

SEE WHAT WE CAN OFFER
TO CHINESE COMPANIES WILLING TO ENTER
THE ITALIAN MARKET

WE CAN REPRESENT YOU AND INTRODUCE YOU
TO ITALIAN OPERATORS

- Exploratory analysis
- Lobby activities to gain support for your brand
- PR activities towards local authorities, organizations, distributors, and even local press/media
- Brand/product name creation/localization
- Brand identity design/localization
- Coordinated image development/localization
- Creation/localization of corporate publications (corporate brochures, product catalogues, etc.)
- Website design/localization

WE CAN HELP YOU FIND SUITABLE DISTRIBUTION PARTNERS,
AS WELL AS ESTABLISH AND MAINTAIN
DISTRIBUTION CHANNELS

- PR activities
- Press/media relationship management
- Direct marketing
- Sector related trade fairs (contacts, fair attendance, logistics, staff, communication, etc.)
- Point-of-sale promotional events
- Mystery shopping
- Above the line advertising to launch your products/services (print ads, outdoor, tv/radio commercials, etc.)
- Below the line

WE CAN SUPPORT YOUR
BUSINESS DEVELOPMENT AFTER THE LAUNCH

- Advertising both online and offline (above and below the line)
- Promotions
- Press/media partnerships
- Direct marketing
- Alternative media, ambient media, guerrilla marketing campaigns, mobile advertising, etc.

LOOK NO MORE.

If you were seeking a reliable partner to tackle the Italian market in an effective way, now you've found the solution.

以下请看IAKI可以提供给愿意进入意大利市场的中国公司何种服务。

我们可以把您推荐和介绍给意大利的商业经营者

- 进行探索性分析
- 品牌公众大型推广活动
- 公关活动针对当地的政府、团体、经销商以及当地报刊/媒体
- 品牌/产品名称创造、设计/本地化
- 品牌形象设计/本地化
- 对公司形象开发进行协调/本地化
- 建立/本地化公司出版物（企业宣传手册，产品目录，等等）
- 网页设计/本地化

我们可以帮助您找到一个合适您的经销商合伙人
以及建立和保持分销渠道

- 公关活动
- 新闻/媒体关系管理
- 直接营销
- 部门相关贸易洽谈会（联系，展会出席，物流，人员，通信设备等）
- 销售点推广/促销活动
- 网上广告推出你的产品/服务（打印广告，户外，电视/电台的商业广告等）
- 网下的广告

我们可以支持/协助你的后期业务发展

- 广告的在线和离线播放（网上及网下）
- 促销
- 新闻/媒体伙伴关系
- 直接营销
- 其他媒体，游击化的营销活动，流动广告等。

不要再找寻其他伙伴

如果你正在寻找可靠的合作伙伴，为了有效地进入意大利市场。现在你已经找到了解决方案。



iaiki.it

MILAN SHANGHAI



THE ITALIAN WAY TO EFFECTIVE COMMUNICATION.



THEY ALL SHARE A COMMON EXPERIENCE.



他们有什么共同点？
他们都有相同的商业经验。

WE ARE ITALIAN,
BUT YOU CAN MEET US JUST AROUND THE CORNER.

IAKI is an always-on full-service communication agency. Its headquarter office is located in Milan, but IAKI has also developed an active presence in Shanghai. Therefore, it can concretely help Chinese companies to enter the Italian market in a fast and cost-effective way, thanks to its working method, inspired by experiential marketing.

No need to travel far to talk with us. We are close to you, and we prefer face-to-face relationships. Therefore, we can meet directly in China, whenever you like, which is much more practical and effective.

THE MOMENT YOU THINK OF SOMETHING,
WE ARE ALREADY DOING IT.

These logistic facilities result in rapid efficiency. Since we are located not only in Milan, but in Shanghai as well, we'll never keep you waiting. We are flexible. No matter your need or budget, we react immediately and set to work fast, but carefully.

WHO KNOWS THE ITALIAN MARKET
BETTER THAN AN ITALIAN AGENCY?

On the other hand, don't forget we are Italian. Our creatives are native-speakers and master the Italian language and culture, which is crucial to get creative campaigns in keeping with the local taste and style.

Localization, for example, involves much more than linguistic translation of already existing content. Only mother-tongued creatives can adapt a website or anything else in a culturally appropriate way and with the desired local look-and-feel.

Do you need brand-new strategic communication? Let us amaze you with our target-driven creativity and impactful design with a stylish Italian flair. Whatever your project, we'll ensure cross-media communications solutions meeting your business objectives.

Moreover, being located in Milan, we have strong local relationships, and we can put them to work for you. We can represent you and carry out PR activities on your behalf towards local authorities, press, distributors, and customers.

OUR KNOW-HOW IS MULTISKILLED.

We offer you a comprehensive solution. IAKI can provide complete support to enter the Italian market through a wide range of integrated tailor-made services, offered turnkey.

Our team of communication experts, creatives and web technicians, equipped with state-of-the-art technologies, can meet the unique requirements of each assignment, from concept to implementation.

Why? Because we have multi-disciplinary competences, achieved while working for many clients in several different sectors, such as, among others, Adidas, Abbey National Bank, Bosch, Citroën, The Coca-Cola Company, Kodak, LG, L'Oréal, Martini, Nokia, Ralph Lauren, Samsung, Shell, SKY, and Telecom.

虽然我们来自意大利
但是你们会在世界的任何角落遇到我们。

IAKI 是一个全方位的服务代理机构，在米兰和上海都有其分公司。得益于 IAKI成熟的市场工作方式，使其可以细致地并且高效率地帮助中国公司打入意大利的市场。

你们无需组织任何视频会议和我们交流。因为我们离你们非常近，我们推崇面对面的交流。因此，只要你们愿意，我们可以直接在上海和你们会晤，这种交流手段将会更实用和便捷。

此刻您所想的，我们早已经为您规划好。

我们完善的后勤设施可以加快工作效率。我们不仅会在米兰，而且会在上海为您提供服务。我们永远不会让您等待，我们的服务具有灵活性，无论您有何需求或计划，我们会快速并且仔细地开展工作。

有谁能比意大利的代理商更了解意大利市场呢？

另一方面，请铭记我们来自意大利。我们的创造力来源于我们熟悉当地的语言和文化。这一点对使你们能融入当地社会具有竞争力尤为重要。

您是否需要崭新的战略化的通讯支持
您将会惊异于我们的创造力和意大利风格的才能，无论您想从事何种项目，我们将确保跨媒体通信的方案达到您的商业目标。

另外，由于我们的总部设在米兰，我们有强大的公共关系网，我们可以让他们为你们工作。我们可以代表你们开展各项公关活动，对象包括当地政府机构，新闻界，分销商，以及独立的顾客。

我们是多技能的。

我们为您提供一个综合的解决方案。IAKI通过提供其量身定做的完整的专业服务协助你们进入意大利市场。

我们的团队包括沟通专家，创造家以及具有艺术技能的网络技术人员，他们能完成从理论到实践的任何有特殊要求的任务。

为什么我们具有这样的能力？因为我们曾经有为许多不同行业的不同客户提供服务的经验。
Allianz, Abbey National Bank, Unilever Algida, Avon, Barilla, Bosch, Citroën, The Coca-Cola Company, Condé Nast, Diageo, FNAC, Guinness, Henkel, INA Assitalia, Kodak, Kraft, LG, L'Oréal, Lovable, Luxottica, Martini, Nokia, Osrám, Pampero, Pavesi, Ralph Lauren, RCS, Samsung, Shell, Sky, Sperlari, Telecom Italia and 3.