



IDEE & PAROLE

PR, Marketing and Communication

Clarity

Fluidity

Accuracy



PR and press office

Marketing strategy and services


Business communication

International development

Idee & Parole was founded in 1995 and is a dynamic company able to respond to the needs of its clients. The owners, Giulia Leone and Giorgio Pavia, take an active role in running the agency and are both experts in communication and marketing.


Idee & Parole can bring benefit to any size company through its flexible structure and network of associated companies. This set-up enables it to take on far reaching projects and to operate in diverse fields.

Idee & Parole's mission is to provide companies with communication and marketing tools, to improve growth and publicity, thus improving the company's image and making it more competitive in the marketplace.



Idee & Parole creates a modular range of services that can be adapted to companies of any size.

These services include:



PR and press office: creating of press releases and information packages, organisation of press conferences, direct contact with editorial offices, formulation of communication plans.

Marketing strategy and services: drawing up of a marketing plan, support for new product launches, merchandising, organisation of trade fairs and corporate presentation.

Business communication: formulation of a co-ordinated brand and image, production of brochures, catalogues and other promotional materials, planning and creation of internal newsletter.

International development: analysis of the company's internationalisation needs, identification of markets, product and financial instruments, identification of the best sales and distribution channels.



Idee & Parole also focuses on internet by:

- Planning, creating and updating websites
- Submitting websites to search engines and relevant portals
- Adapting company's newsletter to be placed on the internet



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