



BORN IN VENICE IN 1996

**AVETE SMESSO DI CERCARE,
ORA SARETE SOLO TROVATI®**

YOU'RE DONE PURSUING. JUST SIT BACK AND BE FOUND.

“

**TO COMMUNICATE
WE HAVE TO INTERACT
UNDERSTAND
AND REVEAL EXPERIENCES
TALK WITH PEOPLE.**

”

DAVIDE CINI - FOUNDER

Creating relationships,
sharing experiences,
developing ideas, generating
opportunities.

THIS IS OUR BELIEF.



WE BELIEVE IN DIALOGUE AND RELATIONSHIPS

This is why the relationship we want to build with our customers is based on trust, respect, ideas and sharing. We endeavor to understand and define, choose a route and plan the journey. We take our customers by the hand and accompany them, leading the way when needed.

WE KNOW HOW TO MONITOR AND EVALUATE EVERY ASPECT WITH AWARENESS AND A CRITICAL SENSE.

WE ARE ABLE TO LOOK AT OURSELVES IN THE MIRROR, TAKE DETOURS AND SHORTCUTS, ALWAYS WITH A SINGLE PURPOSE: LEAD OUR CUSTOMER TO THE AGREED DESTINATION.

CREATIVE SOUL DIGITAL MIND

Tratti was founded in 1996 as a creative agency. We started out with the wish to take up the challenge and bring into our work a wide range of experiences gained also outside the world of communications.

Our determination made us grow and grow but we never lost sight of our main objective:
PROVIDE THE BEST RESULT, ALWAYS.

Then in 2000 it was the turn of Linkness. At that time the Internet was so different from now and we, like pioneers, began a journey made of discovery and challenges.

On this path of constant evolution we have studied, learned and experimented, we won and sometimes we lost too.
IN ONE WORD: WE GAINED EXPERIENCE.

Today marketing has changed and is now part of everyone's life. It "unveiled" many of its codes and this is also why we have to converse with skilled consumers.

THE EXPERIENCE WE GAINED ADDS TO THE ENTHUSIASM AND PASSION OF THE FIRST DAYS, WHICH HAS NEVER DIED OUT.

**CREATIVE, PRAGMATIC, RESOLUTE, VERSATILE.
THAT'S WHO WE ARE.**

WORKFLOW



MANAGEMENT
ACCOUNTING
CREATIVE TEAM
MARKETING TEAM
COMMUNICATIONS & PR
WEB DEVELOPMENT TEAM

OUR NETWORK

PHOTOGRAPHERS - VIDEOMAKERS - STYLISTS - SERVICE
ARCHITECTS - INFLUENCERS - BLOGGERS - OPINION LEADERS
MEDIA CENTERS - PRESS OFFICE - TRANSLATORS

26
PEOPLE

467
YEARS OF COMBINED
EXPERIENCE

SERVICES

TRATTI
DISTRIBUTORE DI IDEE

CREATIVITY

GRAPHIC DESIGN
CORPORATE & BRAND IMAGE
PACKAGING & POP
ADVERTISING
EDITORIAL PROJECTS

EVENTS

MANAGEMENT
CREATIVITY
VISIBILITY
RELATIONSHIP MANAGEMENT

COMMUNICATION

ANALYSIS AND RESEARCH
STRATEGY
COPYWRITING & GHOSTWRITING
MARKETING PLANS

ADV

DIRECT MARKETING
PROMOTIONAL ACTIONS
BUDGET MANAGEMENT
ADVERTISING PLANNING

EVENTS DEPARTMENT

TRATTI
DISTRIBUTORE DI IDEE

“BEING BORN IN VENICE WAS OUR FIRST SUCCESSFUL EVENT”

Organizing events is part of our DNA. We listen to our clients' needs to advise them and follow them during all the stages of their event, to make it unique and unforgettable. This is our Mission: generating emotions that will be positively associated with the Brand and the Company.

To do this, we have a Team and a consolidated network of highly specialized partners that coordinate all the creative, organizational and communication activities, starting from the pre-event phase to create anticipation, performing live activities during the event and expanding its visibility even after its conclusion.

EVENT CATEGORIES

CONVENTIONS, MEETINGS, CONFERENCES
CORPORATE CELEBRATIONS, CORPORATE EVENTS
INAUGURATIONS OF SALES POINTS, PRODUCT LAUNCHES
EXHIBITIONS AND SHOWS
ITINERANT EVENTS AND TOURS
UNCONVENTIONAL & GUERRILLA MARKETING

CLIENTS WHO CHOSE AN EVENT SIGNED BY TRATTI



SERVICES



MARKETING

STRATEGY
SOCIAL MEDIA MARKETING
DIGITAL TRANSFORMATION
ONLINE EVENTS

DEVELOPMENT

WEB PLATFORMS
ECOMMERCE
MOBILE APPS

VISIBILITY

DATA ANALYSIS
SEO
CONTENT MANAGEMENT
DIGITAL ADVERTISING

DIGITAL ADV



**“YOU’RE DONE PURSUING.
JUST SIT BACK AND BE FOUND.”**

This concept is the key to define Linkness’s approach, and it finds its perfect application in online media and advertising planning.

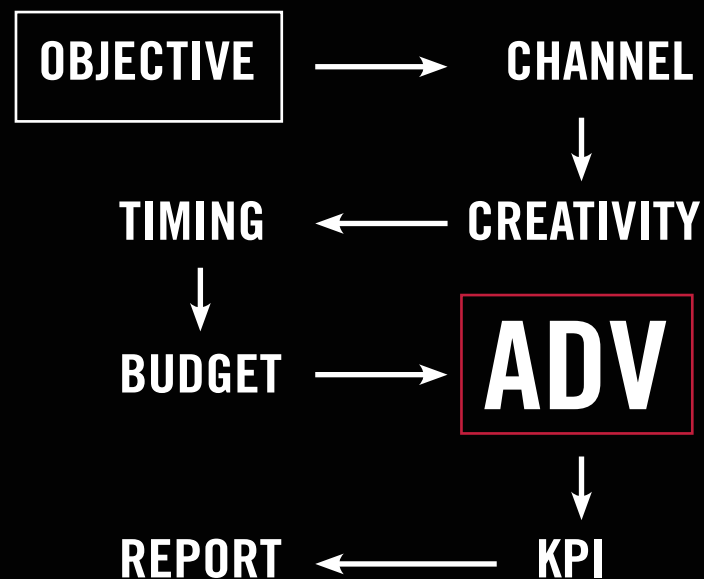
We start from analyzing the reference context (scenario, competitors, target), and from there we define the Strategy underlying the Media Plan. We identify the KPIs and the ways to reach them,

studying or adapting creativity coherently. We define the Target’s Customer Journey with the aim of making the ADV investment the most effective.

Our Client’s Budget is concentrated on the most effective channels and media based on the different objectives (Awareness, Consideration, Performance), avoiding the dispersion of the budget.

DIGITAL MEDIA MIX

- _ SEARCH
- _ DISPLAY
- _ RESERVATION
- _ PROGRAMMATIC
- _ REMARKETING
- _ RETARGETING
- _ NATIVE ADV
- _ SOCIAL ADV



COMMWorld

CommWorld is an independent, European-based marketing communications group, servicing international and local brands in all regions. The members of CommWorld are all independent agencies owned by the people who run them.

Tratti and Linkness
The only Italian partners
of the international
network COMMWorld



The CommWorld network unites strategic and creative input from all corners of Europe. The network acts as an interactive platform for exchanging ideas, opinions and cultural knowledge. The main goal however is the same for each agency: achieving the best results for you and your business.

Through the years, CommWorld has grown into a Marketing Communication Network of more than 19 member agencies. More than 370 motivated professionals are there for you.

The CommWorld network gives you the opportunity to boost your international marketing through creative campaigns that hit your customers' mark and make your business shine on an international level.

CREATIVE AGENCY

MEMBERS OF

COMMWORLD



TOP CLIENTS

TIM

MOBILE

PIAGGIO

BAXI

METALGLAS

Arredo3
CUCINE

snaidero
CUCINE PER LA VITA

ASTA
World-wide

CERAMICHE
SUPERGRES

IDEA
GROUP

GASTRODOMUS
divisione professionale per la ristorazione

OFFCAR
THE GREAT COOKING

TIGOTA
belli, puliti, profumati

HILDING
ANDERS

EGLO
my light | my style

alpitour

TH

FUERTEVENTURA

CaleidoS
MULTIPLICA I TUOI DESIDERI

DIOTTO

MYRIAD

a2a
energia

FONDAZIONE
BANCA DEGLI OCCHI
DEL VENETO - ONLUS

Fondazione
Cassa di Risparmio
di Padova e Rovigo

Banca della Marca
CREDITO COOPERATIVO

my
CVATTA
TIS & CONICO

SOLGAR

Nonno Nanni

Oasi
MADE IN VENICE
SINCE 1969

Julius Meinl

TRUSSARDI

MAVIVE
VENEZIA

kroll
cosmesi dalla natura

Oyster
cosmetics

LA CLINIQUE
COSMETIC SURGERY
Medicina Estetica e Chirurgia Plastica

PRO-GEST

TIESSE
TRANSPORT AND DELIVERY

KUEHNE + NAGEL

prink

DATALOGIC

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