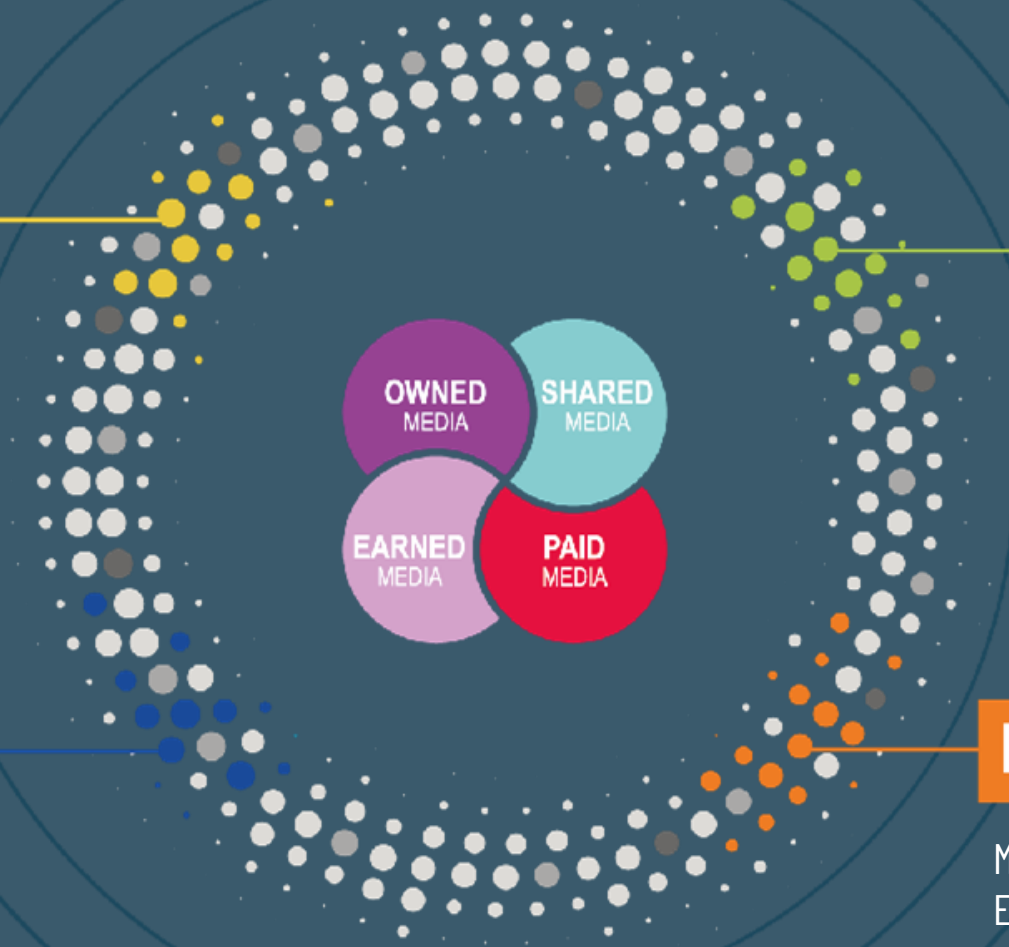
INC ©2026

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 Campaing
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 Campaing
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 PRovoke 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

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OUR VALUES

STRATEGIC VISION
born from expertise

CREATIVITY
born from passion

RESULTS
born from a strong commitment

INC ©2026

+50

SINCE 1975

INC

PR AGENCY CONTENT FIRST

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