



# CREDENTIAL PRESENTATION

Milan, 23 May 2019

**Tribe Group** is an independent holding founded in 2005.

**Tribe Communication** builds communication strategies which **Shaman**, our coding farm, translates into technological solutions and **Tribe ADV**, our media agency, promotes on digital channels.

Our work ranges from classical advertising to full digital: ATL, BTL, branding, positioning, PR, influencers, social media, websites, UI/UX, media investments.

## CREDENTIALS | WHO WE ARE



TRIBE SHAMAN



TRIBE ADV

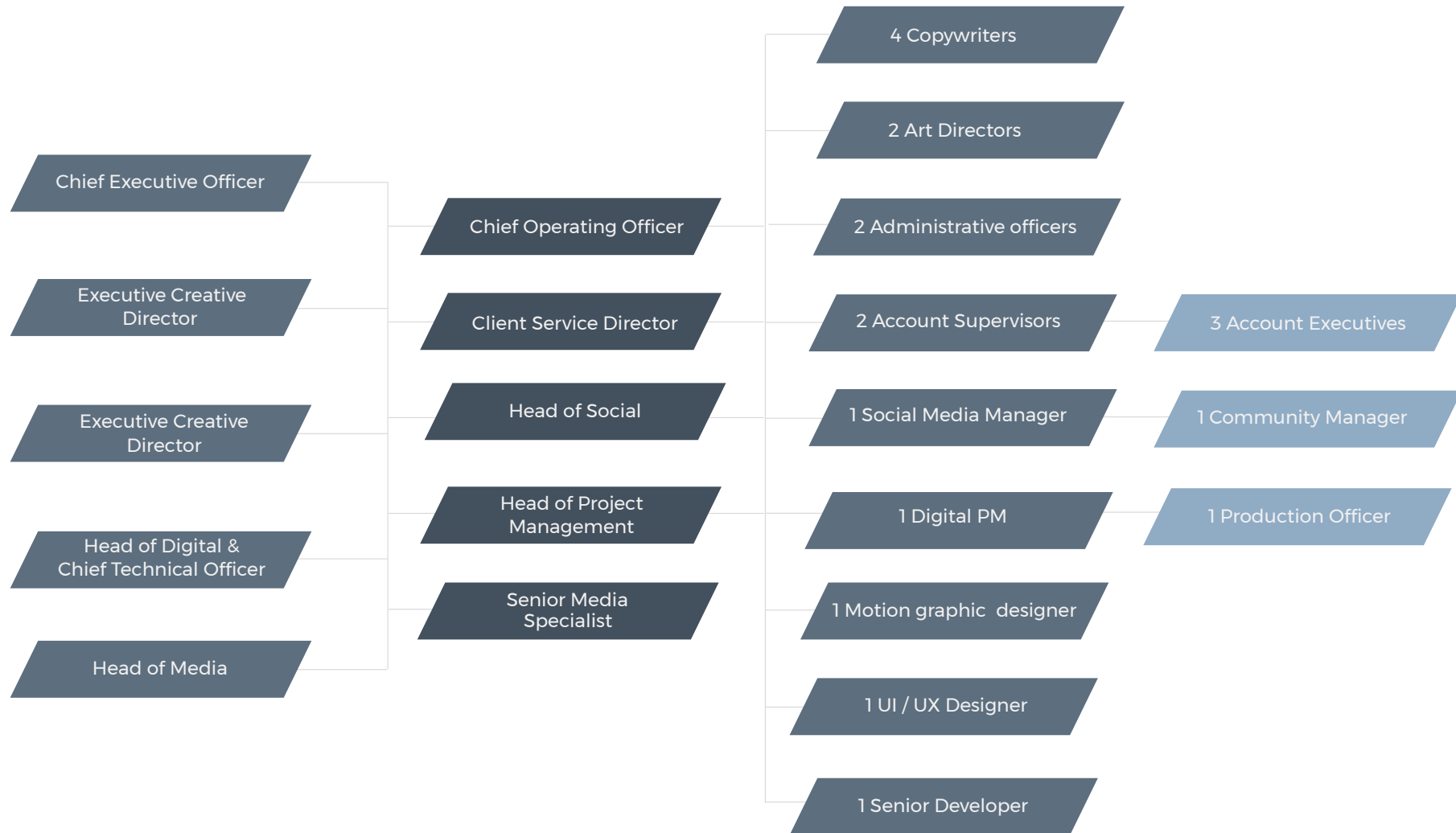


# OUR HOME



**We listen, we craft, we innovate.** Our mission is to build and communicate our **clients' identities** employing state-of-the-art technology, crafting experiences for their customers.

## CREDENTIALS | WHO WE ARE



## CREDENTIALS | PARTNERS



**Francesco Gemelli**

Partner - Executive Creative Director



**Alessandro Fellegara**

Partner - CEO



**Alessandro Egro**

Partner - Executive Creative Director



**Silvia Martella**

Tribe ADV | Head of Media



**Martino Di Filippo**

Shaman | Head of Digital

## CREDENTIALS | OUR PURPOSE

Our purpose is to create **added and shared value for brands** and communicate their identity and those of companies. Tribe Group aims to build **long-term relationships** that provide **profitable results** for the client company.



CREDENTIALS | OUR CLIENTS



CREDENTIALS | OUR CLIENTS



# CREDENTIALS | OUR PAST CLIENTS



Some past clients that we love and helped us grow



## CREDENTIALS | OUR GROWTH STRATEGY

Our future growth strategy is centered on continued recruiting of the **best talent** in the market in order to offer all our clients **state of the art thinking** and communication solutions. We want to expand the categories in which we operate and attract companies that believe in **innovative options** for engaging **their customers**.

## CREDENTIALS | OUR SERVICES



ATL  
BTL  
Branding  
Content  
Marketing  
Strategy  
Positioning  
Design  
Promo  
Formazione

### TRIBE SHAMAN



Web  
CRM  
UX/UI Design  
Social  
Digital Activation  
Digital PR  
Influencer  
Chat Bot  
E-Commerce

### TRIBE ADV



Digital media  
Paid search  
Affiliation  
E-mail marketing  
Remarketing  
Programmatic  
Social media ADV  
Native

## THE SLOW STORMING®

If you need **innovative ideas** capable of keeping up with the challenges of our times, if you are looking for a useful **co-creation technique** to find **deep insights** and a strategic and **forward-looking vision**, if you drive to nurture the **creative voice** of your company, then you can reclaim **time** and **space** and participate in Slow-storming™ with the key figures responsible for the future of your communication.

## THE CERCHIO CREATIVO®

If you long for a **communication strategy** based on your **identity** and the **values** that distinguish you, if you need to analyze the competition and **position yourself** in an increasingly competitive and liquid market, if you want **effective medium to long term communication**, then we can work together using our **Cerchio Creativo™** method.