



EVENTI E COMUNICAZIONE

THERE IS AN  
IMMUTABLE LAW IN BUSINESS:  
WORDS ARE WORDS,  
EXPLANATIONS ARE EXPLANATIONS,  
PROMISES ARE PROMISES, BUT  
**ONLY PERFORMANCE IS REALITY.**

Quality and practicality  
make **Mood**  
the ideal partner  
for your organisation.

FOR  
**COMMUNICATION**  
WITHOUT  
IMITATION.

BEHIND **EVERY BRAND** THERE IS  
ALWAYS A **GREAT IDEA**.  
GREAT IDEAS ARE ALWAYS THE  
SIMPLEST. ACHIEVING YOUR OBJECTIVE  
WHILE KEEPING IT SIMPLE DEMANDS  
CONCENTRATION, PASSION AND  
CONVICTION.

The strength of **Mood's** policy is that we offer our Clients a full and integrated service that takes into account every aspect of communication with the people they need to address. To create a simple but strong sense that you are different, it is essential to have a clear and persuasive vision that is expressed in all you do, in the product or service you offer, and in the environments you create, even in the people we work with and in the way we speak of you and ourselves.

**Mood's** objective is to enable you to project your image in an impactful way, by combining creativity, design and tried-and-tested skills.

We achieve this thanks to:

- The specific experience of each of our divisions, which guarantees the high quality of every project we undertake;
- A wealth of complementary resources, enabling us to cover every aspect of creating and projecting your corporate image, with complete consistency;
- A flexible structure, which enables us to respond rapidly to requests to modify projects and meet urgent needs.

Our Clients are **supported at all stages** from logo and visual identity design to communication in print and in the new media; from website construction to the creation of stands and displays that will capture public attention.

Marketing planning

Communication planning

Press office activities

Media planning

Public relations

Internal communication

Events/trade  
fairs/conferences

Trade fair  
stands and displays

Advertising

Graphics and publishing

Internet and multimedia

Market analysis  
and direct marketing

Newsletters

Local marketing  
and communication

*ANYONE CAN FIND FASHION  
IN A BOUTIQUE OR HISTORY IN  
A MUSEUM, BUT A CREATIVE  
PERSON FINDS HISTORY IN AN  
IRONMONGER'S AND FASHION AT  
AN AIRPORT.* ROBERT WIEDER

We conceive and create an image and a language for you by **combining creativity, the ability to express an idea succinctly, knowledge of production techniques, and attention to the prevailing social dynamics.**

Our task consists in identifying and studying a brand identity - the outward expression of a brand. This includes everything, from the name and visual aspects to the feelings it engenders. It is through your brand identity that you become recognised by consumers. It involves all the associations your brand evokes in the consumer's imagination. The aim is to make identity and image coincide.

Creation of a brand image – that is the overall impression a company or brand conveys to the general public, design of a logo - vital if the brand is to have an immediate, and immediately recognisable, visual identity.

*CONSIDER YOUR REPUTATION AS THE MOST PRECIOUS JEWEL YOU WILL EVER POSSESS. BUT REMEMBER, A REPUTATION IS LIKE FIRE: ONCE YOU HAVE LIT IT, IT IS EASY TO KEEP ALIVE; BUT IF YOU LET IT GO OUT JUST FOR A MOMENT, RELIGHTING IT CAN BE VERY DIFFICULT. SOCRATES*

Once the target audience has been identified in consultation with the Client, our image division devises communication tools that will effectively convey the company/organisation's messages and values.

**Mood** plans and manages communication, using different channels to get the message across. We propose various solutions, tailored to the client's needs.

Identity Suite  
(labels, packaging, headed notepaper...)  
Catalogues and brochures  
Files and folders  
Invitations and cards  
Calendars  
Publications for events,  
conferences and trade fairs  
Advertising material  
Photographic services  
Printing

# MOOD WILL DESIGN YOUR PERSONAL STAND

**Mood's** exhibition stands and displays are customised and complete, right down to the last detail. The agency provides support at every stage: planning, manufacture, transport, erection and recovery of materials. **Mood** assists its Clients before, during and after an event, taking care of all the organisational, bureaucratic and logistical procedures. This means that Mood takes care of trade-fair and customs certificates and other paperwork, and supplies catering services, hostesses and gadgets.

The agency can provide **made-to-measure stands and displays**, designed with attention to detail to make a strong impression. The high quality of each project undertaken by Mood is the result of careful analysis of the needs of the company concerned. Clients can choose between hiring or purchasing complete stands/displays or individual fittings, standard or customised.

All the solutions proposed by the agency are perfectly suited to trade fairs, exhibitions, conferences and other events. The special attention paid by Mood to image design ensures that every project is functional and fit for purpose. Various solutions are possible, ranging from graphics to poster design, brochures or flyers to video clips and animated cartoons presented via multimedia.

**Mood** undertakes and coordinates all stages of event planning. We organise, manage, coordinate and provide support to Clients taking part in exhibitions, trade fairs, workshops, conferences, demonstrations and official openings. We also research suitable venues for cultural, artistic and image-building events, and perform press office functions, contacting journalists, drafting and sending out ad hoc press releases, and conducting press reviews after an event.

# TO GET THE RIGHT ANSWER, YOU HAVE TO ASK THE RIGHT QUESTION

Our work begins with a probing market survey, essential for identifying a company's goals. Straightforward but targeted planning, based on analysis and consideration of alternative solutions, while never losing sight of the goals to be achieved, completes the preparation of the communication plan. We then decide what promotional materials are needed and select the most appropriate channels for getting the message across.

These procedures make it possible to draw up a global communication plan and arrange suitable advertising and promotional activities.

It is also part of **Mood's** brief to devise projects to create and/or consolidate a Client's corporate and institutional image with its principal target audiences in mind. This involves planning, writing and editing news items about the company's activities, events it is organising and promotions; preparing information materials for the press and other media; and managing mailing lists and newsletters.

Afterwards, we assess the results, to make sure the objectives have been achieved.



*TRYING TO SAVE MONEY BY NOT INVESTING IN COMMUNICATION IS LIKE TRYING TO SAVE TIME BY STOPPING YOUR WATCH. HENRY FORD*

**We select, filter and channel** the flow of information from our Client company to the media.

The principal channels we use are daily newspapers, the radio, TV and, magazines, enabling the Client to reach both restricted target audiences and the public generally.

The press office performs many and varied tasks, such as:

- Gathering and filing basic documentation concerning the company;
- Daily press reviews, creating thematic files;
- Checking sources, news items and references to the business, and tracking down documentation;
- Writing and sending a series of customised reports to journalists, press agents, and political, local government and cultural figures;
- Promoting and organising conferences and special events;
- Identifying the strengths of the organisation for promotional purposes.

Each month, the Client receives a **detailed report** on progress, accompanied by an up-to-date press review.



COMMUNICATE

AMAZE

# YOUR LOCAL AREA IS A VITAL SYSTEM AND AS SUCH IS CONTINUALLY COMMUNICATING

**Mood** specialises in local marketing, promoting traditional local products and organising wine-related and gastronomic events.

Much of **Mood's** experience derives from working with the National System of Protected Areas, for which it has planned and conducted many promotional campaigns and events over the years.

Local marketing involves promoting traditional local products by communicating in ways that highlight their development potential and socio-economic and environmental characteristics, and stimulate business enterprise locally, nationally and internationally.

**Mood** performs this task by organising events, seminars and workshops, focusing on image in support of companies that take part in domestic and international trade fairs.

The agency operates in three sectors: agriculture and the food industry; small and medium-sized enterprises and firms producing quality crafts items; tourism.

**Mood** plans, organises and coordinates the participation of local companies in major national and international trade fairs.

**Mood** works to promote the local economic system and attract new investment. We promote the local area by organising and taking part in events, in synergy with the local economic and institutional system. Strategies and tools for promoting the local area are planned to work in harmony with the development policies pursued by local institutions.

**Mood's** mission also involves attracting new investment, acting as intermediary between Italian and foreign businesses and investors and as a point of reference for institutions, agencies and trade associations. In addition, **Mood** participates in special projects undertaken by institutions, agencies and subsidiary companies in connection with activities intended to promote the local area.

## EXAMPLES OF MOOD'S ACTIVITIES

### Consortium GustaRE 2003

Consortium's constitution and realization of the Reggio Emilia best restaurants guidebook.

### Olympic Games, Athens 2004

### Winter Olympic Games, Torino 2006

Participation to the main sport events at CASAITALIA to promote Italian food.

### Area Marina Capo Rizzuto 2007

Promotion of the local products.

### Valencia 2007

Management and set-up of the "Best of Italy" area, dedicated to the taste of the Sistema Nazionale delle Aree Protette typical products.

### Meeting on the interregional touristic systems 2007

for Art Cities of the Pianura Padana

### Parco Nazionale Tosco – Emiliano 2007/2008

Promotion and local marketing

### Ambient Ministry

### Aree marine protette 2007/2008

Campaign to promote and reintroduce the Italian protected marine areas. The project has been supported by the presence of booths placed in the main fairs all over Europe.

### Press office of the Senator Leana Pignedoli

from 2007 to 2011

### Show Festival 2008/2013

Promotion of the SLOW CITIES in Italy

### Expo Saragozza 2008

Ambient Ministry

### First School of Politics 2008, Reggio Emilia

wanted by Senator Leana Pignedoli

### Inauguration of the new Office of Coldiretti, Piacenza 2008

### Fiorenzuola d'Arda Municipality 2009

Press office activity and sponsors research for the event AFFARI IN CENTRO

"Benessere a prima vista" campaign, 2009

Look, glasses company, with the patronage of Ministers Council and Consortium Parmigiano Reggiano

### Products of excellence in Piacenza 2009

Consortium Piacenza Alimentare

### Piacenza Municipality 2009

Organization of VENERDI PIACENTINI

During the summer a series of events in the old town centre

Organization of DOMENICHE IN CENTRO

Projects to value the old town centre

### First Agriculture Festival, Reggio Emilia 2010

for the Senator Leana Pignedoli, leader of the Agriculture Board for the Democratic party

### Wine and food Festival "A Me Mi Piace" 2013

for Ristoratori Uniti Piacenza

### Pink Route Project 2013

for the Chamber of Commerce of Piacenza

### Consortium "Meat cities and areas"

Constitution of the consortium and promotion of the Meat City areas of Emilia Romagna and Piemonte.

### Mountain community of Appennino Reggiano

Realization of a touristic guidebook of Appennino Reggiano.

### National Park Cinque Terre

Promotion of the typical park's products.

### Ambient Ministry – national parks

Creation of a campaign to promote tourism in these areas.

### Ministry of agricultural policy - Buonitalia

Campaign to promote typical Italian products.

### Confitarma

Advertising campaign and events in the main harbours to promote Italian sea.

### Castelnovo ne' Monti Municipality

Press office activity and organizational support for the Slow cities Festival. Creation of the first natural shopping mall. International meeting of Slow cities, Seoul.

### Parma Municipality

Realization of local artists' exhibitions.

### Compiano Municipality (PR)

Promotion and value of Gli Orsanti Museum and Alta Val di Tarò villages.

Management and press office for the Festival dei Girovoghi

Creation and management of Festa dell'Orso.

### Reggio Emilia Province

Awareness campaign to put in contact young people and art. Realization of meetings inside the museums.

### Main airline companies

### (Airone, Alitalia, Meridiana, Windjet)

Realization of advertising campaigns to promote the Italian lines.

### Look Occhiali, Out of Mido, Milano 2013

Press office and PR activity

### International events for Travelport

- Inspiring travel through choice, **Roma**, February 2013
- e-volve **Praga**, September 2013
- Biz Travel, **Milano**, November 2013
- e-volve **Dubai**, December 2013
- e-volve **Monaco**, January 2014

# DON'T BE AFRAID TO GET YOUR IDEAS CIRCULATING

**Mood** is also an important player in the multi-faceted field of **web design**. The agency can point its clients towards solutions that meet their specific needs. The websites we construct are a creative way of enhancing the identity of a company/organisation, as we present the Client's values in harmony with the language of the internet. For each company, we define a precise, recognisable style that will differentiate it from its rivals. Mood also writes the accompanying copy, guaranteed to capture the reader's attention.

**Mood** creates both static and dynamic institutional sites, company and trade-related portals and e-commerce facilities. We also devise content management systems which enable the client to achieve an enviable level of management autonomy.

For all Clients for whom we have created websites, we also manage ancillary services: domain registration and maintenance, web hosting, electronic-mail, on-going assistance and training, and on and off-line promotion plans. Finally, we produce banners, music, film-clips and animations for multimedia.

National and International clients

**Clients of Piacenza and Province**

999 Storie vere dei campioni mancati

**Accademia del Piston**

Air One

Aisico

**Antica Osteria della Peppina**

**Antica Trattoria La Noce**

Area Marina Capo Rizzuto

**Asl Piacenza**

**Associazione Commercianti Carpaneto**

**Associazione Culturale GUT**

Associazione Barbara Alpi e MariaTeresa Alpi

Associazione internazionale delle Cittaslow

**Associazione Piacenza Urbis**

**Associazione Ristoratori di Alseno**

Associazione Scuola di Politica

**Associazione Vespero**

**AUSL U.O Terapia del Dolore**

**Azienda Santi**

**Balocchi**

Banca Mediolanum

**Bassi Design**

**Beauty Clinique**

Bocelli and Zanetti Night

Borsa mediterranea del turismo 2009/2010

**Cà dell'Orso**

**Camera di Commercio di Piacenza**

Cantina Ceci

**Cantine Quattro Valli**

**Cantine Romagnoli**

**Caritas Diocesi Piacenza e Bobbio**

Casa Italia

Casa Mon. Gazzetti

Castello di Compiano

**Castello di san Pietro in Cerro**

C.tro Commerciale Naturale Castelnuovo né Monti

Chaine des Rotisseurs

**Codeghini & Riva**

**Comitato Affari in centro**

Com.Pa

Comune di Castelnuovo né Monti

Comune di Compiano

**Comune di Fiorenzuola d'Arda**

**Comune di Piacenza**

**Comune di Vernasca**

Comunità montana dell'Appennino Reggiano

Confitarma

Consorzio Gustare

**Consorzio salumi Piacentini**

**Conservatorio Nicolini Piacenza**

Consorzio "territori e città della Carne"

Consorzio Co.Sil

Cooperativa Sociale L'Abbraccio

Crossing Condotti

Daimler Chrysler

**Doriana Romiti**

Dott. ssa Sophie Ott

Elena Mirò

Ellisse

**Federalberghi Piacenza**

**Ferrari & Perini**

Festival Cittaslow dei Cibi di Strada

Festival dei Girovaghi

Emergency

Festival delle Cittaslow

Fiere di Parma

Forniauto

Free Service

Galileo A Cendant Company

**Galleria Il Lepre**

Gelateria Monica

Giro d'Italia femminile 2011

**Home Gallery**

ICE

Il Barino

Il Cavallo

**Il Poggiarello**

Jumbo Grandi Eventi

La Bottega di Elvira

**La Dispensa de I Balocchi**

**La Robinia**

**La Sosta del Re**

**Le Domeniche in Centro**

**Le matinee del Nicolini**

**Locanda del Re Guerriero**

Look Occhiali

Mediterre

Meridiana

Michele Bocelli

**Mirco Maffini**

Ministero degli Esteri

Ministero dell'Ambiente e Tutela del Territorio e del mare

Monnalisa

**Monterosso Festival**

Museo gli Orsanti

Nazionale Italiana Ristoratori NIR

Octopustravel

Olimpiadi Atene 2004

Ottica Lucchetti

Palazzo Magnani

**Paola C. gioielli**

Parco Nazionale delle Cinque Terre

Parco Nazionale Tosco-Emiliano

Pink Route

**Poliambulatorio Santa Teresa**

Preference

Privata Assistenza

**Pro Loco Castell'Arquato**

PromuovItalia

Pongolini

Provincia di Reggio Emilia

**Rassegna Enogastronomica A me mi Piace**

Regione Abruzzo

**Ristoratori Uniti Piacenza**

Salone Nautico

Sana

Senatrice Leana Pignedoli

Seneca

**Sanitec****Sheed**

Sixt

So.ge.cos

**Spazio Costa****S.sette Maison**

Telecom – Tim

**The Big Network Piacenza**

Ticket di Boxoffice Italia

Torino 2006 (Olimpiadi invernali)

Toro assicurazioni

Travelport

Uainot

**Unirsi al centro**

Università di Parma

**Urban Hub**

Valencia 2007

Velaitalia

**Venerdì Piacentini****VKB Energy**

Zaragoza 2008 Expo



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