REPLY
XISTER

COMPANY PROFILE

2020

REPLY
XISTER

We Are xister.

Founded in 2002.
80 people. 3 Offices in
Rome, Milan and Turin.

We provide our capabilities and our custom tools to marketers, in order for them to capitalize on new opportunities and **create a consistent Brand Experience:** aligned with the brand's DNA and effective from a sales point of view.

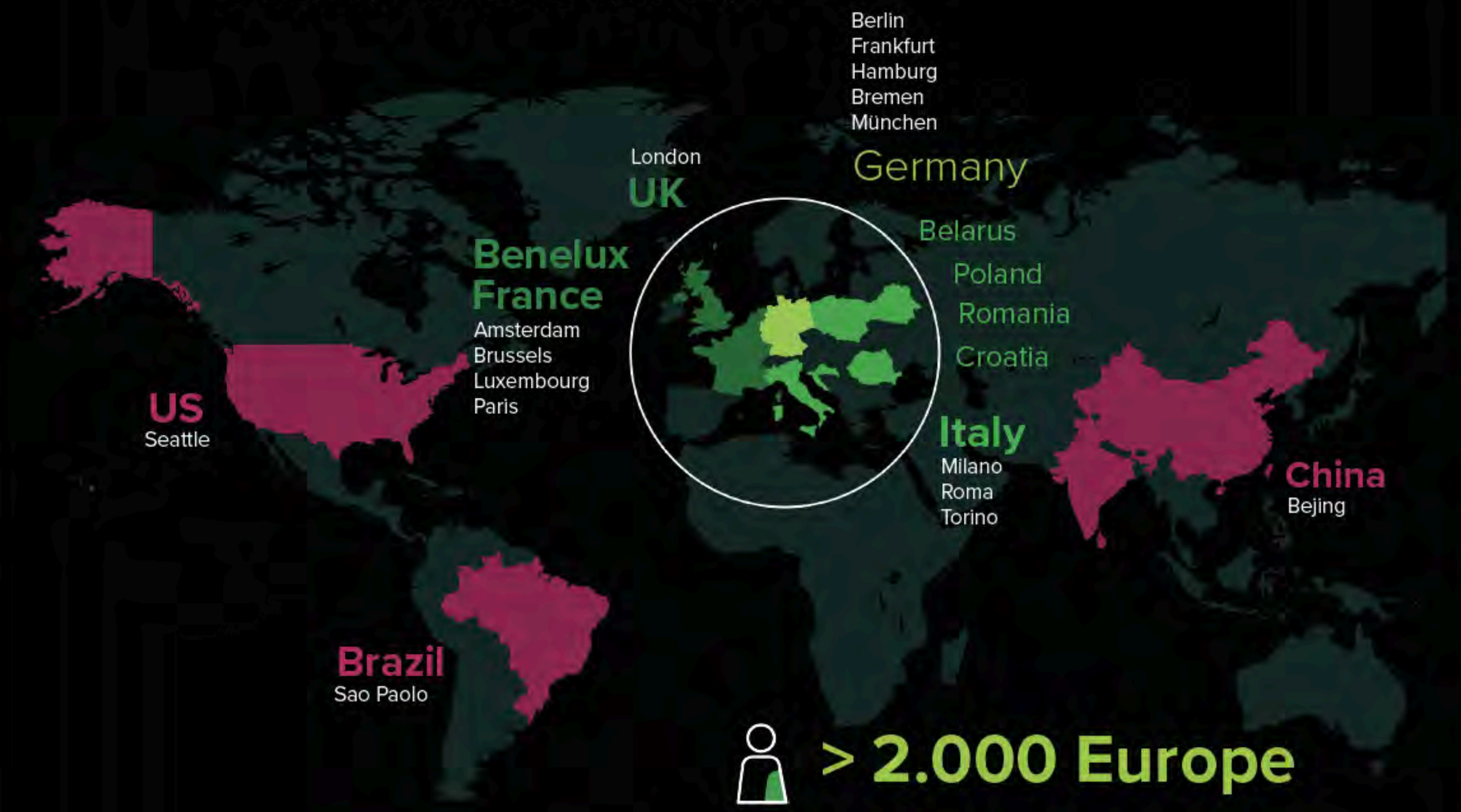
One that is capable of having a conversation, learning from dialogue, **transforming and improving over time**.

We combine **updated marketing technologies with smart data** in order to craft end-to-end customer journeys, impactful and helpful to brands to **attract new prospects and convert them into real customers**.

xister is part of **Reply Digital Experience**.

REPLY DIGITAL EXPERIENCE

Where we are.



300
Creative, Data and Technology Strategy & Consulting

300
Project Management

150
UX/UI Specialists

300
Brand, Marketing, Content & Activation Experts

1.000
Front and Backend Developers & Integration Experts

Industry Leading.

REPLY - DIGITAL EXPERIENCE is among the most successful digital networks in Europe.

BVDW

INTERNET AGENCY
RANKING 1st PLACE

MUSE CREATIVE AWARDS

E-MOTION GRAPHICS AND
CORPORATE SORYTELLING AWARD

DIGITAL DESIGN AWARD

Microsoft

1st DIGITAL
TRANSFORMATION AWARD-
ENGAGE YOUR CUSTOMER

THE STEVIES

STEVIE AWARD SILVER
Best Automotive Site for BROSE

INDIGO Design Award

1st DIGITAL DESIGN & MOBILE
RESPONSIVE DESIGN
2nd UX INTERFACE

awards

1st PLACE, BEST ENGAGEMENT
CAMPAIGN WITH THE BRAND

Gartner Magic Quadrant Gartner

TOP 20 CRM AND CX
SERVICE PROVIDERS

MANAGING THE COMPLEXITY OF CX

NEEDS FULL THINKING AND DELIVERY

STRATEGY	EXPERIENCE DESIGN	SOLUTIONS	ACTIVATION	ORGANISATION	IMPLEMENTATION
Build the fundament Based on validated insights from empiric research and data analytics and creative and innovative thinking applied to real-world and business problems	**Make it tangible** Rely on our ability to craft the right purpose and stories for an engaging brand experience. With premium UX and UI, always validated and seamlessly integrated.	**Apply on all channels** As every interaction counts we deliver on all channels from classic web to mobile, omnichannel commerce, connected products and voice over to virtual and real-life experiences.	**Grow your audience** We drive measurable and meaningful traffic to your touchpoints by combining our data insights with media, smart marketing automation and compelling content for Social and CRM.	**Prepare your team** Making the most of digital doesn't begin with your audience, but with the employees your organization. We help you to unlock the potential of your team when it comes to new ventures, agile, data-driven decisions and transformation of marketing & sales.	**Technology backstage** We architect, build and run the business-critical foundation of your for CMS, CRM, sales, commerce and marketing automation. From major technology to open source. Robust, scalable, secure and high performing.

END-TO-END SERVICES
FOR ENGAGING EXPERIENCES

STRATEGY	EXPERIENCE DESIGN	SOLUTIONS	ACTIVATION	ORGANISATION	IMPLEMENTATION
Creative and CX Strategy	Brand Experience	Product & Brand Sites	Social Media	Employee Experience	Tech Consulting
Brand Purpose	UX/UI	Corporate Portals	SEA/SEO	Sales & Marketing Transformation	Architecture
Design Thinking and Innovation Consulting	Service Design	Service Ecosystems	Display / Programmatic	Assessments & Trainings	Frontend & Backend
UX Research	Prototyping	Commerce platforms	Content Distribution	Venture Design	DXP / CMS
Trend Detection	Corporate Design	Mobile Solutions	Performance Marketing	Design Management	DMP
Data-driven Creativity and Design	Cross-Channel Campaigns & Storytelling	Connected Products	Marketing Automation	Agile Coaching	Asset Management
Advanced Analytics	Creative Content Production	Voice & Human Machine Interfaces	CRM / Loyality	Change Support	Commerce Systems
		AR / VR Applications	DSO / Marketplaces		Infrastructure / DevOps

REPLY
XISTER

THINK. TRANSFORM. RESONATE.

SERVICES AND CAPABILITIES

THINK.

We design and co-design disruptive customer experiences putting innovative thinking at the core of our work.

TRANSFORM.

Future doesn’t stand still. We help brands keep pace with it by **transforming or creating new interactions** with their customers through solid data analysis and clever use of digital.

RESONATE.

We think, create and **produce brilliant content** made to be noticed and be really effective in a market where everything has been done and seen.

THINK.

We design and co-design disruptive customer experiences placing innovative thinking at the core of our work.

THINK.

Services

UX / UI

Design thinking process from context analysis to post evaluation

Omnichannel Customer Experience

Customer Journey Mapping

Seo & Analytics

PLATFORMS

E-commerce

Standard and custom-made CMS

Loyalty & CRM platforms

Dynamic Content platforms

Funnel platforms

Marketing Automation

3D production

3D Configurators

DEV

Frontend development

Backend development

System Integration

Digital asset management

Content management

3D Printing

THINK.

Partnerships & Competencies

Project management tools

THINK.

Approach

Customer Journey Mapping

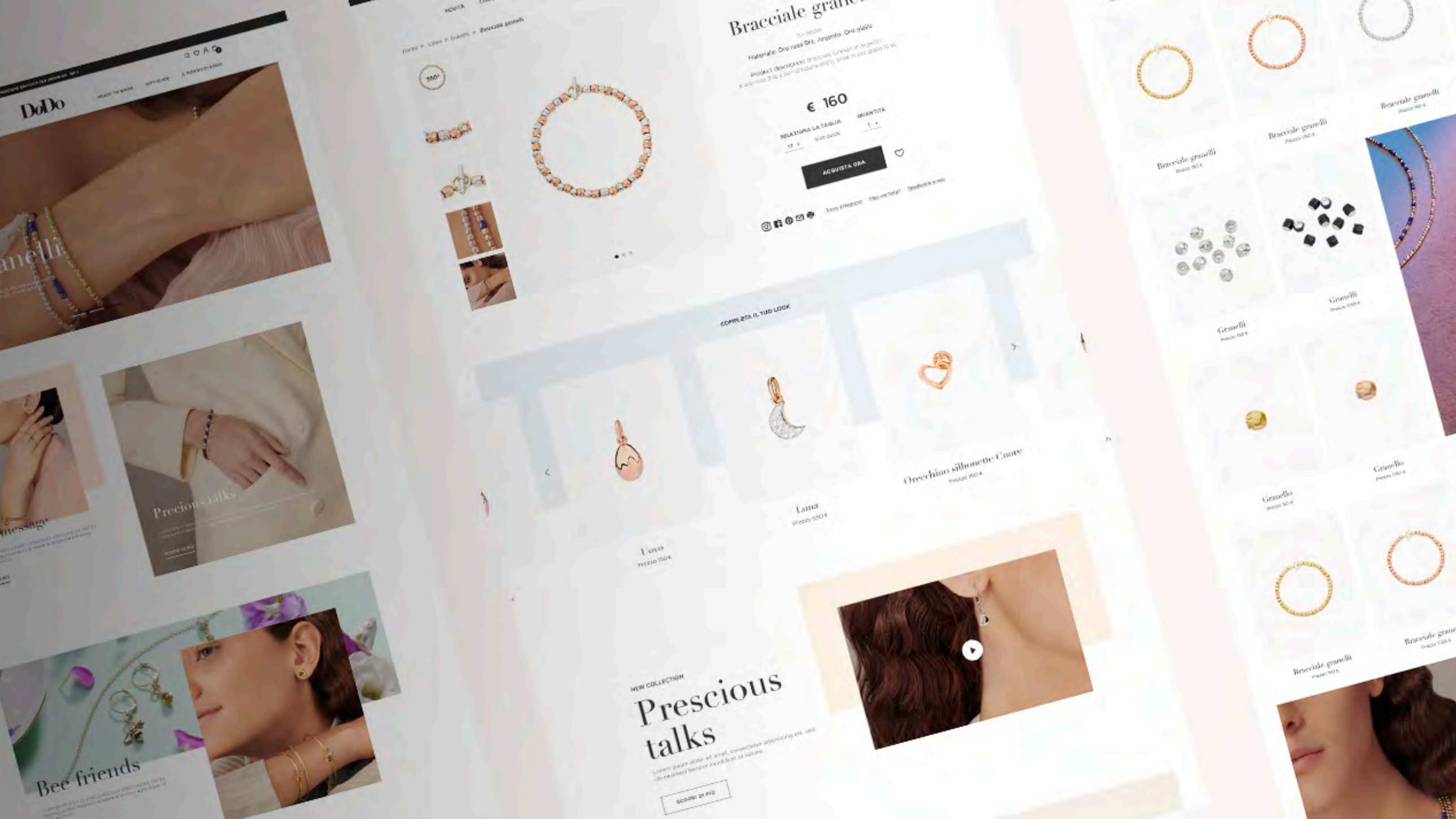
Ci caliamo nel contesto dell'utente analizzando ogni step del suo percorso, su tutti i touch-point digitali. Il Customer Journey Mapping ci aiuterà a validare il flusso di navigazione, risolvendo a priori eventuali ostacoli e cogliendo da subito le opportunità per gli sviluppi futuri.

THINK.

Approach

WorkFlow Model

Il nostro processo Agile parte da wireframe e prototipi interattivi, che, una volta testati, ci permettono di produrre in breve tempo dei Minimum Viable Products (MVP), ovvero delle versioni incrementali del prodotto finale con tutte le funzionalità di volta in volta più importanti.


DoDo
Precious talks
Bee friends
Bracciale granelli
€ 160
AGGIUNGI AL CARRELLO
COMPLETA IL TUO LOOK
Luna
Orecchino silhouette Cuore
NEW COLLECTION
Prescious talks
SCOPRI DI PIÙ
Granello

Loro Piana Experience

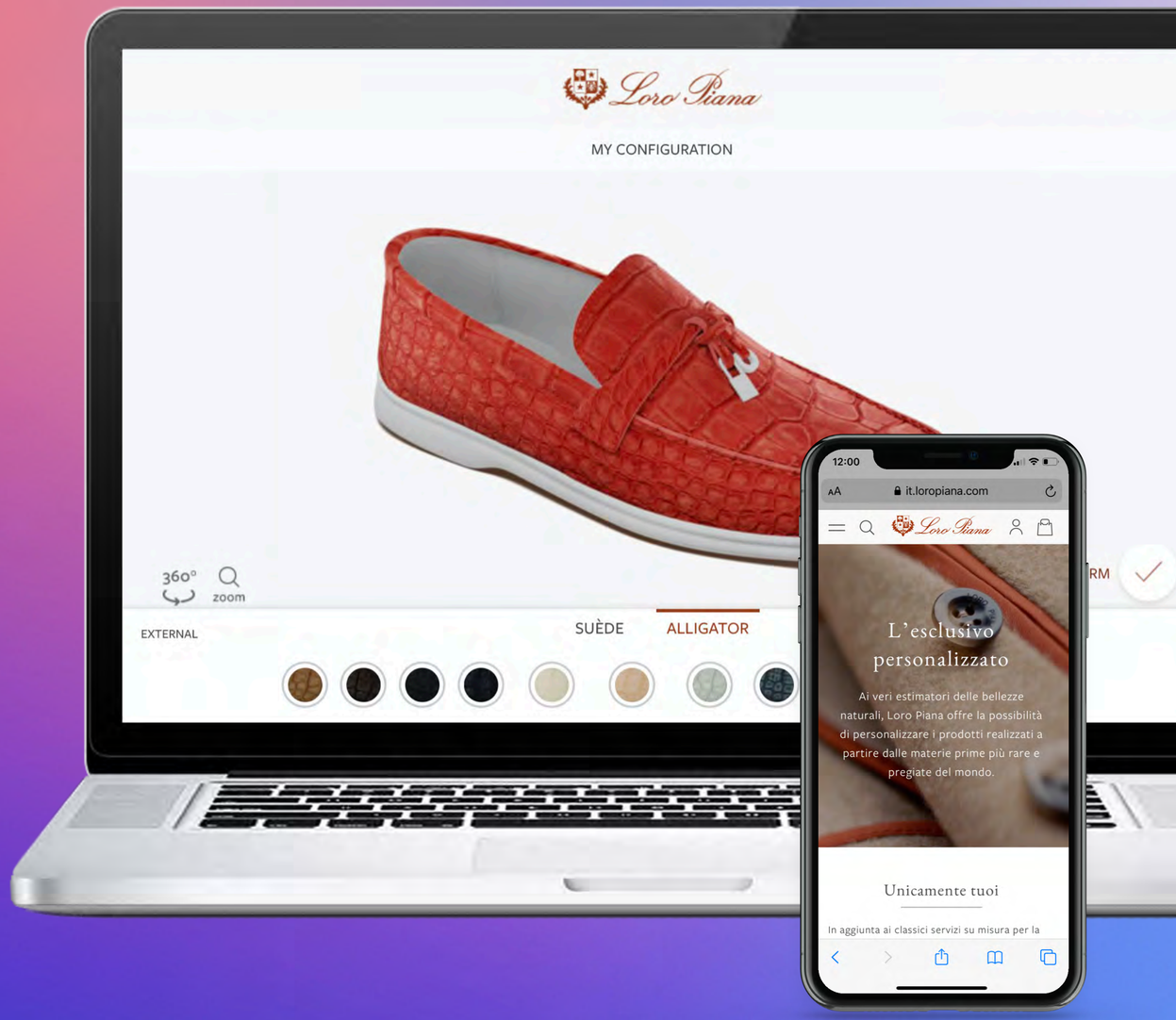
3D design studio and development.

Features

Product configuration experience, 3D Modeling, responsive development.

Details

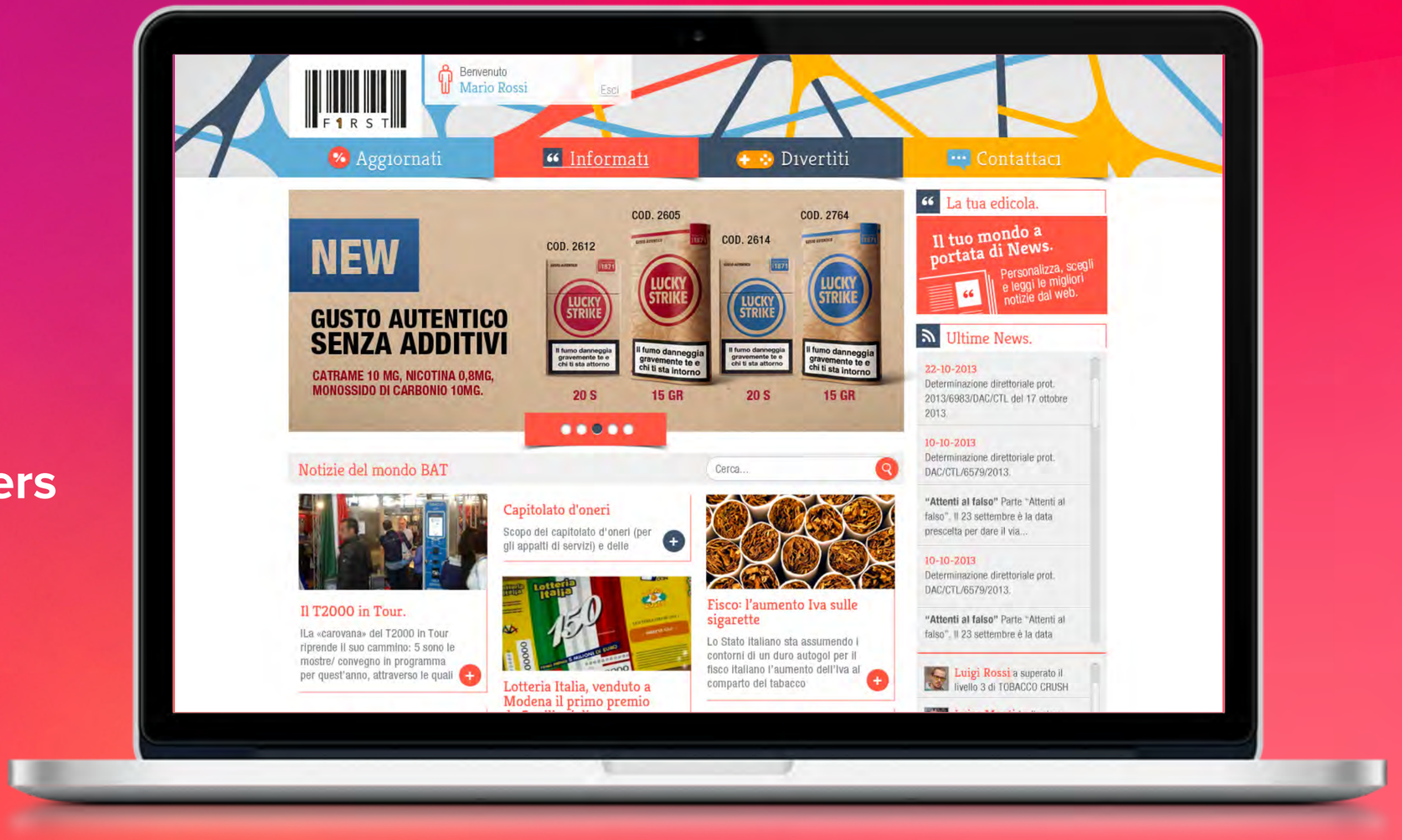
A digital retail website to offer a unique shopping experience. xister develops a web application that offers customers a shoe **configuration experience** in Loro Piana stores. The MTO (made to order) **Shoe Configurator** allows customers to personalize Loro Piana iconic shoes.



Loro Piana
Language: EN
MY CONFIGURATION
Change location
STORE: Via Montenapoleone 27, Milano
CONFIRM
360°
zoom
SUÈDE
ALLIGATOR
DEER
EXTERNAL
SANDSTONE (D044)
TUNDRA (H610)
ALBA (P154)
NIMBUS (M938)
BORDEAUX (Q038)
SKY BLUE (6039)
BLUE NAVY (W000)
INFINITY BLUE
WARM GRAY
LODEN (5042)
CHOCOLATE (H026)
BLACK (8000)
DARK GOLD
CHERRY (P232)

BAT

B2B Platform for resellers

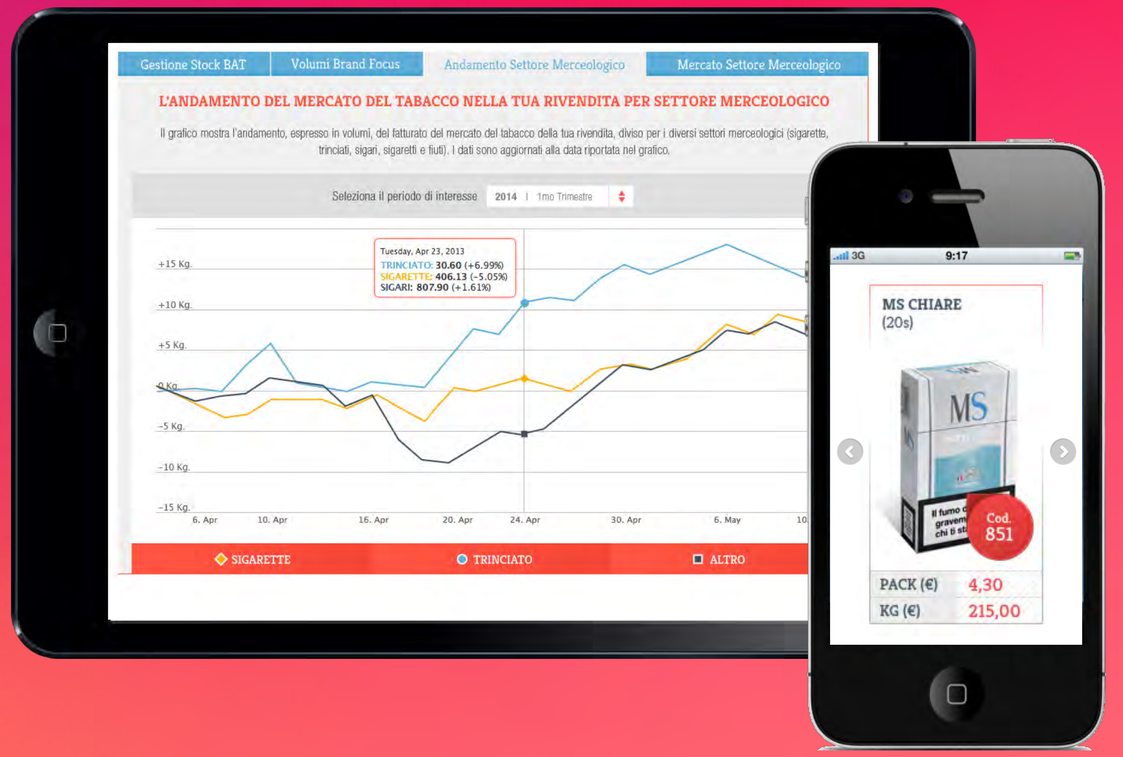


BAT

B2B Platform for resellers

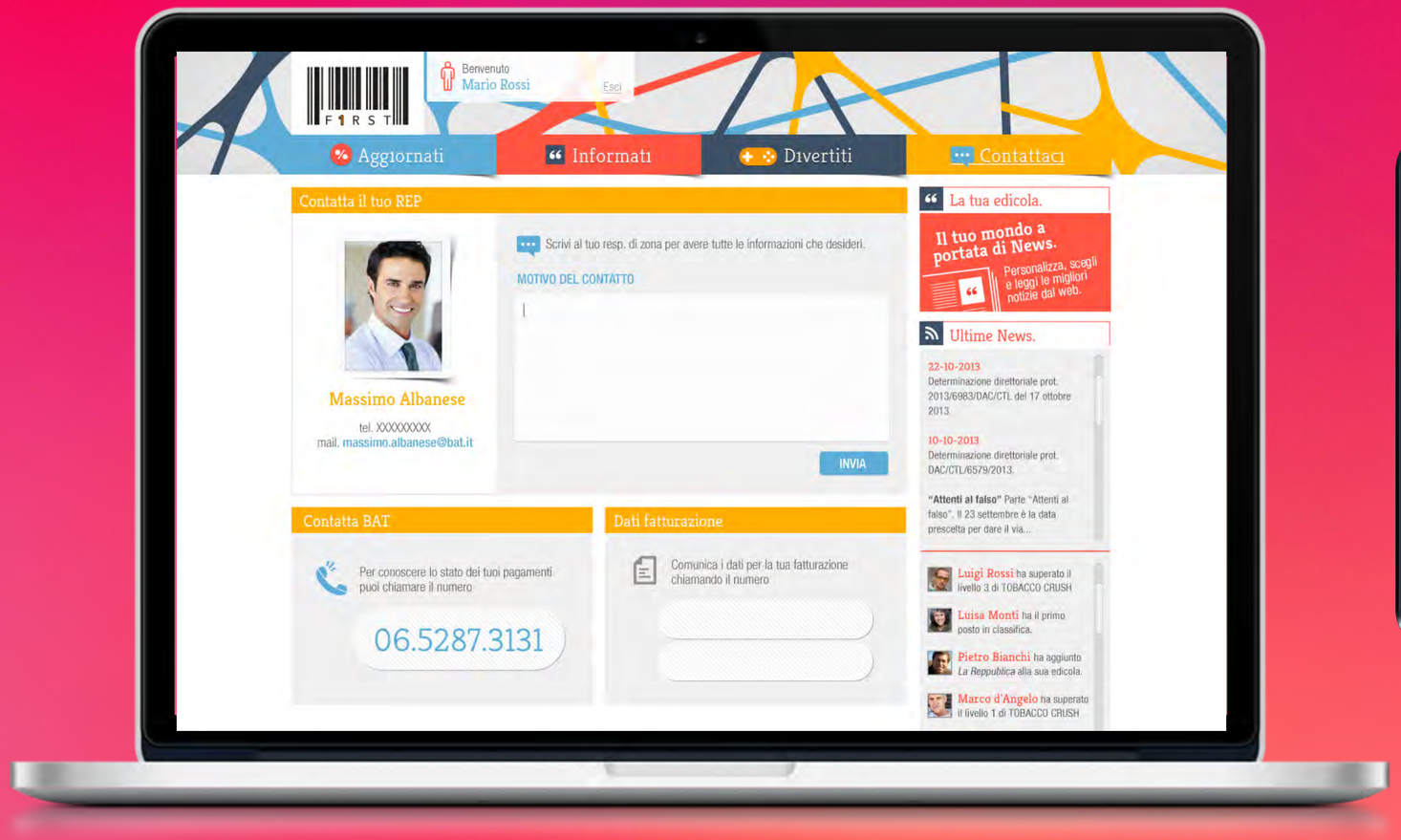
Re-design and upgrade of F1RST, the EMEA B2B and Loyalty Platform of the British American Tobacco created to engage with the Bat resellers.

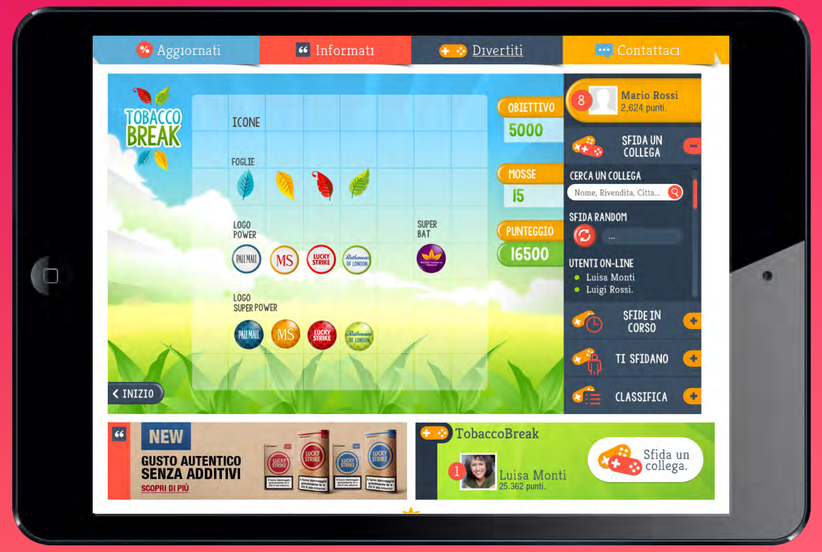
Fully responsive on all screens and devices, the platform consists in 4 areas in which users can: Contact their area sales rep, be updated about BAT products, get to know about what's coming up on BAT world, enter the BAT gamification connected to the loyalty program - and access to special prizes - and take a look on the tobacco market share in order to tweak their tobacco order on time.



BAT

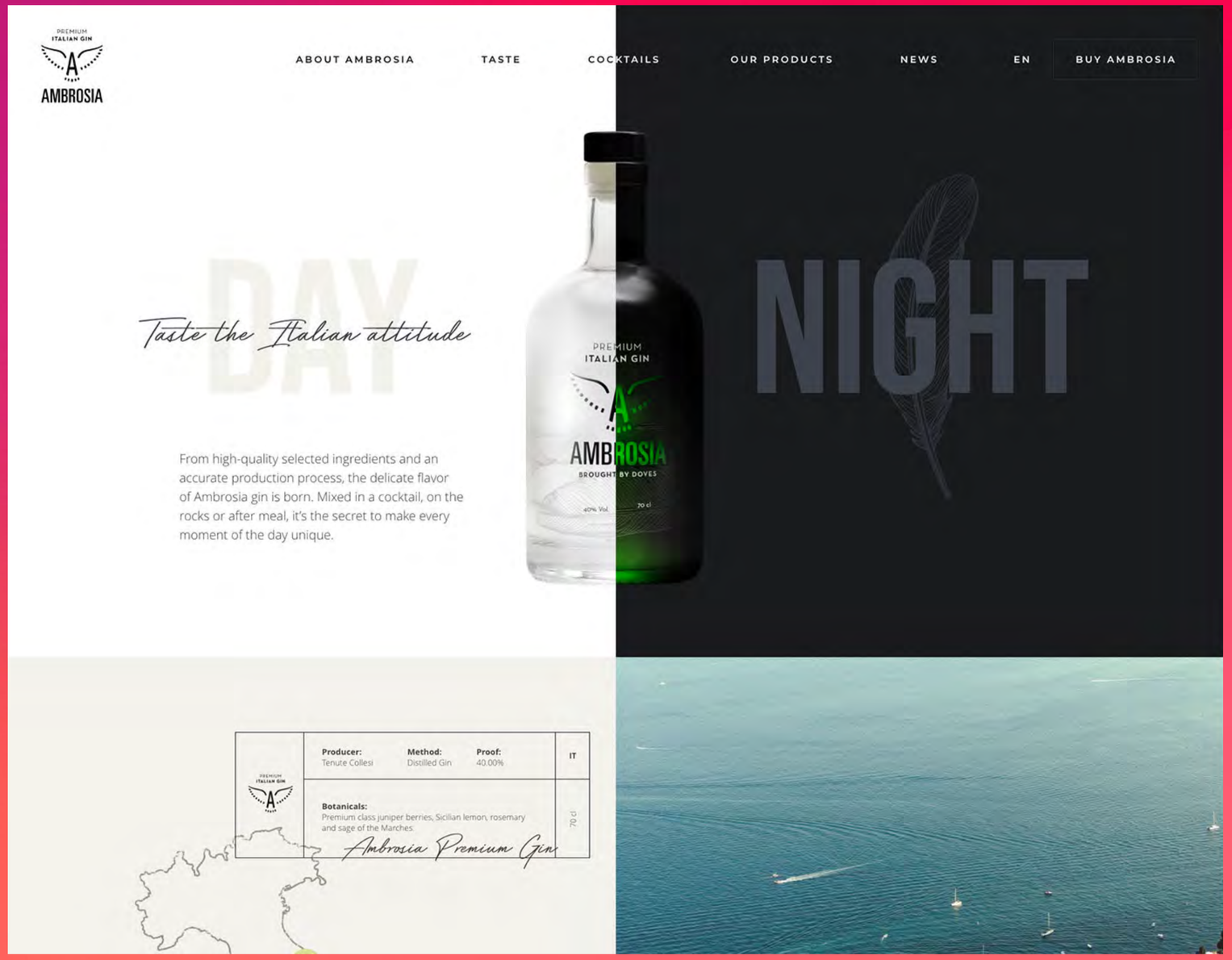
B2B Platform for resellers





AMBROSIA GIN

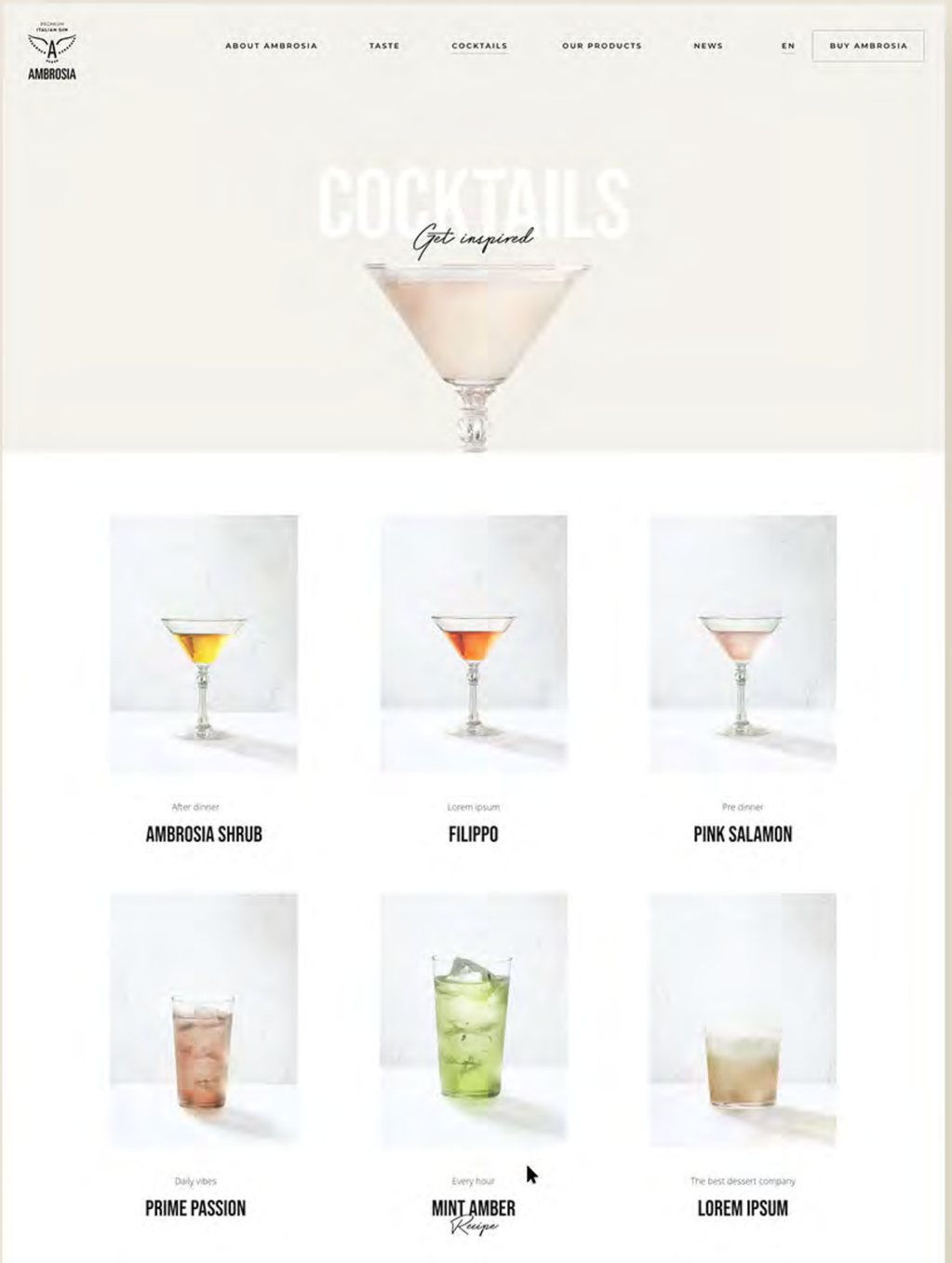
DIGITAL PRESENCE

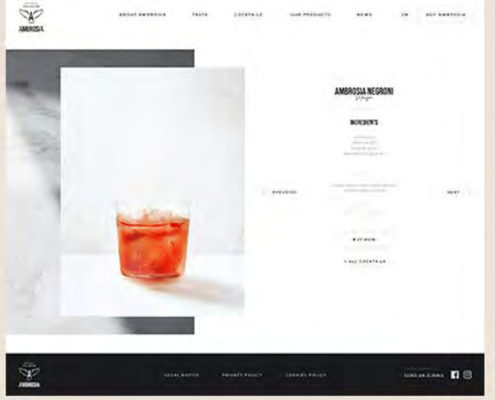


AMBROSIA GIN

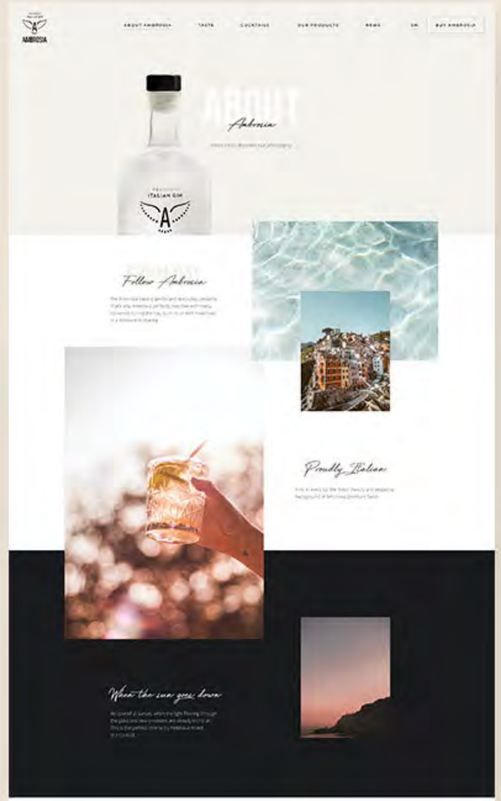
DIGITAL PRESENCE

A complete redesign of the digital presence for this artisan crafted Gin. Italian design, perfection and a great attention to details are among the objectives that the product aim to communicate, well expressed by the design and the user experience we created for the brand.


AMBROSIA
ABOUT AMBROSIA
TASTE
COCKTAILS
OUR PRODUCTS
NEWS
EN
BUY AMBROSIA
COCKTAILS
Get inspired
After dinner
AMBROSIA SHRUB
Lorem ipsum
FILIPPO
Pre dinner
PINK SALAMON
Daily vibes
PRIME PASSION
Every hour
MINT AMBER
Recipe
The best dessert company
LOREM IPSUM


AMBROSIA NEGRONI
INGREDIENTS

TASTE
of Ambrosia
UNIQUE TASTE
PURE WATER
DISTILLERY PROCESS
AMBROSIA
COCKTAILS


ABOUT
Ambrosia
Follow Ambrosia
Proudly Italian
Where the sun goes down

Lights up your senses
Stay in a good company

PREMIUM ITALIAN GIN
AMBROSIA

ABOUT AMBROSIA TASTE COCKTAILS OUR PRODUCTS NEWS EN BUY AMBROSIA

FILIPPO
Recipe

INGREDIENTS

5/10 Ambrosia Gin
2/10 Vermouth dry
1/10 Bitter Campari
1/10 Liquore di mandarino
1/10 Apricot Brandy

Cocktail presentato da Carlo Celestini, vincitore del 1°premio al Concorso Nazionale A.I.B.E.S. nel 1998 a Cernobbio

PREVOIUS NEXT

BUY NOW

< ALL COCKTAILS

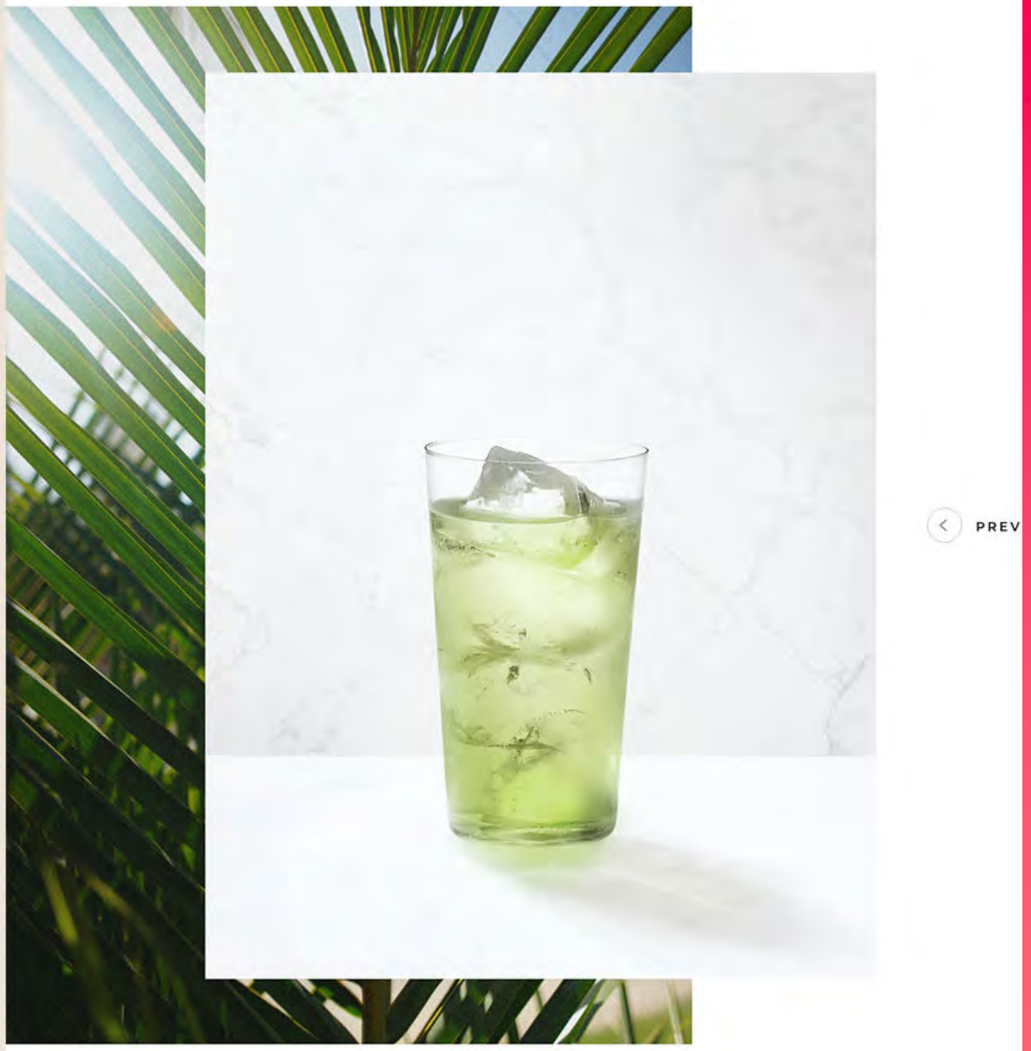
PREMIUM ITALIAN GIN
AMBROSIA

LEGAL NOTICE PRIVACY POLICY COOKIES POLICY

Have any questions?
SEND AN E-MAIL

PREMIUM ITALIAN GIN
AMBROSIA

ABOUT AMBROSIA TASTE COCKTAILS



PREV

PREMIUM ITALIAN GIN
AMBROSIA

LEGAL NOTICE PRIVACY POLICY

TRANSFORM.

Future doesn’t stand still. We help brands keep pace with it by **transforming or creating new interactions** with their customers through solid data analysis and clever use of digital.

TRANSFORM.

Services

DATA DRIVEN

Content strategy

Data Driven Creativity

Dynamic Advertising

Marketing insights

Trends analysis and comparison

CONNECTED AREA

Apps Development

IoT Integration

Smart Label Development

VR / AR projects

Connected spaces

Moving Image

Experiential videos

AI

Chatbot

Conversational intelligence & interfaces

Machine learning

TRANSFORM.

Tools & Competencies

Pulse is a data-driven insights platform able to support brands by answering main marketing questions. It helps to drive business forward and to gain business relevant insights based on digital data.

Kpi6 combines classic market research tools (like panels and surveys) with social & web intelligence to provide unique consumer insights.

Sonar helps brands to discover new trends in real-time and see what drives future innovations before others do. It's a Predictive Analysis software based on AI and machine learning processes.

TalkWalker is an online and social data analytics software company, specialized in listening, analytics and reporting that empowers over 2,000 brands in. analysing online conversations on social networks.

kpi6

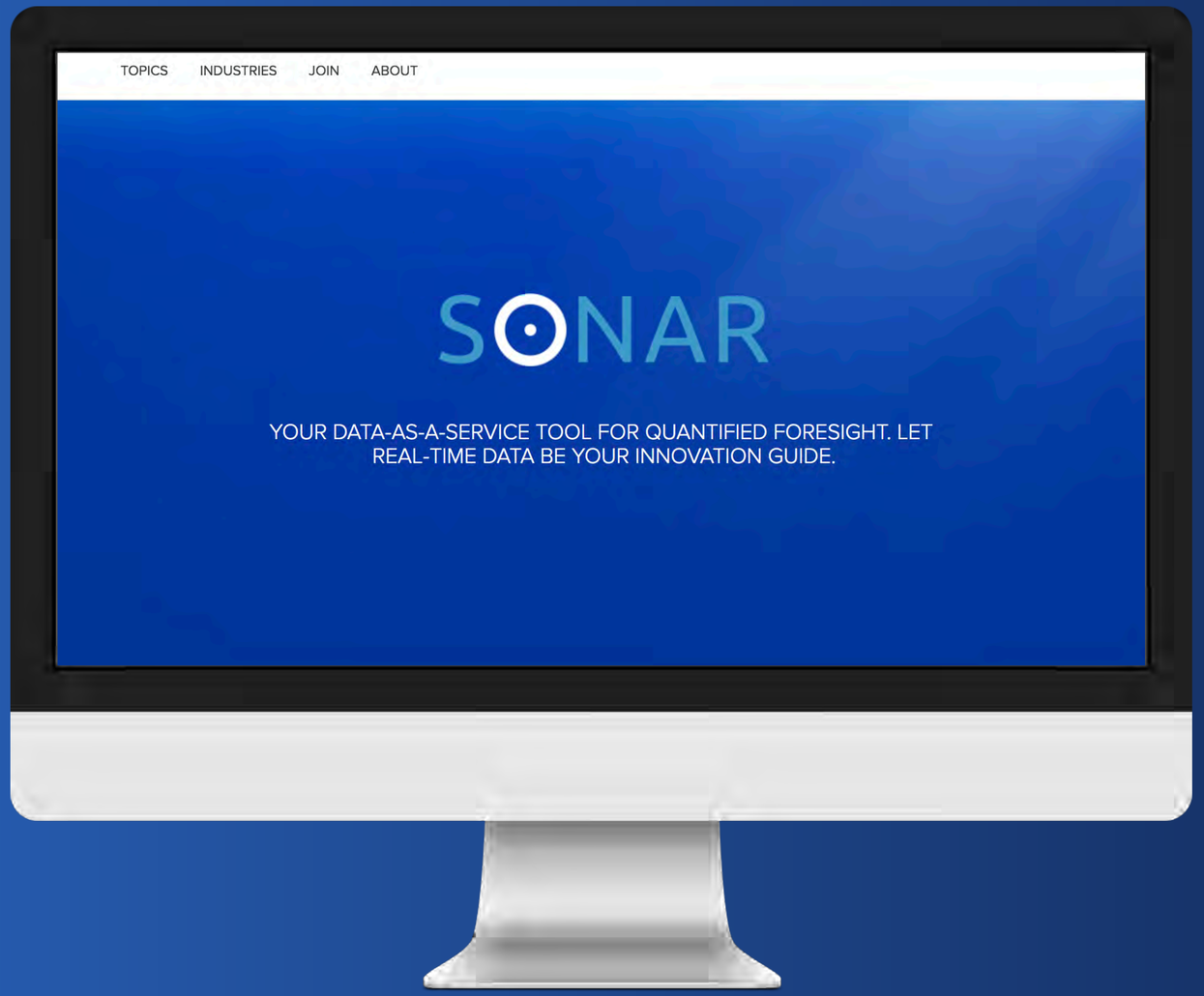
Consumer Intelligence insights platform.
KPI6 provides a 360-degree view on what's going on in a specific brand's market and is able. To let clients resonate with the core audiences.

Listening: download all conversations about relevant topics, brands and people, and analyze them. **Classification:** enrich conversations with Artificial Intelligence to find additional strategic information to leverage. **Segmentation:** create audiences to analyze with powerful AI. Find demographics, interests, personality traits and much more. **Profiling:** color segments with more than 2,000 data points coming from traditional market research, to get a 360-degree view on audiences.

SONAR

Trommsdorff + Drüner, a Reply Company, developed SONAR together with DFKI, the German Research Center for Artificial Intelligence. SONAR gathers information from thousands of different sources in a **continously growing database**. So far there are more than 40 million articles indexed – and more are being added every day.

SONAR helps us to **discover new trends in real-time** and see what drives future innovations before others do. Once trends are scouted, they are analyzed and clustered to make exploration, validation, and prediction as easy as possible.



THE LABEL OF TOMORROW

BRANDED CONTENT

REPLY
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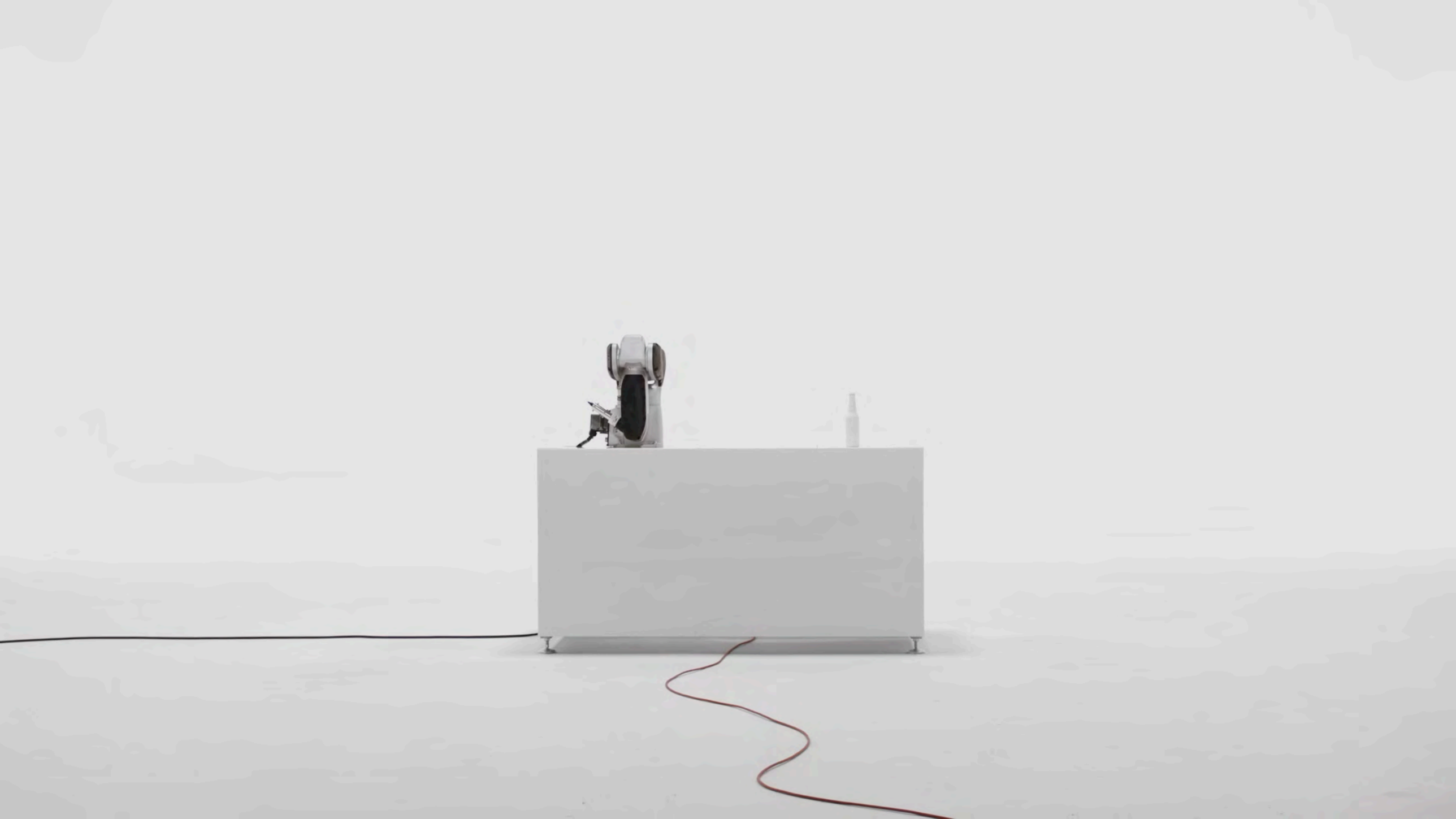
THE LABEL OF TOMORROW

Italian talent and machine learning at the service of Birra Nastro Azzurro's brand identity: here is The Label of Tomorrow, an inspiration to innovate.

At stake are the talent of the calligrapher and lettering designer Nick Visioli, the mastery of technology of the engineering team of Officine Innesto and the bionic arm of Armarius, the robot that would appear well in a scriptorium 4.0. As proof that the talents - on which the brand has been working for years - are not afraid of collaboration to go far, and rewrite paradigms, Armarius has learned the art of calligraphy from Visioli and made a full immersion into the Nastro Azzurro brand identity, to then create his own output.

REPLY
XISTER



THE LABEL OF TOMORROW

The Label of Tomorrow project is also an introduction and a manifesto of inspiration for the innovators of the future, who can apply with their ideas on Nastro Azzurro Crowd, the brand's initiative to find Italian talent and support it through multiple calls on the Eppela crowdfunding platform. .

Nastro Azzurro therefore bets on talents but at the same time, as an innovation player, suggests an approach that could also be replicated by the moving forward generation: cutting-edge tools, such as artificial intelligence, can be useful for rethinking the sensitivity and techniques that are part of traditions of very long course, such as calligraphy.

Progetto solar house realizzato su Crowd

REPLY XISTER

EARNED MEDIA (QUALCHE ESTRATTO)

Ads of the World

Latest Ads Top Ads Collections Student Ads

Advertisement

Nastro Azzurro

The Label of Tomorrow

Agency Network: Xister
Published/Aired: July 2017
Posted: July 11, 2017

Like 81 Comment 1

THE LABEL OF TOMORROW | Armarius feat. Nastro Azzurro Beer

from xister

THE LABEL OF TOM

ARMARIUS FEAT. BIRRA NASTI

ads of brands

THE LABEL OF TOMORROW || Armarius feat. Nastro ...

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Previous Ad

Next Ad

WIRED.IT Sezioni Live Gallery Wired Next

HOT TOPIC NUMERI CORONAVIRUS TRAILER PRESIDENZIALI USA DPCM WHATSAPP BONUS RECENSIONI IPHONE 12 WIRED IN EDICOLA... VEDI TUTTI

HOME ATTUALITÀ MEDIA

Nastro Azzurro, l'etichetta di domani è all'insegna dell'Artificial Intelligence

In collaborazione con **Nastro Azzurro**

Talento italiano e machine learning a
brand identity del marchio della birra
ecco The Label of Tomorrow, un'ispira
innovare

THE LABEL OF TOMORROW || Armarius feat. Nastro A...

SUSZONKA

THE LABEL OF TOMORROW | Armarius feat. Nastro Azzurro Beer

THE LABEL OF TOMORROW

ARMARIUS FEAT. BIRRA NASTRO AZZURRO

PUBBLI NOW! .com

Abbonati ora
Contatti

CREATIVITÀ E MARKETING MEDIA E MULTIMEDIA DIGITAL BELOW THE LINE AZIENDE E MERCATI RITRATTI WORLDWIDE

urro guarda al futuro

piattaforma di crowdfunding che il brand
mo. Dopo il successo dello scorso anno del

CERCA IN PUBBLICOM

Cerca

#andràtuttobene

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Nastro Azzurro: The Label of Tomorrow

July 11, 2017 | Filed under Design and Alcoholic Drinks

THE LABEL OF TOMORROW

ARMARIUS FEAT. BIRRA NASTRO AZZURRO

01:30

1125 views 7 likes 0 comments 0 collections

THE BRAIN SHOW

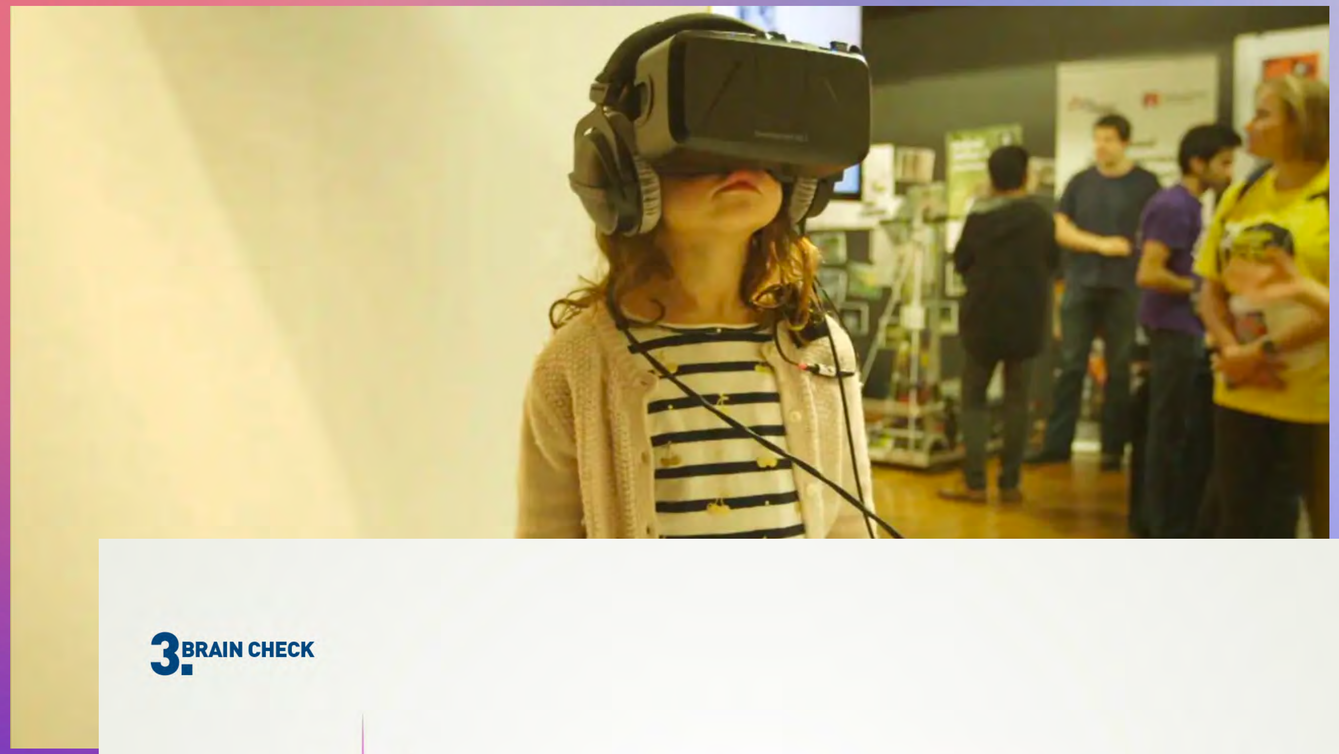
EXPERIENTIAL MKTG

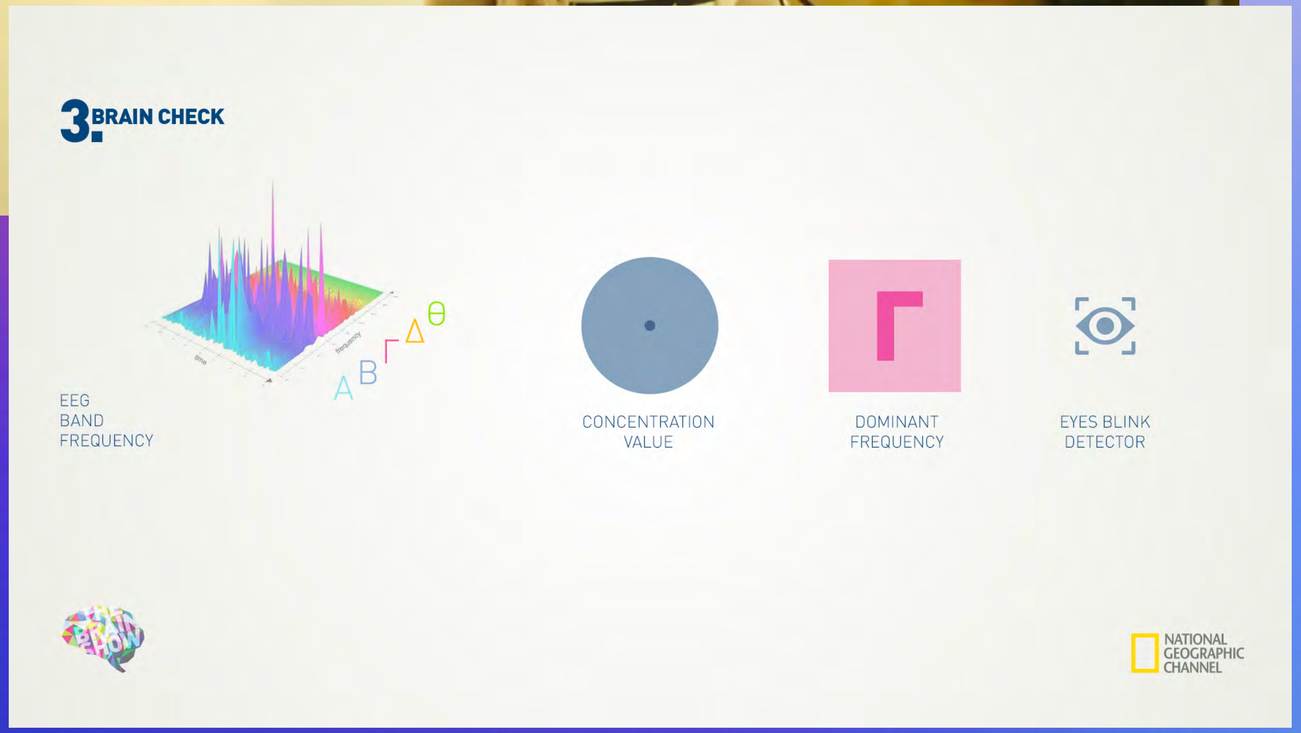
THE BRAIN SHOW

EXPERIENTIAL MARKETING

To launch the third season of "What the brain tells you" (Brain games) in the world, Nat Geo Channel entrusts xister with the creation of an experience aimed at revealing the magic of the human brain: The Brain Show is born, an activation on territory that combines neuroscience and art.

Thanks to the use of neurofeedback transmitters connected to an Oculus viewer, each user was able to create pieces of video art with very different results. In fact, sounds, colors and shapes were generated in real time by interpreting the neurofeedback values, effectively leaving everyone's mind to create their own show.





CHS

The project was awarded 3 golds at the prestigious Promax DB festival USA edition, in the categories "Best use of Technology", "Digital crafting" and "Innovative platform".

THE SOUND BREWERY PROJECT

VIRAL VIDEO

THE SOUND BREWERY PROJECT

VIRAL VIDEO

Another project to celebrate the connection of talents possible thanks to Nastro Azzurro, which is the enabler of a visionary and innovative project, used to launch the first operation on a crowdfunding platform, also designed by the agency.

The sound brewery project is born from the collaboration of young musicians and interactive designers, a machine capable of transforming the ingredients of beer into music.

Entirely built and programmed "by hand", TSB wants to be a link between innovation and quality, values that the product and the Nastro Azzurro brand have always embodied.

REPLY XISTER

THE SOUND BREWERY PROJECT

AWHYL FEAT. NASTRO AZZURRO BEER INGREDIENTS

REPLY
XISTER

Men in Black International
Drone Light Show

Objective
Enhance the presentation of the upcoming release of Men in Black International at the Giffoni Film Festival 2019

Idea
To suprise attendees of the Festival, xister Reply conceives a surreal ‘out of this world’ marketing proximity experience for the opening evening with a **Drone Light Show**. The crowd witnesses the unexpected arrival of a UFO in the night sky when **100 drones**, flying in formation and in perfect synch, give form to a UFO and then to the logo of the film.

ALIENS ARE BACK

MONDOFOX VANITY FAIR movieplayer.it msn

sky tg24 la Repubblica.it RADIO DEE JAY funweek

AND GREAT BUZZ ONLINE

LEGGO IL SECOLO XIX LA STAMPA LEGA NERD

MK tom's HARDWARE COMING SOON Corriere dello Sport

Video

RESONATE.

We think, create and produce brilliant content **made to be noticed** and be really effective in a market where everything has been done and seen.

RESONATE.

Services

STRATEGY

Brand strategy

Content strategy

Social commerce

Media Planning

CREATIVITY

Integrated campaigns

ATL & Digital campaigns

Brand activations

Branded content

Social Media content

Influencer Marketing

Events

PRODUCTION

Editorial

Video production

Photoshooting

Event Live coverage

Events roll-out

RESONATE.

Tools & Competencies

Percolate provides capabilities that span the content marketing life cycle, including strategy, planning and production, asset management, and integration with distribution and publishing platforms.

Sprinklr provides a unified SaaS-platform of five products designed to help companies monitor and interact with customers over social media channels, sites and messaging channels.

Falcon is a social media marketing suite offering social media publishing, advertising, analytics, community engagement, listening and tiered governance for Facebook, Twitter, LinkedIn, and Instagram.

Discovery Reply, part of Reply, is focused on Multimedia Asset Management solutions and is specializing in large digital media digitization, archiving, cataloguing and content distribution projects.

Gioco Digitale
Tanto per divertirsi

Objective
Gioco Digitale is the **Italian online gaming portal** that offers continuously updated gaming to users.
They asked us to make their **new brand campaign** and create a **character** that could remain imprinted in users.

Idea
In Xister campaign the fun of playing on Gioco Digitale is underlined via the use of a specific graphic element: the **hand**.

The combination of the characteristic **movements** and gestures of human hands with the power of the **color** are the key elements that drive the the message that players have **fun** when they interact with Gioco Digitale games.

gioco digitale
Tanto, per divertirsi.
AGENZIA DOGANE MONOPOLI
ADM
18+
TERMINI E CONDIZIONI SU GIOCODIGITALE.IT CONC. N. 15028. BWIN ITALIA S.R.L. IL GIOCO E VIETATO AI MINORI E PUO CAUSARE DIPENDENZA PATOLOGICA.
VISITA LE SEZIONI GIOCO RESPONSABILE SU GIOCODIGITALE.IT E PROBABILITÀ DI VINCITA SU GIOCODIGITALE.IT E SU AAMS.GOV.IT
Video

Party Casino
Slot into our world

Objective
Comunicate the **rebranding of the gaming platform** as a place where customers can go to escape their everyday reality and experience the thrill of entertainment, immersing themselves in their favourite fantasy world.

Idea
Using **mixed media tecniques combining real-life footage with 3D illustrations** of the different fantasy world visual identities of the brand, xister Reply creates a multi-channel TV, OOH and digital campaign featuring different creatives for different gamer types.
A woman in a taxi finds herself surrounded by camels and pyramids of the ancient Egypt fantasy world, a young man out shopping finds himself on a Tropical island, a sports fan amongst Irish leprechauns, clover and rainbows and a guy on a coach discovers he’s living out a Viking adventure.

PARTYCASINO.FUN
SLOT INTO OUR WORLD
partycasino.fun
18+
Free play only website.
Please play responsibly.

Video

18+
Free play only website.
Please play responsibly.
PIZZA
PIZZA
Video

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Video

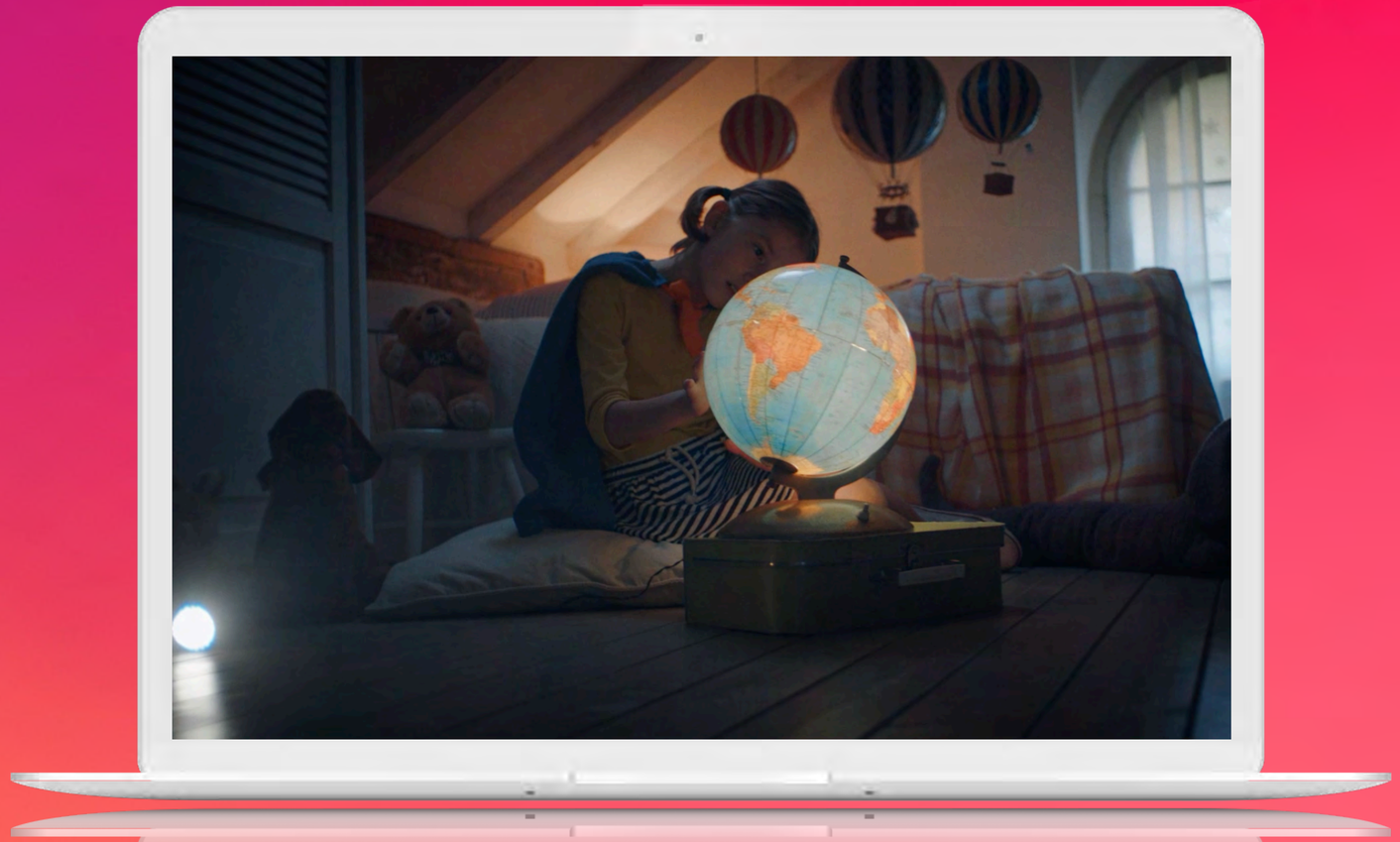
PERSONE E FAMIGLIE
BUSINESS
CORPORATE
PRESENZA INTERNAZIONALE
GRUPPO
CAREERS
NEWS
CLUB AZIONISTI
INTESA SANPAOLO
Parla con noi
Cosa posso fare per te?
Home › Conti e salvadanaio › Xme dindi
INTESA SANPAOLO XME DINDI
VIDEO CONTEST
XME dindi
XME din
Il nuovo salvadanaio tecnologico da regalare ai
soldini. Così tuo figlio impara il valore del rispar
nuovo e interattivo
XME dindi ha vinto l'MF Innovazio
12:00

INTESA SANPAOLO XME DINDI

VIDEO CONTEST

The call to action asks to contribute to the rebirth of the woods in the affected territories asking to have a child draw what he wants and upload it to a special section of the landing page.

For each design, Intesa Sanpaolo undertakes to pay, through the For Funding Platform, a contribution of 30 euros to Legambiente to support the “After the storm Vaia. Together for the rebirth of the woods "to revive the forests."



Guarda il video

MediaKey

“xister Reply with ***Fondazione TIM*** *for European Dyslexia Awareness Week 2019”.*

Two exceptionnal testimonials for the #DISLEGGO campaign conceived by Fondazione TIM with xister Reply, on air from 7 to 16 October: Andrea Delogu, AID ambassador and Francesco Montanari. The two protagonists were involved in the project as a couple...

https://www.mediakey.tv/leggi-news/xister

Digital Support For Huawei P10 Launch Campaign

HI-TECH PRODUCTS

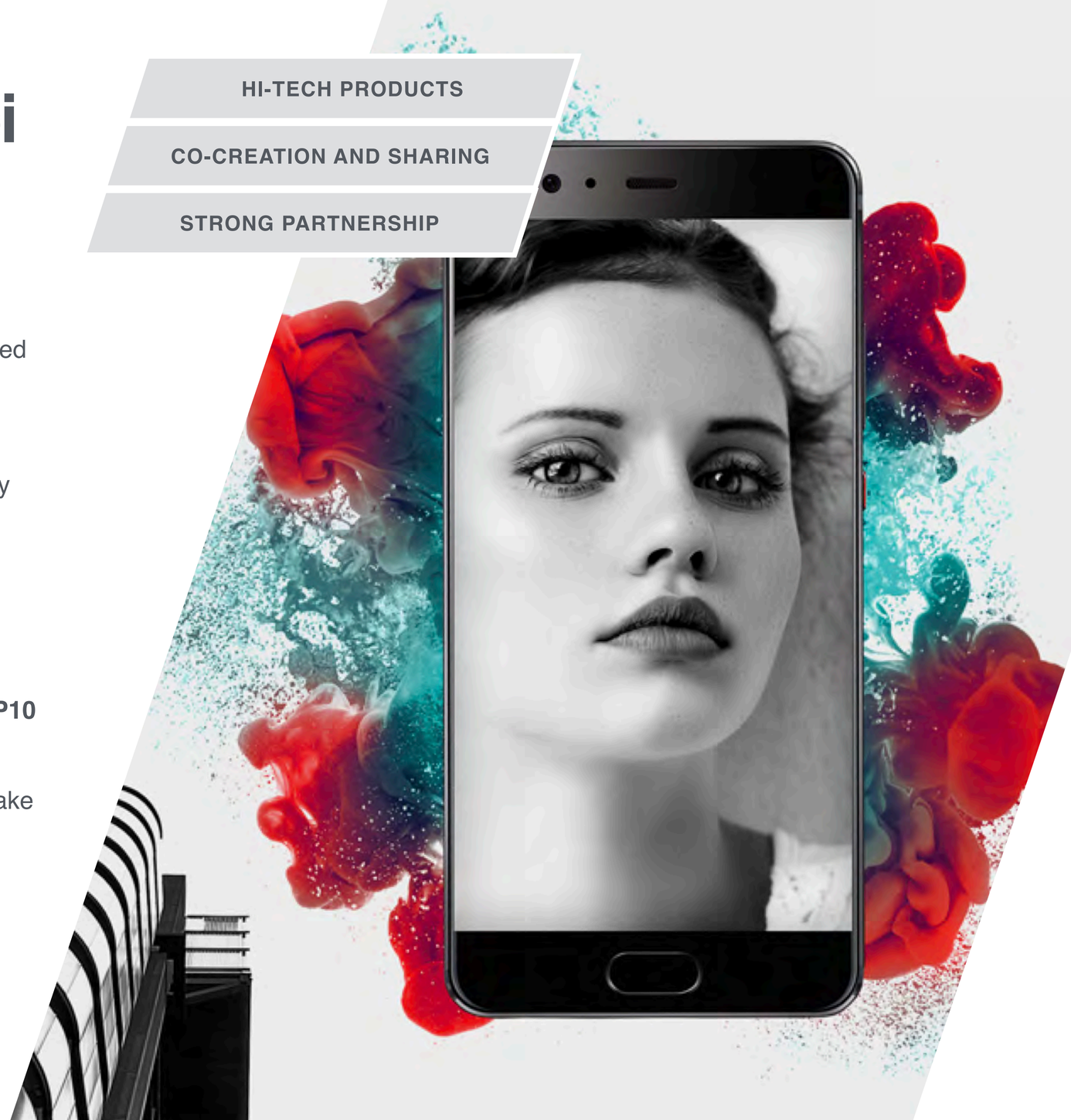
CO-CREATION AND SHARING

STRONG PARTNERSHIP

xister created a strong relationship with **Huawei Italy** during the **P10 “Makeitpossibile” launch campaign** creating several digital assets based on the **co-creation and co-sharing positioning** studied for the brand.

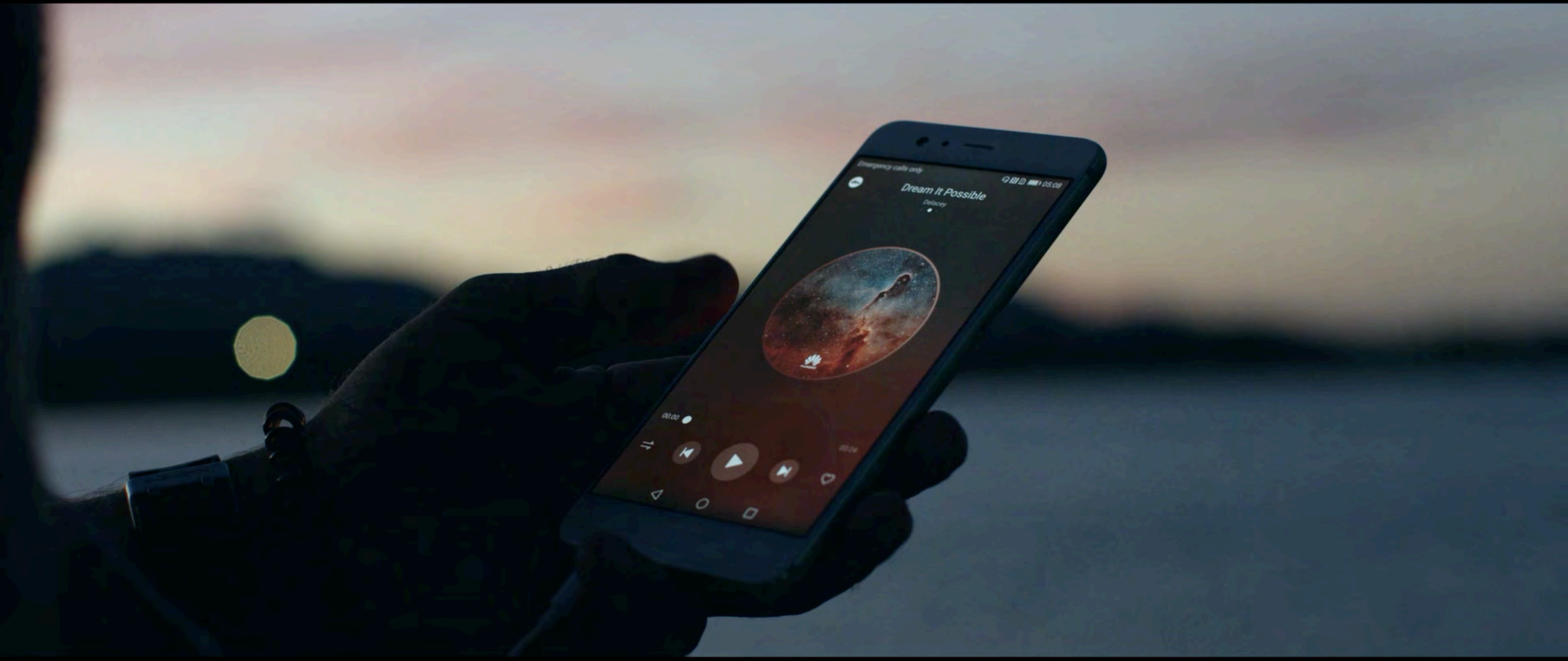
Through the **dedicated digital platform** users were engaged in a journey made of videos and photos, where to discover Huawei's world, being involved with **branded contents and participate in contests and activations, expressing their potential at their best.**

The “Huawei Talent” videos promotes the brand values and the **Huawei P10 positioning through the story of three emerging sport talents** which through their passion, hard work and dedication represent the Huawei Make it Possible mantra. They travel around the world following their goals and have an **aptitude for technology** which supports them in everyday life.



HUAWEI

Customer name: Huawei Italy //// Industry: Hi-Tech/Telco


Emergency calls only
05:08
Dream it Possible
Delacey
00:00

Bulgari #JustDare

Integrated campaign

Bulgari #Justdare

Intergrated campaign

To launch the new fragrance's reference Omnia Pink Sapphire Bulgari rolled out the #Justdare campaign.

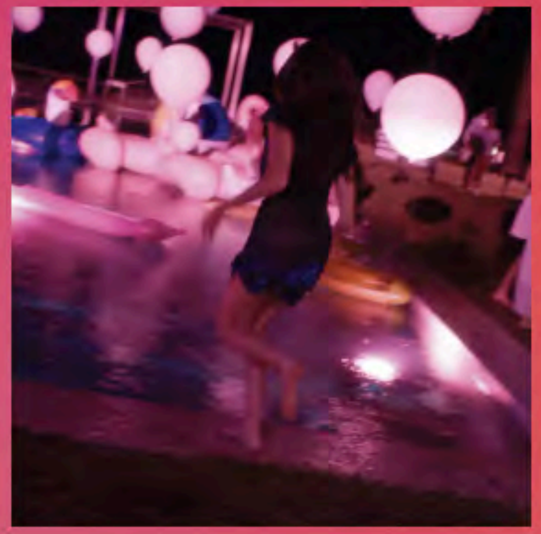
The agency developed the campaign assets A to Z - website, social plan, social activation, branded content, adv formats, in-store activation - together with the global event format and identity guidelines.

Here are some of the executions picked from all around the world.

Bulgari #Justdare

Intergrated campaign

UNLEASH
YOUR
UNEXPECTED
TALENT



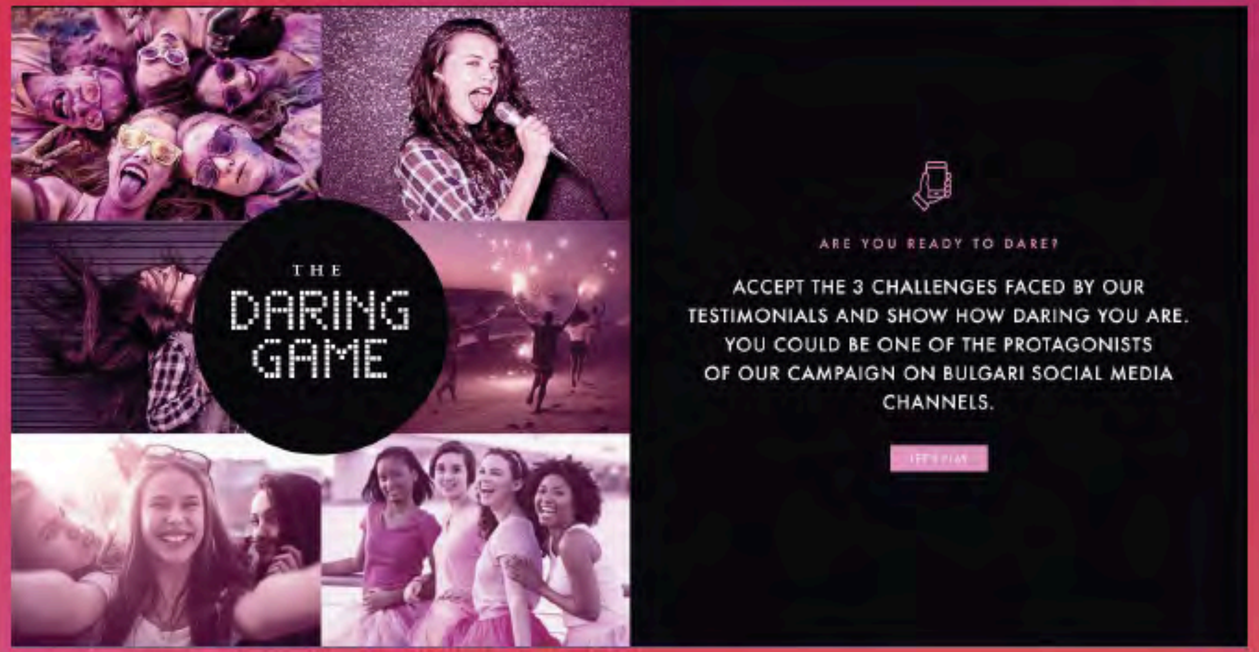
Social plan

Campaign website

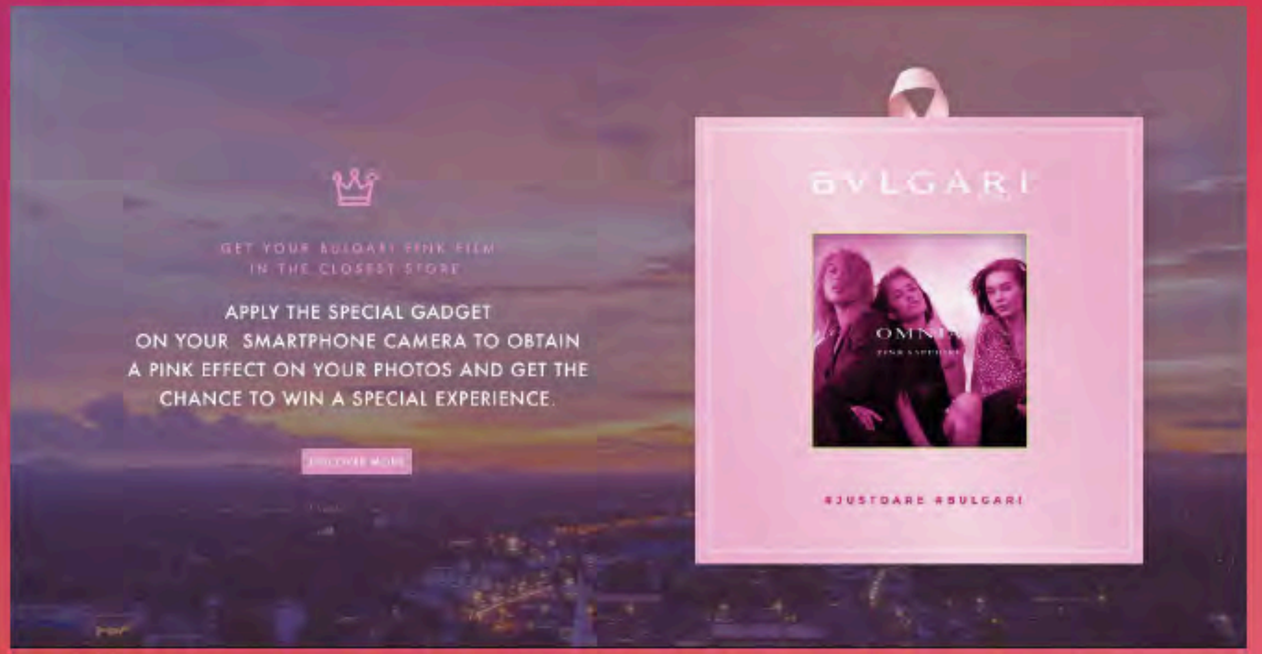
Bulgari #Justdare

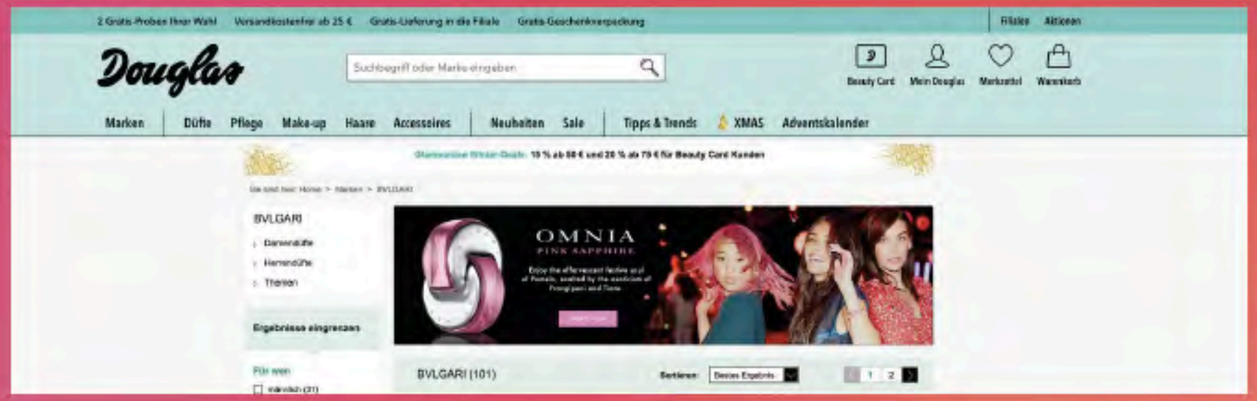
Intergrated campaign

Social challenge



In-store activation





Display ADV

Bulgari BZero1 XX

Logo design & Event identity

Bulgari BZero1 XX

Logo Design & Event identity

To celebrate the 20th anniversary of the B.Zero1 iconic ring, Bulgari organized a series of events around the world.

Bulgari asked us to design the event Logo and to develop its identity from the main concept to every single detail, including some food items served during the dinner.

Uliveto 4U

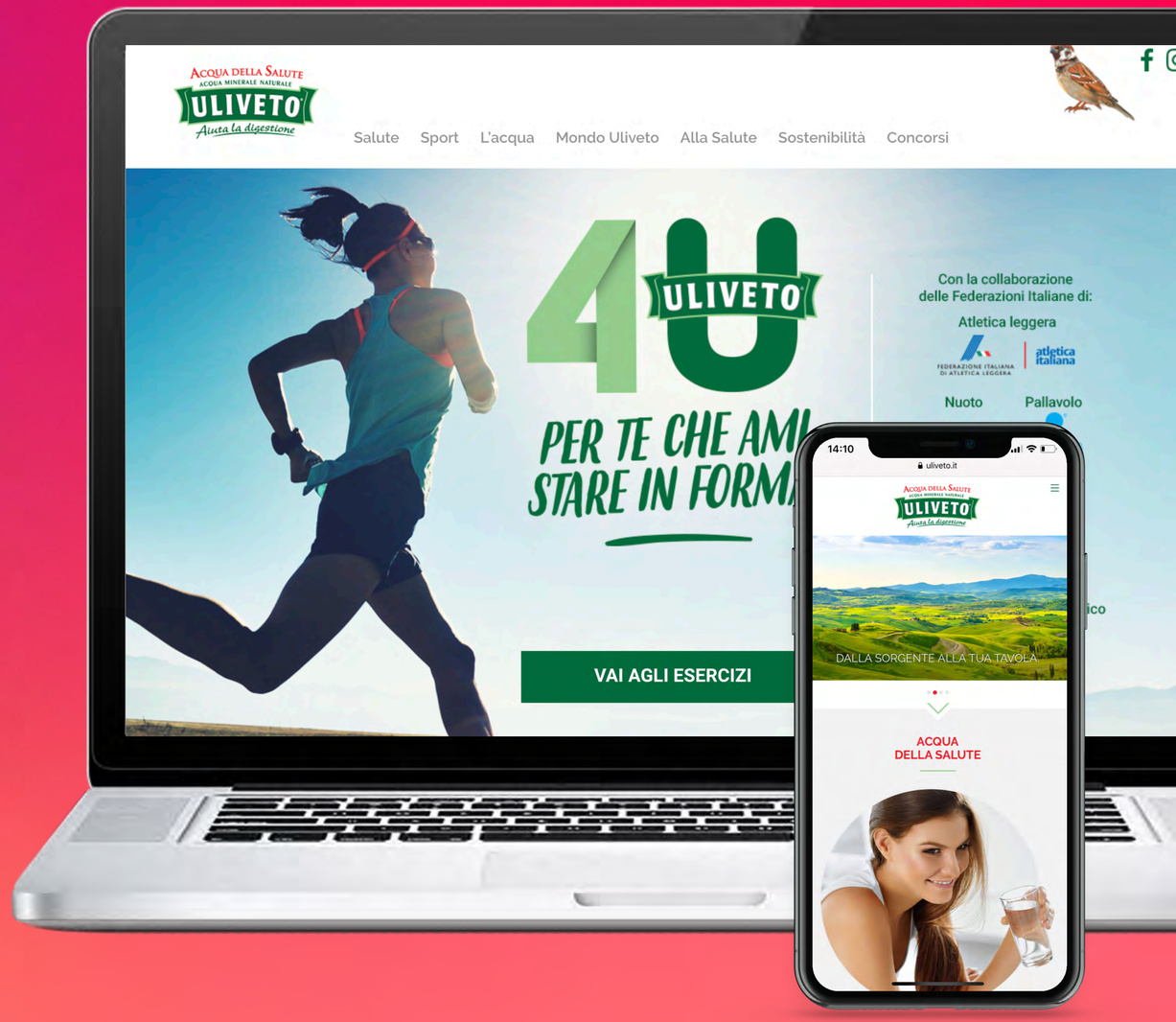
Per te che ami stare in forma

Objective

Strengthen the positioning of the brand as the ideal mineral water for healthy living and sport, giving value to the partnerships of the brand with the Italian Sports Federations of Athletics, Rugby, Volleyball, and Swimming.

Idea

xister Reply creates a long lasting storytelling customer engagement activity for brand channels focusing on the benefits of healthy eating habits, the importance of drinking water, taking daily exercise and practicing sport and featuring a program offered by 4 young talents of the FIR, FIN, FIDAL and FIPAV sports federation of easy exercises to do at home and useful tips for proper nutrition, aimed at whoever likes to stay fit and live a healthier everyday life.



VELOCITÀ
Video

Goodness is a Choice at any time

Rube Goldberg Machine

Objective

Extend and enhance Loacker's refreshed brand promise and 2020 ATL campaign "Goodness is a Choice" with dedicated social media hero content to increase brand and consumption occasion awareness.

Idea

xister Reply conceives 4 tangible chain-reaction "Rube Goldberg machines" designed and built by hand as the sets to shoot a 60 sec video to convey how Loacker goodness represents the right choice at any time of day. Shot vertically for optimal use on mobile, viewers see ingredients and products take roller-coaster obstacle races from breakfast to a break at work, from afternoon snack time to an after-dinner treat. Available also in 15 sec consumption occasion cuts and in Instagram story format.

Goodness is a choice

PIRELLI BEING FAST TAKE TIME

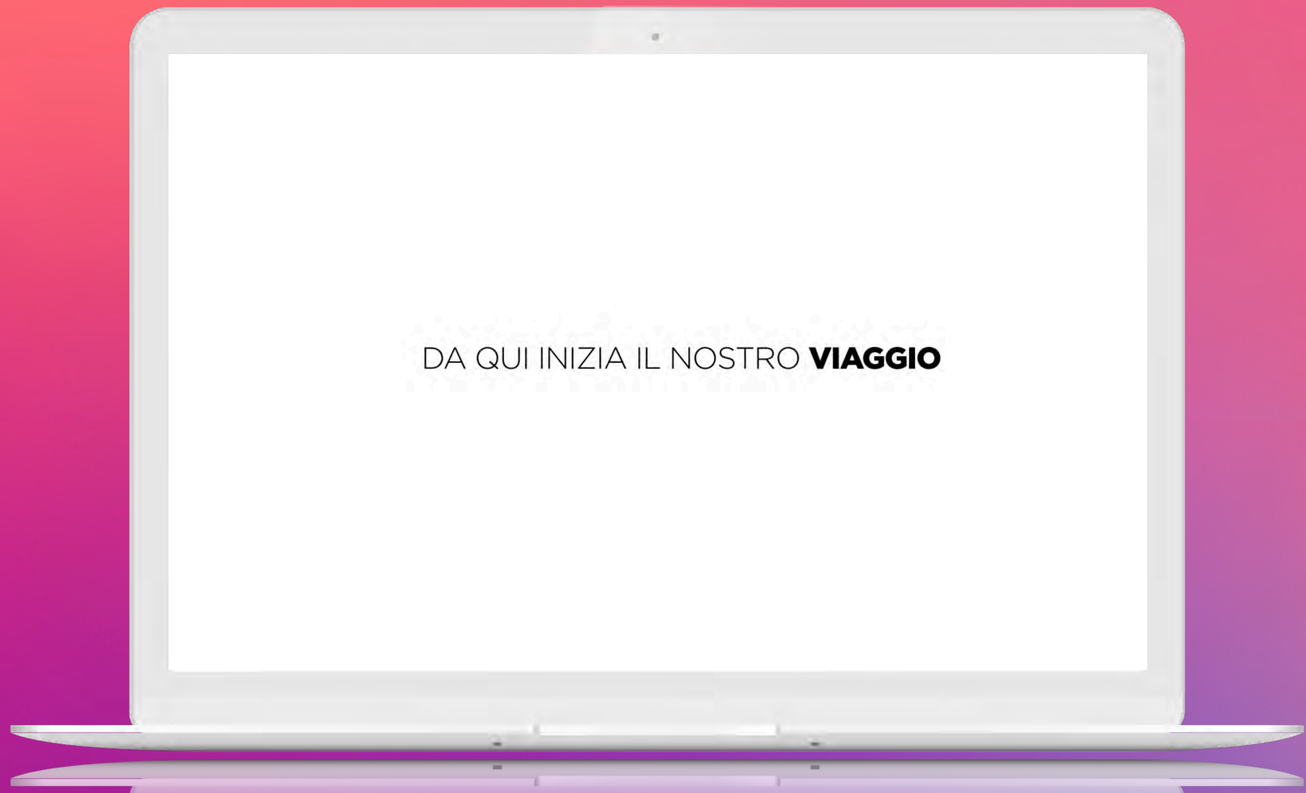
BRANDED CONTENT

PIRELLI BEING FAST TAKE TIME

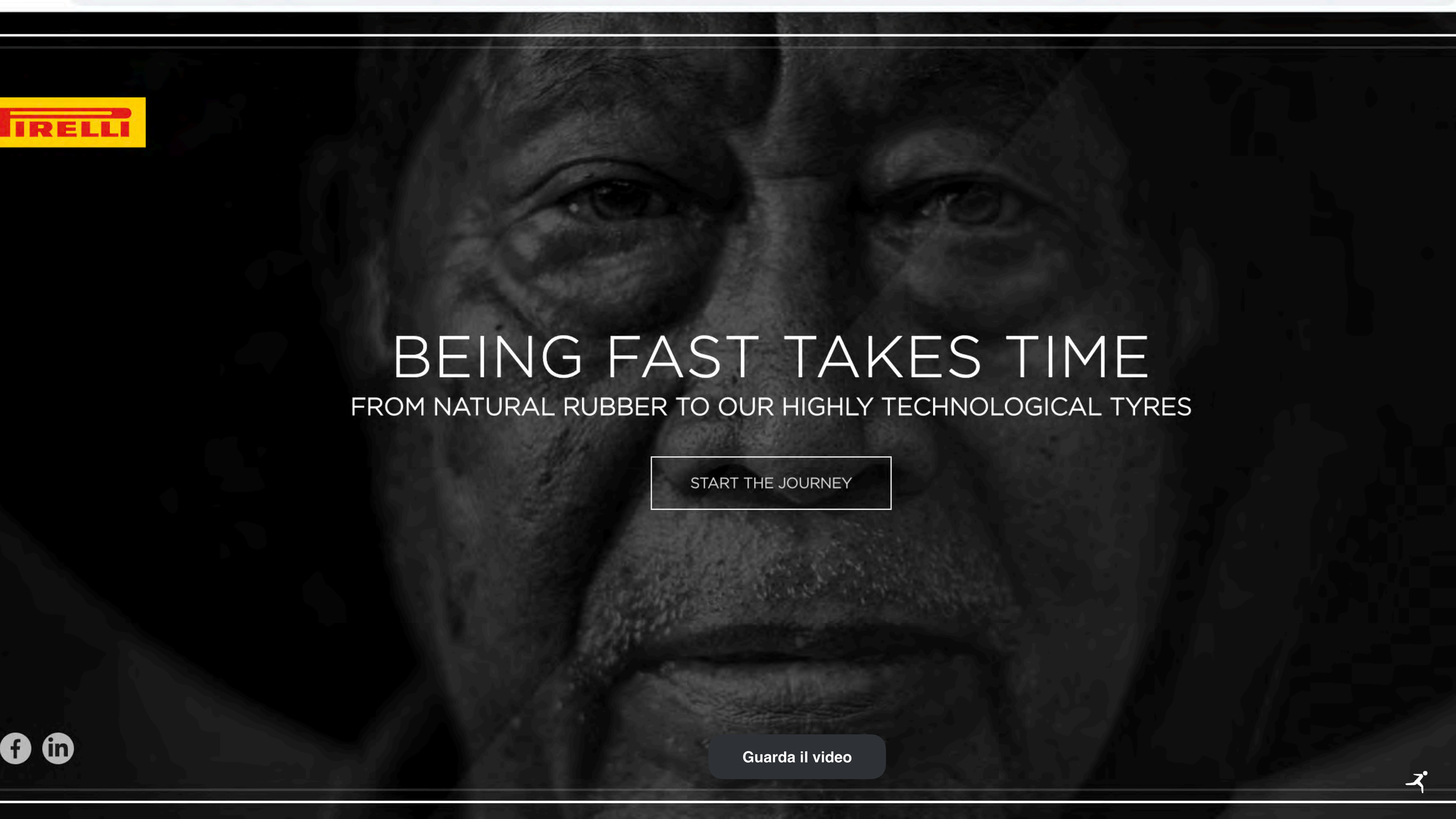
BRANDED CONTENT - STORY TELLING PLATFORMN

Pirelli asked photographer Alessandro Scotti to describe the company's commitment to sustainable management of the supply process in Thailand and Indonesia to preserve forests, biodiversity and enable sustainable development of communities and local economies.

Starting from Scotti’s photo reportage, Xister created for Pirelli the immersive platform “BEING FAST TAKES TIME - from natural rubber to our highly technological tires” that shows the journey of natural rubber, the key material for tire production and its along the entire value.



REPLY XISTER


PIRELLI
BEING FAST TAKES TIME
FROM NATURAL RUBBER TO OUR HIGHLY TECHNOLOGICAL TYRES
START THE JOURNEY
Guarda il video

NEW TRENDS

WE BELIEVE THAT IN TIMES OF CHANGE CREATIVITY CAN COME TO THE RESCUE.

DYNAMIC CONTENT

WHAT IT IS AND HOW IT WORKS?

Dynamic Content

Is a type of web content used in particular in web marketing and email marketing.

Generally these are parts of HTML code such as forms, landing pages or parts of pages that can change depending on the user who views them based on the profile and past history of the visitor (actions performed, pages viewed, searches carried out, etc.), these contents will be modified in order to offer him a personalized and tailored experience.

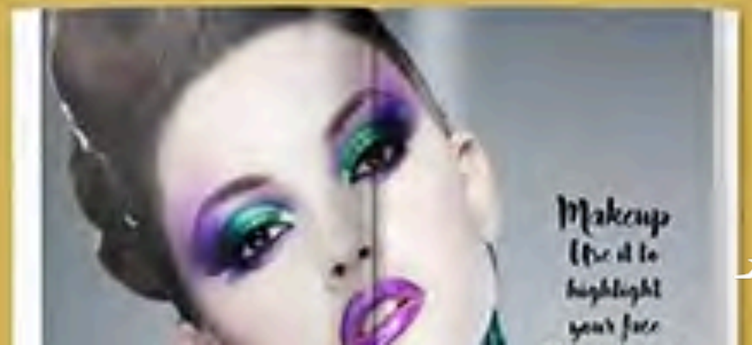
A PERSONALISED CATALOGUE NEWSLETTER

UPDATED AND BASED ON CLIENTS' SHOPPING EXPERIENCE.

SENT TO HER MAILBOX EVERY WEEK WITH OUR PROMOS AND COUPONS.

Advanced Retargeting: Delivering dynamic, personalized content based on items shoppers bought or liked.

COULD SPIN OFF INTO AN ASW AR APP TO VIRTUALLY TRY NEW SKINCARE/MAKEUP PRODUCTS



SHOPSTREAMING

WHAT IT IS AND HOW IT WORKS?

Shopstreaming

It means the buying and selling of products or services during live videos or live shows on social channels or on eCommerce apps and platforms that make ad hoc functions available to sellers and merchants.

Shopstreaming - The Main Benefit

Buying during a direct on Instagram or on Twitch can be, first of all, more fun than doing it on the official eShop of a brand or looking for the products you are interested in on marketplaces such as Amazon.

The shows are designed to entertain their communities and, only later, to sell. Just think, for example, that in America, during a New York Fashion Week, the Kohl's department stores streamed the **LC Lauren Conrad** fashion show and allowed those who were watching the show to buy the clothes live, leading decidedly to the the see-now-buy-now model is extremely successful.

LAUREN CONRAD ON DEBUT AT NEW YORK FASHION WEEK: 'WE NAILED IT!'

SHOPSTREAMING

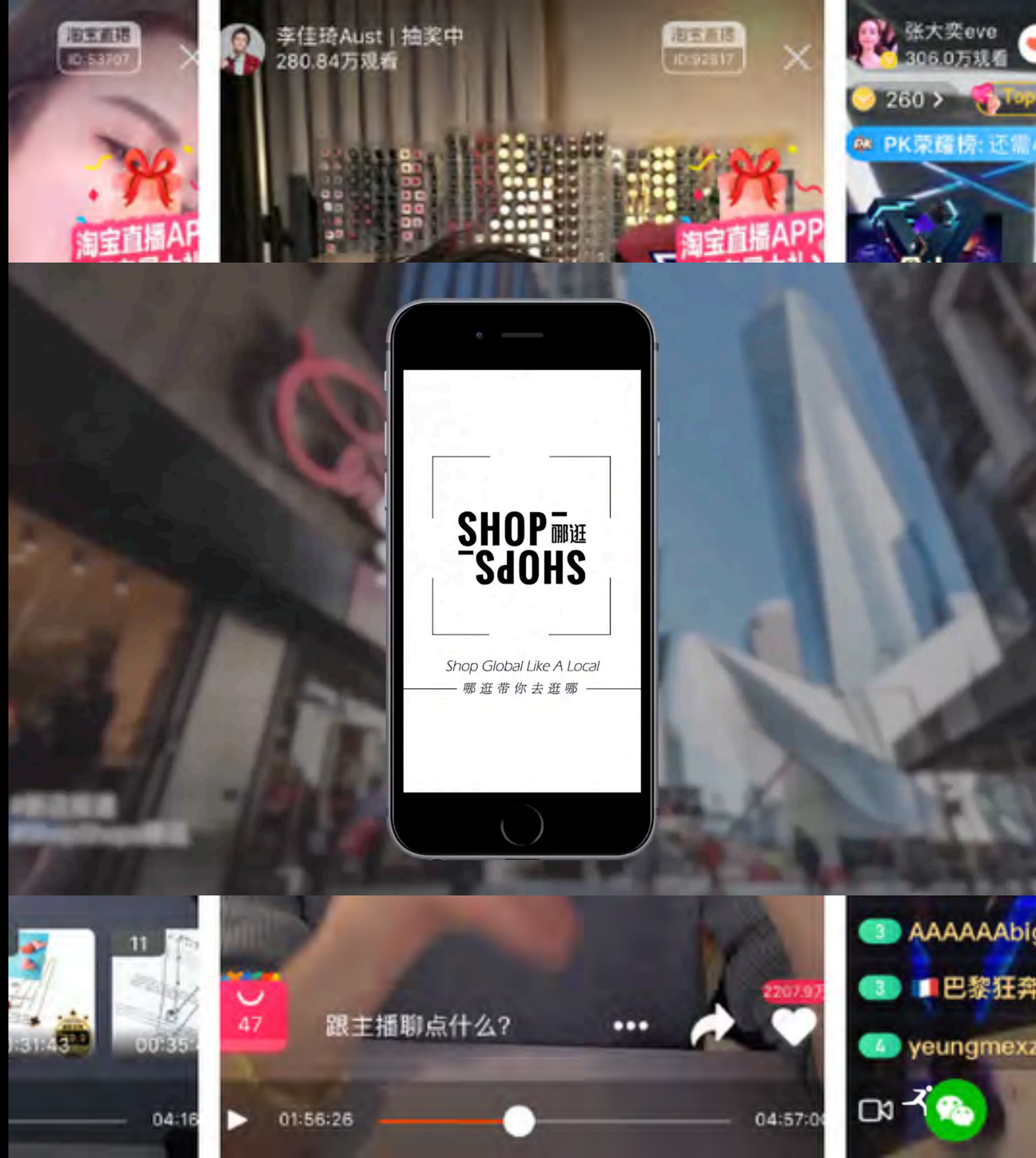
LIVE STREAMING AS TELESHOPPING 2.0

In China t**eenagers and young adults are already drawn to teleshopping channels featuring vivacious hosts trying out products and responding in real-time to consumer enquiries**.

New technologies have given brands more opportunities to connect with consumers: they all follow a **“see now, buy now”** model.

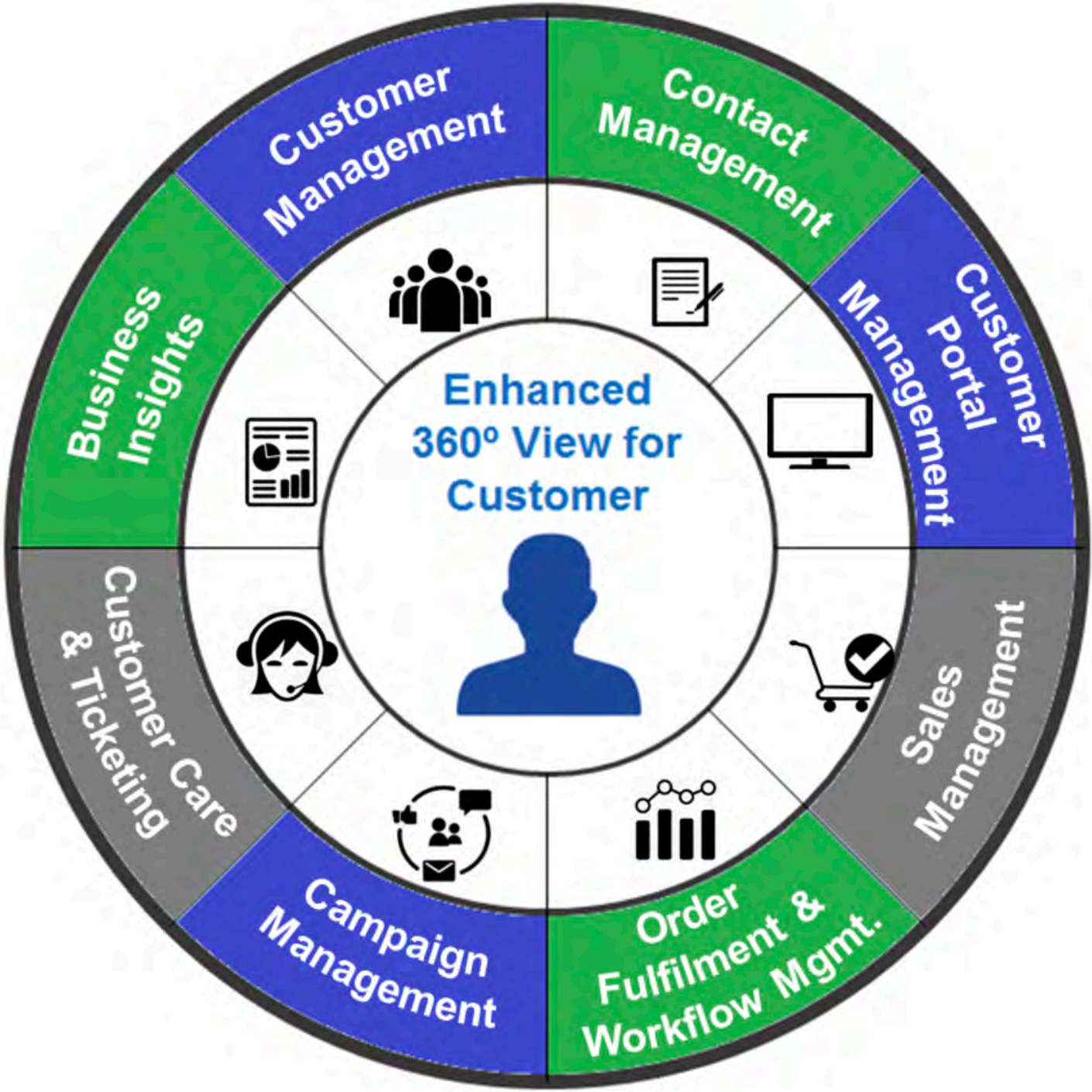
Live-streaming sessions have become increasingly popular in the last few years as consumers crave **immersive experiences** and **personalised recommendations.**

This trend combines live streaming with real-time chat and one-click purchases to create seamless shopping experiences



Shopstreaming-Customer Experience

Shopstreaming is often entrusted to influencers, and also recovers the dimension of meeting with the brand that traditionally has purchases in the store: strategically thought out, it can add involvement to the customer experience online.



Shopstreaming - Customer Care

Shopstreaming also allows a sort of live customer care: it takes advantage of the moment of direct to collect doubts, questions and requests from customers and potential customers to answer in real time and publicly for the benefit of those who have the same type of perplexity and, above all, its own resources destined for customer and after-sales assistance.

Shopstreaming sessions have become increasingly popular as consumers crave immersive experiences and personalised recommendations.

VIRTUAL INFLUENCERS

Virtual Influencers

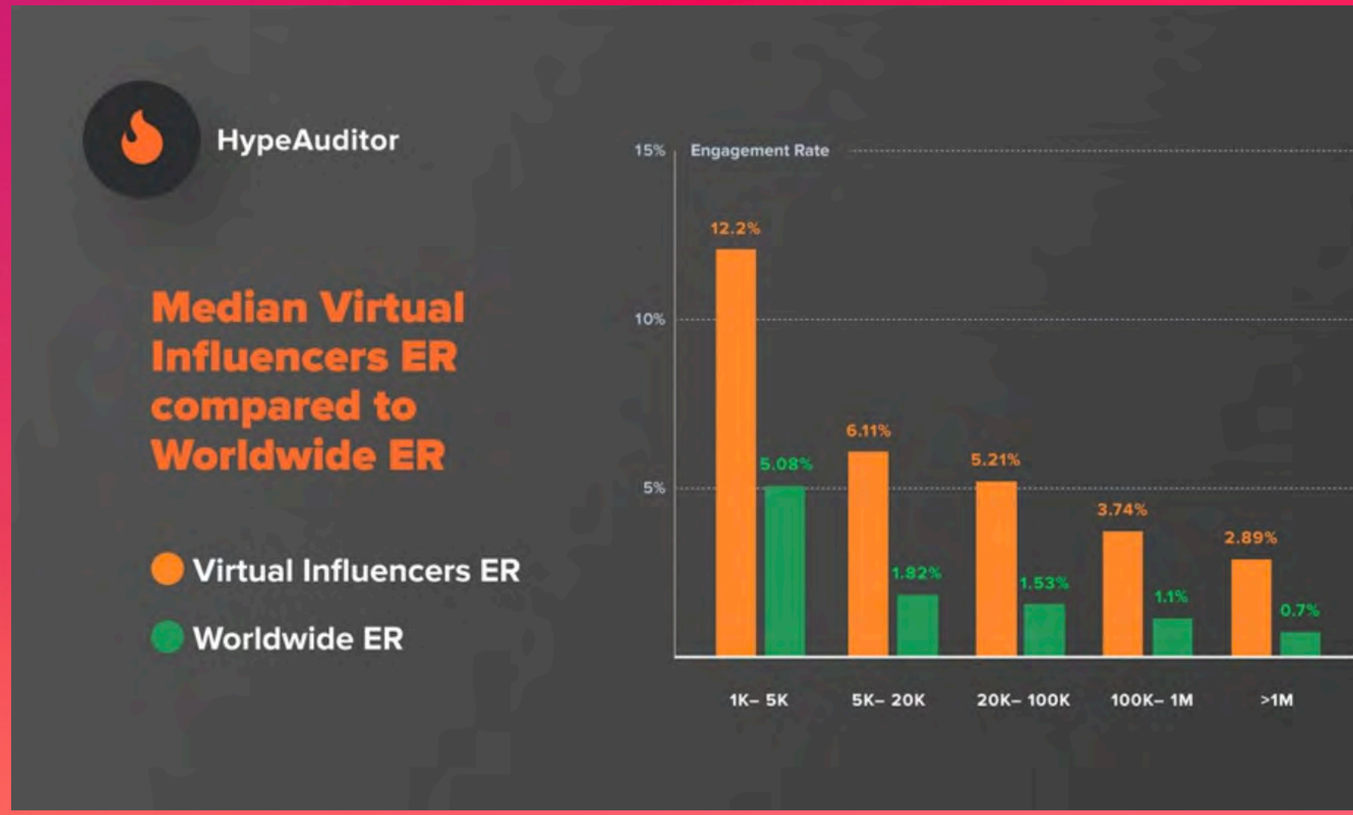
To highlight how artificial intelligence can be increasingly made available to brands, virtual influencers are virtual models and models that can be customized in terms of somatic traits, skin color and hair to create photographic services without the need for models and models in flesh bones.

The increasingly real nature of virtual influencers has made them difficult to distinguish from real people today.

COLOR
BRUSH
M&A
東京
堂書店

Virtual Influencers-The Main Benefit

The management of an influencer requires remuneration, organizational costs, purchase of tickets to participate in events, logistics and transport costs. With a virtual influencer, only the costs of production, graphic processing and a contract with any company that holds the rights of the virtual influencer are addressed. There are already many virtual influencers that appear on the cover of international fashion magazines and in the feeds of numerous brands: **Miquela, Noonoouri, Shudu, Imma and Daisy, Colonel Sanders,** etc. They have recognizable faces and millions of followers on Instagram.



According to the **HypeAuditor** report, they have nearly three times the social engagement rate compared to real influencers.

Virtual Influencers - Real Opportunity

The trend is growing rapidly, as are their fans. They do not only have normal appearances, but they communicate lifestyles very close to reality. What we can say is that each of them was planned today to look like a real character. In fact, in their accounts they constantly publish contents also through stories, they live real everyday situations, they communicate with users following the characteristics of well defined and a priori planned personas.

Their lives, albeit digital and studied at the table, still manage to express those emotional and inspirational characters by making sure that their followers somehow manage to identify themselves in their daily situations.

ESPORTS

WHAT IT IS AND HOW IT WORKS?

ESports

ESports, or electronic sports, are the activity that involves playing video games at a competitive level, organized as a tournament, with direct clashes between individuals or teams with an importance that is considered as a real sporting event. It is an industrial sector in constant growth and passion for millions of teenagers since the International Olympic Committee has shown interest becoming a real trend.

The champions have an age ranging from 16 to 25 years and their goal is to be the best on the square to their favorite video game. Some even have a fan club and their nickname is punctuated by real choirs in sports halls.

Esports - Real Opportunity

Competitive ESports are a market segment that analysts see exceed one and a **half billion usd** in 2020 and whose protagonists are already competing today for prize pools in excess of **twenty million**. Other proceeds will come from **Advertising** with approximately **189.2 million**. globally, the audience will reach **453.8 million fans**, an increase of 15%. Looking ahead, the economic potential of eSports will continue to attract i**nvestments with great visibility** for brands through advertising and sponsors. Among the most important sponsors: Red Bull, Coca-Cola, Intel, Acer, Mercedes, Gillette, Mastercard, etc. investing increasingly significant shares.

Advertising **is a real opportunity** in Esports for product placement or awareness. It represents an opportunity to preserve the integrity of the user's gaming experience and, at the same time, trigger the necessary involvement and persuasion dynamics.

TOP CLIENTS

Vespa
Loacker
MAGNUM
true to pleasure
PERONI
Garofalo
ORO Saiwa
Lipton
Kellogg's
BVLGARI
cdp
OAKLEY
Ray-Ban
MOLESKINE
VOGUE eyewear
Persol
H&M
DIESEL
FERROVIE DELLO STATO ITALIANE
Haier
CANDY GROUP
UNIVERSAL
DREAMWORKS PICTURES
Paramount
A VIACOM COMPANY
Walt Disney
NATIONAL GEOGRAPHIC CHANNEL
SONY
RaiNet
A+E NETWORKS
FOX
ECOVACS
Jeep
Mercedes-Benz
LAMBORGHINI
ABARTH
mazda
NISSAN
HONDA
smart
Nestlé
Good Food, Good Life
M·A·C
Johnson & Johnson
Dove
FISSAN
Colgate
ANGELINI
Aveeno
ACTIVE NATURALS
RoC
PIZ BUIN
CLEAR
BOLTON GROUP
smashbox
STUDIOS
Cornetto
ALGIDA
COTY
BEAUTY, LIBERATED
WELLA
PROFESSIONALS
Loro Piana
sunsilk
CO-CREATIONS
FONDAZIONE TIM
ULIVETO
PIAGGIO

REPLY
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