NOVEMBER 2026

INC

PR AGENCY
CONTENT FIRST

INC

50 YEARS OF REPUTATION BUILDING

65 PROFESSIONALS

2 OFFICES: ROME | MILAN

MEMBER OF IPRN | **50** AGENCIES WORLDWIDE

10 PARTNERS

50+ ACTIVE CLIENTS

80% CLIENT RETENTION RATE

+18.4% ANNUAL AVERAGE REVENUE GROWTH
(last 5 years)

GENDER EQUALITY CERTIFIED

MOST AWARDED PR AGENCY IN ITALY
30+ AWARDS IN THE LAST 3 YEARS

CONTENT FIRST

CREATIVE THINKING

REPUTATION DRIVEN

WE CREATE PR AND COMMUNICATION **STRATEGIES**
THAT BUILD **REPUTATION**, EARN **TRUST**, SHAPE **PERCEPTIONS**
AND DELIVER MEASURABLE IMPACT.

10

REASONS WHY WE STAND OUT

01

We are the most awarded PR agency in Italy.

Over the last three years, INC has emerged as the most awarded PR agency in Italy, with more than 30 international awards and recognitions.

INC has been ranked by Provoke Media among

EUROPE'S 60 BEST PR AGENCIES | THE WORLD'S 100 BEST CORPORATE PR AGENCIES | THE WORLD'S 100 BEST CONSUMER PR AGENCIES



01 Creative work we are proud of















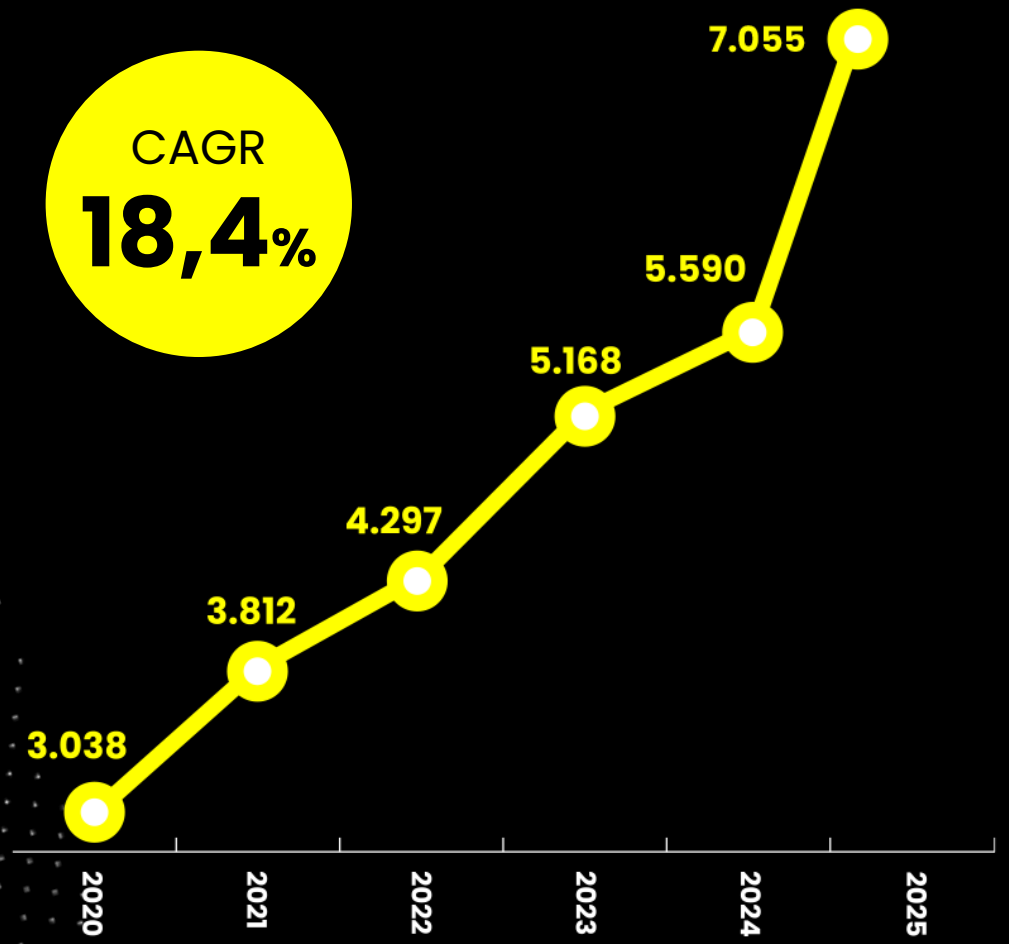






02

We are growing, year after year



Revenue Growth over the last 5 years
(.000 Euros - 2020-2025)

We ended 2025 with more than €7 million in revenue, marking +26% year-on-year growth.

03

We are the lead PR Agency for global and italian brands.

CORPORATE PR

BRAND PR

ISSUE & CRISIS MANAGEMENT

Barilla
The Italian Food Company. Since 1877.

HEINEKEN

Groupama
Assicurazioni

Emirates

BAT

DANONE
ONE PLANET. ONE HEALTH

Findus

GRUPPO MONTENEGRO
MONTENEGRO
QUALITÀ ITALIANA, DAL 1885

smeg

PANARIAgroup

Casi tigre tigre AMICO
GRUPPO Gabrielli

04

We are leaders in Food & Beverage PR

We work with some **of Italy's most iconic food and beverage brands**, combining corporate reputation, Brand PR and sector advocacy.

Beyond brands, we help strengthen the **reputation of entire categories** of Italian food excellence.



04 We are leaders in food & beverage PR

CLIENTS 2021 -26

BP food 1950
AFI DOP Associazione Formaggi Italiani DOP e IGP
LAVAZZA TORINO. ITALIA. 1895
Consorzio di Tutela Bresaola della Valtellina
CT CB Consorzio Tutela Valtellina Casera e Bitto
Istituto Valorizzazione Salumi Italiani
Piemonte ECCELLENZA PIEMONTE
Eridania 1899
Negroni
ALGIDA
OROPAN Spa
GIANCARLO POLENGHI
RIGAMONTI Qualità dal 1913
una italia Unione Nazionale Filiere Agroalimentari Carne e Uova
ZUEGG DAL 1890
oasi tigre tigre AMICO Gruppo Galbiati

GRUPPO MONTENEGRO
MONTENEGRO QUALITÀ ITALIANA, DAL 1885
EDGAR Soppe LONDON DRY GIN
BONOMELLI DAL 1906
CANNAMELA
Amaro MONTENEGRO 1885
1920 SELECT APERITIVO NATO A VENEZIA
Cuore
GRAPPA LIBARNA DAL 1906
VECCHIA ROMAGNA BRANDY 1820
BENVENUTI LIMONCELLO LIMONI DI SICILIA

Unione Italiana Food qualità, gusto e piacere
integratori & salute
WE LOVE PASTA
iIAS ISTITUTO ITALIANO ALIMENTI SURGELATI
MerendineItaliane.it
Piacere, Caramelle

Findus
Capitan Findus
4 SALTI IN PADELLA Findus
Soffiatini Findus

Barilla The Italian Food Company. Since 1877.
MULINO BIANCO
PAVESI
Pan di Stelle
Gran Cereale
RINGO
Gocciole

HEINEKEN
Heineken
BIRRA MESSINA DAL 1923
Ichnusa
BIRRA MORETTI DAL 1859 IN BUONA COMPAGNIA
FRM FONDAZIONE BIRRA MORETTI Fare . Bere . Meglio.

DANONE ONE PLANET. ONE HEALTH
Aptamil
alpro
Actimel
ACTIVIA
HiPRO
Danacol
NUTRICIA

05

We are leaders in social impact communication

We work with **more than 30** NGOs, foundations and non-profit organizations across Italy.

Since 2022, our **INC Non-Profit Lab** has published annual research and reports focused on some of the country's most relevant social issues.



05 We are leaders in social impact communication

OUR 25 YEARS EXPERTISE










































06

We make
health stories matter

In 2026, INC expanded its expertise with the **launch of INC Health**, a dedicated practice focused on healthcare and life sciences communication.

The practice is led by Cristiana Ciofalo, a senior communications consultant with more than 20 years of experience in the healthcare sector.

07

We are trusted advisor in crisis management



We support companies and organizations in **preventing**, **managing** and **responding** to reputational crises, combining strategic advisory, stakeholder communication, media management and executive training.

Our crisis team is available 24/7 when critical issues emerge.

07 We are trusted advisor in crisis management

CRISES MANAGED 2021 -26



08

We are a People-First Agency

80%*

proud to work for our agency

* Source: Clima Survey INC 2024

In 2024 and 2025, we obtained the **Gender Equality Certification** with an outstanding score of **90/100**.

We have strengthened our commitment to people, wellbeing and professional growth through enhanced parental leave policies and the appointment of our **first Head of People & Culture**

09

In 2025, we celebrated our 50th anniversary



No other PR agency in Italy has operated under the same independent brand for 50 years.

10

We are shaping the future with a new leadership model

Between 2023 and 2025, five senior professionals became partners at INC, strengthening our leadership team and supporting the agency's next phase of growth.



FROM LEFT TO RIGHT: **Paolo Mattei, Francesca Riccardi, Rosanna Teta, Emily Szereda, Pasquale De Palma, Paola Canali, Francesco Pippi, Novella D'Incecco, Simone Silvi, Luca Cipriano.**

CASE HISTORIES

BARILLA GROUP / CORPORATE PR

WE ARE THE BARILLA GROUP'S CORPORATE PR PARTNER SINCE 2012.
WHAT STARTED AS A CRISIS MANAGEMENT CONSULTING ENGAGEMENT HAS EVOLVED INTO A BROAD COMMUNICATIONS PARTNERSHIP ENCOMPASSING MEDIA RELATIONS, CORPORATE SOCIAL MEDIA MANAGEMENT AND ENGAGEMENT WITH THE SCIENTIFIC COMMUNITY.

TG5

«Parma. Barilla inaugura BITE, un nuovo centro per testare i prodotti»

IL GUSTO

«Pasta e Formula 1, tecnologia e convivialità a tutta velocità»

Il Sole 24 ORE

«PizzAut diventerà anche PastAut, con pasta Barilla»

VANITY FAIR

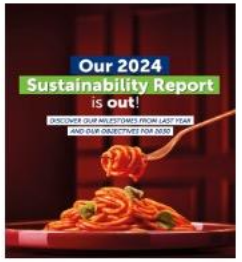
«Filippo Magnini: da ragazzo mia madre il giorno delle gare mi preparava sempre una bisteccona ma la vera benzina è stata la-pasta. Ne mangiavo fino a mezzo chilo al giorno»

sky tg24

«50 anni di storia: Milano festeggia il Mulino Bianco»

CORRIERE DELLA SERA

«Barilla punta sulle rinnovabili: il 50% dell'energia prodotta da fonti green»















Media Impact 2025

- 10.560 media hits generated through press office activities
- 453 mln media impressions
- 99% dedicated articles
- Media coverage increased 10x from 2019 to 2025, with a +45.4% CAGR.

Social Impact 2025

- Over 4.5 million social media views
- +680K followers on LinkedIn, with an engagement rate above 11%
- +10% increase in interactions vs. 2024

INC for Mulino Bianco

50 *years of good memories*

how we made Mulino Bianco's anniversary unforgettable

Mulino Bianco, a love brand for Italy, reconnected generations with their fondest memories, turning its 50th anniversary into a national celebration.







STRATEGIC SUMMARY

For the first time in 50 years, the MulinoSveglia, one of the most iconic Mulino Bianco collectibles of the 1980s, appeared in a maxi format in Milan. In February 2025, Italians were given a special wake-up call as the iconic gadget arrived in Piazza Gae Aulenti. The installation became the talk of the nation and continued its tour in Parma, Bari, and Ascoli, attracting over 60,000 visitors, including consumers, journalists, and celebrities.

THE INTEGRATED CAMPAIGN

- A giant Mulino Sveglia installation in Milan
- Immersive spaces filled with nostalgic objects
- Press preview and tastings for consumers
- Social amplification through creators and viral reels
- An emotional TV commercial by Barilla
- A limited-edition biscuit
- An online contest rewarding Mulino Bianco lovers
- A nationwide tour in Parma, Bari, and Ascoli Piceno

Since 1975, Mulino Bianco brings joy to 23 million Italian families

WATCH THE VIDEO



CORRIERE DELLA SERA

A giant alarm clock in Milan: Mulino Bianco celebrates 50 years in Piazza Gae Aulenti

la Repubblica

Half a century of Mulino Bianco. How Italy discovered the 'advertising family

VANITY FAIR

Breakfast as the antidote to stress and frantic life

iO Donna

Mulino Bianco turns 50: the celebrations begin

Il Sole 24 ORE · ItaliaOggi · il venerdì · ANSA.it · LEGGO

sky tg24 · STUDIO APERTO · TG5 · TG LA7



2,586 *media articles*

2.4B *impressions*

3,000 *social conversations*

37.7M+ *interactions*



110 *journalists attended the event*

25 *creators involved*

60,000+ *visitors*

4 *cities*

HEINEKEN ITALIA

WE ARE THE LEADING PR AGENCY FOR HEINEKEN ITALIA.

Since 2017, we have partnered with the Corporate Affairs & Communication and Marketing teams, managing communications and public relations activities across Corporate, Brands (Birra Messina, Birra Moretti, Heineken©, Ichnusa), Osservatorio Birra, and Fondazione Birra Moretti. Over the years, we have developed and executed communication campaigns that have helped tell the story of the Group's evolution and its portfolio of brands, highlighting innovation, quality, local heritage, and beer culture.
From product launches and corporate communications to sustainability and responsible consumption initiatives, we have built a strong, credible, and consistent media presence across Italy's leading national outlets.



OUR LATEST CHALLENGE

- **Strengthening HEINEKEN Italia's corporate reputation** by increasing the visibility of the Group's initiatives and reinforcing its leadership position.
- Elevating the Group's sustainability story by communicating its commitments, achievements, and positive impact; shaping cultural conversations and consumer trends.

























OSSERVATORIO BIRRA

HEINEKEN

FRM
FONDAZIONE BIRRA MORETTI
Fare , Bere, Mangiare.

INC FOR ichnusa

ICHNUSA

IF IT'S GOING TO END LIKE THIS, DON'T EVEN DRINK IT

HOW A BEER BRAND PUT ITS REPUTATION BEFORE SALES TO FIGHT GLASS LITTERING

ISSUE 3 out of 10 Italians have abandoned a glass bottle at least once in their lifetime. In Sardinia, the unwitting protagonists of this degradation are bottles of Ichnusa, the most popular local beer. In response to this issue Ichnusa decided to become an active part of the solution.

IDEA "If you abandon our bottles, we don't want you as a consumer": a bold and unconventional stance is at the heart of a campaign that turns the fight against environmental degradation into a hot topic in the media and on social networks.

ACTION Ichnusa makes the first move: a series of days dedicated to collecting abandoned glass in Sardinia involves brewery employees and volunteers from partner environmental NGOs. And a national OOH campaign brings Ichnusa's message to strategic nightlife locations and ports and airports in Sardinia.

THE CAMPAIGN BECOMES A SOCIAL AND ARTS MOVEMENT while ichnusa cleaning Days arrived in the rest of Italy. Sardinian muralists transformed recycled glass bottles into works of art for a charity auction in support of environmental redevelopment projects in Sardinia. The result: a boost to reputation, national awareness, and local pride.





90% OF ITALIANS APPRECIATED THE CAMPAIGN AND ASKED ITS EXTENSION

1 IN 2 SARDINIANS BELIEVES THAT THE ICHNUSA CAMPAIGN HAS CREATED VALUE FOR THE ISLAND

AN ONLINE MOVEMENT IN DEFENSE OF SARDINIA

22,000 VISITS TO THE CHARITY AUCTION

la Repubblica · il venerdì · PANORAMA · STUDIO APERTO · LEGGO · ANSA.it · Avvenire · QNECONOMIA · sky tg24 · Il Messaggero · adnkronos · L'UNIONE SARDA · ELLE DECOR · LA NUOVA Sardegna · CORRIERE DELLA SERA · MEDIASET TGCOM24

+1,600 EDITORIAL SPACES

150M TOTAL MEDIA REACH

INC AND EMIRATES: **14 YEARS OF ONGOING SUCCESS THAT CONTINUES**

Since 2011, we have served as Emirates' communications agency. For more than fourteen years, we have acted as a strategic partner for the airline, overseeing its complete communications spectrum: encompassing corporate communications, product promotion, CSR initiatives, and crisis management. Throughout the years, we have effectively maintained consistent media attention. We have aligned the global communications strategy with campaigns specifically designed for the local market.







Il Sole 24 ORE

Emirates vola con il superjumbo «sostenibile»

La compagnia emiratina ha effettuato il primo volo con l'A380 con il carburante green, il SAF

di Mara Monti

8 novembre 2023



CORRIERE DELLA SERA

Economia



LAVORO

Emirates cerca 5 mila assistenti di volo: 2.500 euro di stipendio, 30 giorni di ferie e viaggi iper-scontati

di Leonard Berberi

Intervista del «Corriere» a Samantha James, vice president of cabin crew del vettore mediorientale. Dall'altezza (minima) ai tatuaggi (non visibili) fino all'addestramento e alla progressione di carriera: ecco tutti i dettagli

VANITY FAIR

NEWS

Prendi nota e vai

Un parco artistico, cocktail e cene con vista in Versilia e i nuovi colori della musica

di ANNA MAZZOTTI E CHIARA OLTOLINI







Class CNBC



PANORAMA

IL MADE IN ITALY AD ALTA QUOTA

Circa 3,2 milioni di kit firmati Bulgari distribuiti ai passeggeri nel corso dello scorso anno, più di 3,7 milioni di caffè Lavazza

IN 2025: 1560 MEDIA HITS | 38 LOCAL PRESS RELEASES | 59 MEDIA AND CREATORS ENGAGED | 4 EVENTS

The collaboration between INC and Emirates has proven to be successful thanks to our in-depth knowledge of the sector acquired over the years. We have capitalized on the airline's strengths by creating targeted PR actions that have accompanied the growth of Emirates' reputation and awareness in Italy. We have worked together on the opening of the Venice and Bologna gateways and organized the inauguration of the lounges at Fiumicino and Malpensa airports. We have celebrated the 30th anniversary of Emirates in Italy, inaugurated the 3rd flight from Rome and announced the sponsorship of AC Milan. In 2023, we have saluted the one millionth passenger on the Bologna-Dubai route and the 10th anniversary of the Milan-New York route. At the beginning of 2024, we have supported the airline's biggest recruitment campaign with strategic interviews to important media outlets such as Corriere della Sera.

Working with multinational companies is always challenging. Besides balancing global communications with local activities, it's key to align the physiological differences in the communication approaches when dealing with such different markets. However, this was an opportunity for us to use tailored communication strategies and create differentiated storytelling targeted to aviation and trade publications, while at the same time develop compelling content for business, lifestyle and luxury publications. With the right mix of corporate and brand communications, we have been able to significantly increase the brand's visibility and achieve important results.

INC x UNHCR The UN Refugee Agency

WATCH THE VIDEO

THE BROKEN Recipe

A digital PR campaign mobilizing top Italian chefs to support UNHCR's aid in East Africa

Thanks to so many, a forced interruption led to a concrete act of solidarity: allowing UNHCR to keep saving lives, without ever stopping.

ISSUE

Millions of people in East are facing worsening hunger due to dramatic cuts in humanitarian aid. But saving lives **cannot be put on pause**.

ACTION

Eight top chefs joined a social campaign highlighting interruptions in UNHCR's lifesaving work. Each posted a reel where a recipe suddenly stops, urging followers to donate so both the video — and essential food aid — could continue. The pause caught attention, sparking comments, shares, and donations, turning thousands of food lovers into active supporters of UNHCR's mission.

+10M
people reached

+50%
of donations driven by PR activities

+30%
donations vs 2024



> *Some of Italy's top chefs halt their recipes in protest: "My Neapolitan meatballs stop mid-preparation, just likehumanitarian aid has stopped".*
>
> VANITY FAIR

Broken recipes on social media, chefs step up for the Sudan emergency

ANSA.it

Broken recipes: how chefs serve solidarity on the plate

la Repubblica

Cooking for life: the social initiative of Italian chefs. Interrupted video recipes tohighlight hunger in Africa

LEGGO



INC

Lilly

OFFICIAL SPONSOR OF MILANO CORTINA 2026

Bringing health to the heart of the Games by connecting sport, science and human resilience.

53 journalists joined us for an immersive media experience spotlighting Lilly's role at Milano Cortina 2026. A mountain-inspired press setting, bespoke details and a high-altitude lunch brought the Olympic spirit to life.

THE OPPORTUNITY

Strengthen Lilly's relevance around the Olympic Games, moving beyond sponsorship visibility to build a distinctive narrative at the intersection of health, science and sport.

OUR APPROACH

We turned Lilly's Olympic partnership into a compelling media story around resilience and perseverance. An immersive launch event, amplified across media and digital channels, brought together journalists, athletes and scientific voices to make the positioning tangible and newsworthy.

THE IMPACT

Strong media engagement and nationwide visibility, with 53 journalists attending, 663 media clippings and over 61 million OTS. The campaign reinforced Lilly's reputation beyond healthcare, connecting the brand with innovation, resilience and human potential.

Marta Bassino, alpine skiing champion: 'Sport taught me to take care of myself.

la Repubblica

Beyond limits: sport and science together to overcome every challenge.

CORRIERE DELLA SERA

Prevention and health: Lilly becomes a partner of Milano Cortina.

Il Sole 24 ORE

Milano Cortina: the most beautiful gold goes to research."

Corriere dello Sport





Beyond Limits

53 JOURNALISTS

663 MEDIA CLIPPING

>61 MIO OTS

INC for Consorzio di Tutela Bresaola della Valtellina · Valtellina Casera & Bitto · Valtellina Taste of emotion · Distretto Agroalimentare di Qualità

WHEN Taste BECOMES Destination

How we turned the bond between Valtellina's PDO and PGI food & wine specialties and their territory into a place-marketing platform designed to generate value, awareness and new experiences.

CHALLENGE

Valtellina is home to a unique heritage of nature, culture and PDO/PGI food & wine specialties still largely to be discovered.
The challenge was to strengthen awareness of the destination and its products by telling the story of their authentic, inseparable bond.

STRATEGY

We created a place-marketing platform powered by integrated PR, turning Valtellina's PDO/PGI specialties into a gateway to the destination and using the territory itself to enhance their value.

RESULTS

High-quality media coverage, an active community, thousands of engaged visitors and a strong partner network turned tourists into ambassadors for Valtellina and its food& wine heritage.

VALUE GENERATED

- Greater destination awareness
- Enhanced value for PDO/PGI products
- Authentic, memorable experiences
- Stronger local ecosystem
- Growth in tourism and the local economy

PR PLATFORM

EVOCATIVE STORYTELLING, MEDIA RELATIONS, DIGITAL PR, BRANDED CONTENT, WEB APP, EVENTS, PARTNERSHIPS

2.000+ PUBLISHED ARTICLES

200 MILA MEDIA REACH

12+ MILA SOCIAL REACH

300+ ACTIVE PARTNERS

1 METODO TO CREATE MUTUAL VALUE BETWEEN PDO/PGI PRODUCTS AND THE DESTINATION

EXPERIENCES: LIVE THE DESTINATION

Trekking & Cycling · Tastings DOP & PGI products · Local cuisine · Culture& traditions · Like a Local formats

Immersive itineraries, podcasts and guides to discover Valtellina in an authentic and unforgettable way





Viaggiare in Valtellina: 20 esperienze e 23 luoghi del cibo per una vacanza "di emozione"



Dal food ai viaggi, le lifestyle news della primavera



Valtellina: la campagna all'insegna della "Vitamin T" per trasformare il viaggio in benessere

INC FOR facile.it

Lost and never Found

Luggage Nightmare: why your holiday needs an insurance

How do you get Italians to buy baggage insurance? It's simple: play on every traveller's nightmare–lost luggage!

Facile.it reports 4.7 million cases and shows how insurance can save holidays.

ISSUE

Facile.it turned the common lost luggage nightmare into a powerful insight, transforming a niche product into a compelling case for baggage insurance. By quantifying, for the first time, how many travellers lose their bags, the campaign showed how insurance protects both holidays and wallets. Strategically launched during the July 2025 national airport staff strike, it sparked a nationwide conversation and positioned baggage insurance as a smart, practical choice.

CHALLENGE

Facile.it faced the challenge of making a niche product like luggage insurance relevant and appealing, while reinforcing its position as an opinion leader in the travel insurance space. From a PR perspective, the goal was to break through the summer media clutter–when travel dominates the news–and turn awareness into action by driving traffic to Facile.it's insurance pages and increasing quote requests.

ACTION

With a budget of just €1,000, Facile.it launched a national survey to reveal – for the first time – how many Italians had lost, stolen, or damaged luggage. The findings became a strong PR hook: 4.7 million travellers are affected. Released during the July 10th national airport staff strike, the data turned a common travel fear into breaking news. A simple five-step guide turned our insight into action, positioning luggage insurance as a smart choice, driving widespread media coverage, +21% visits, and +9.9% quote requests in 24 hours.

→ WATCH THE VIDEO



sky tg24 · TG5 · MEDIASET TGCOM24 · UNO MATTINA estate

254 articles

42 Tier 1

29M OTS in 5 days

+21% visits for travel insurance

+9,9% quotes in 24h

GOOD TO KNOW

CONSULTING & SERVICES

Reputation Advisory

Reputation Strategy
Reputation Intelligence
Issues & Crisis Management
Brand Positioning
Media Training

Strategic Communications

Corporate Communications
Brand Communications
NGO Communications
Healthcare Communications

Amplification

Media Relations
Influencer & Creator Relations
Social Media
Events & Experiences

Earned Creativity

PR Concept | Creative Strategy | Experience Design | Creative Production

CLIENT PORTFOLIO

CLIENTS 2025 –26 50+ CLIENTS YoY | RETENTION RATE > 80%



INTERNATIONAL 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 45 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.



LEADERSHIP TEAM



PASQUALE DE PALMA
PRESIDENT & 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 and crisis management.
Linkedinpasqualedepalma



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.
linkedin.paolomattei



FRANCESCA RICCARDI
PR DIRECTOR, PARTNER

Francesca is PR Director and Partner at INC. She has more than 10 years of experience in the creation and coordination of PR campaigns and in media relations, with a focus on corporate social responsibility.
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.
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.
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 and content development, particularly in the Food & Beverage and Social sectors.
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 specialises in corporate and brand communication, crisis management, media strategies and events.
linkedin.lucacipriano



NOVELLA D'INCECCO
PR DIRECTOR, PARTNER

Novella is PR Director and Partner at INC. She has more than 20 years of 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.
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.
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 through her work at international PR agencies.
linkedin.cristianaciofalo

AWARDS 2024 -26

★ **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 PR 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

INC

PR AGENCY CONTENT FIRST

www.inc-comunicazione.it. | direzione@inc-comunicazione.it