



COMPANY PROFILE



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.**

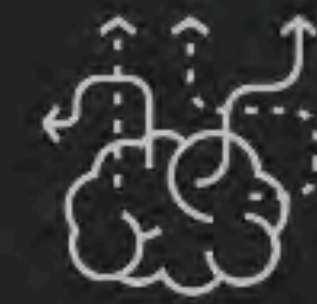
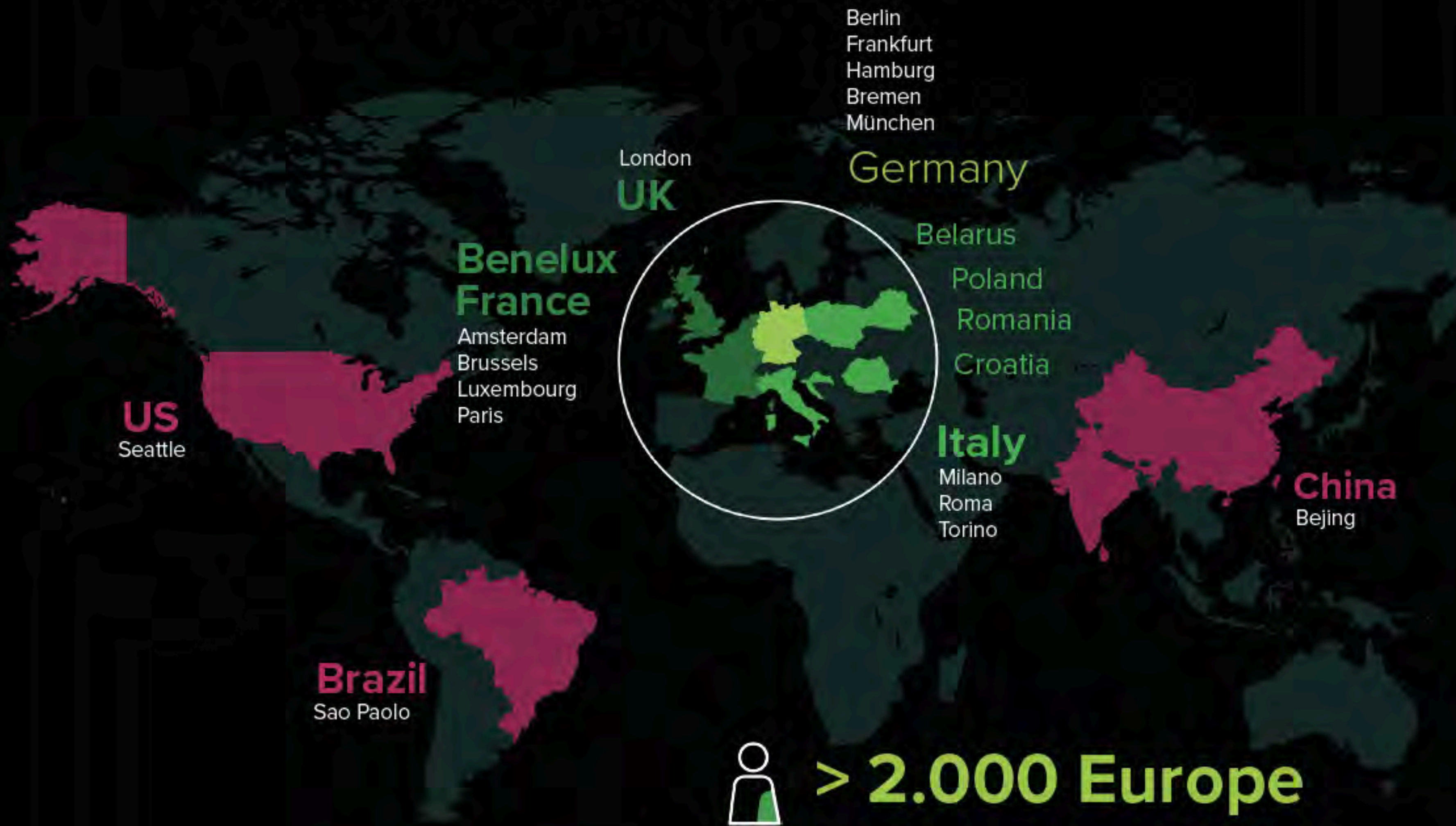
We combine **updated marketing technologies with smart data** in order to craft end-to-end customer journeys, impactful and helpful to brands to **attract new prospects and convert them into real customers.**

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.



INTERNET AGENCY
RANKING 1st PLACE



E-MOTION GRAPHICS AND
CORPORATE STORYTELLING AWARD



DIGITAL DESIGN AWARD



1st DIGITAL
TRANSFORMATION AWARD-
ENGAGE YOUR CUSTOMER



STEVIE AWARD SILVER
Best Automotive Site for BROSE



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

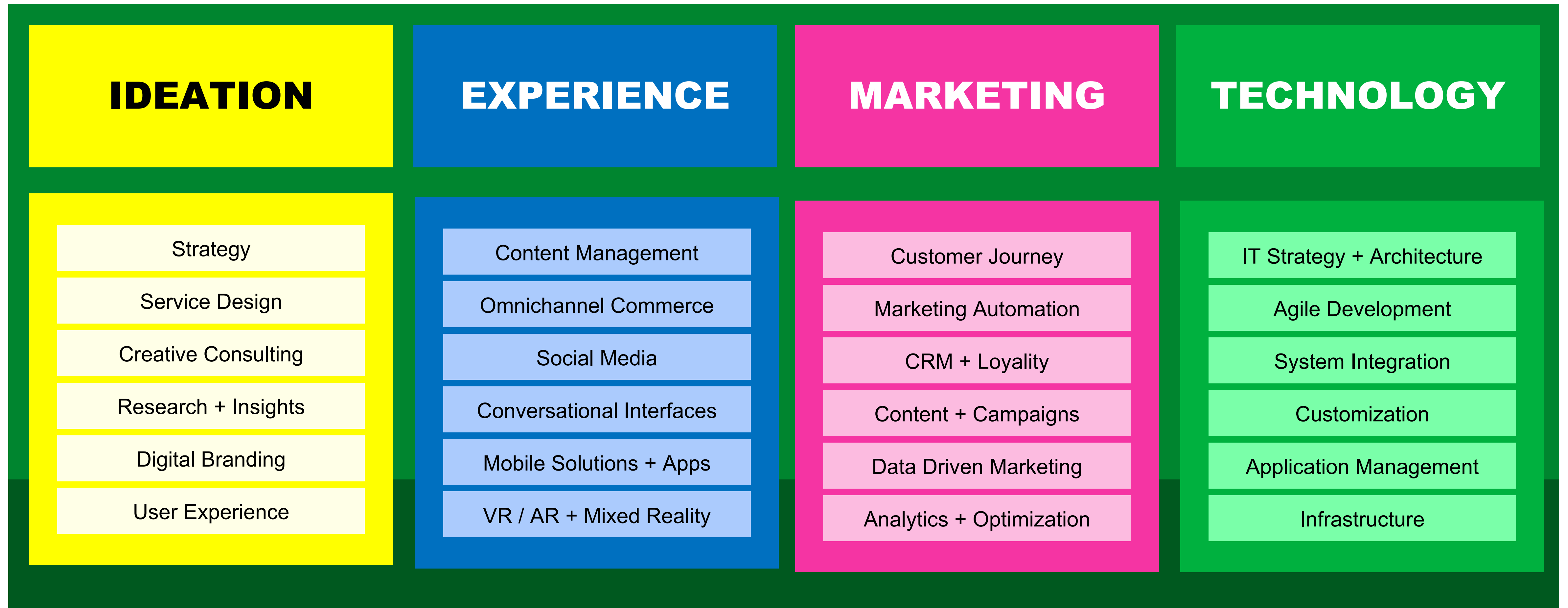


1st PLACE, BEST ENGAGEMENT
CAMPAIGN WITH THE BRAND



TOP 20 CRM AND CX
SERVICE PROVIDERS

DIGITAL EXPERIENCE OFFERING





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.





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.




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

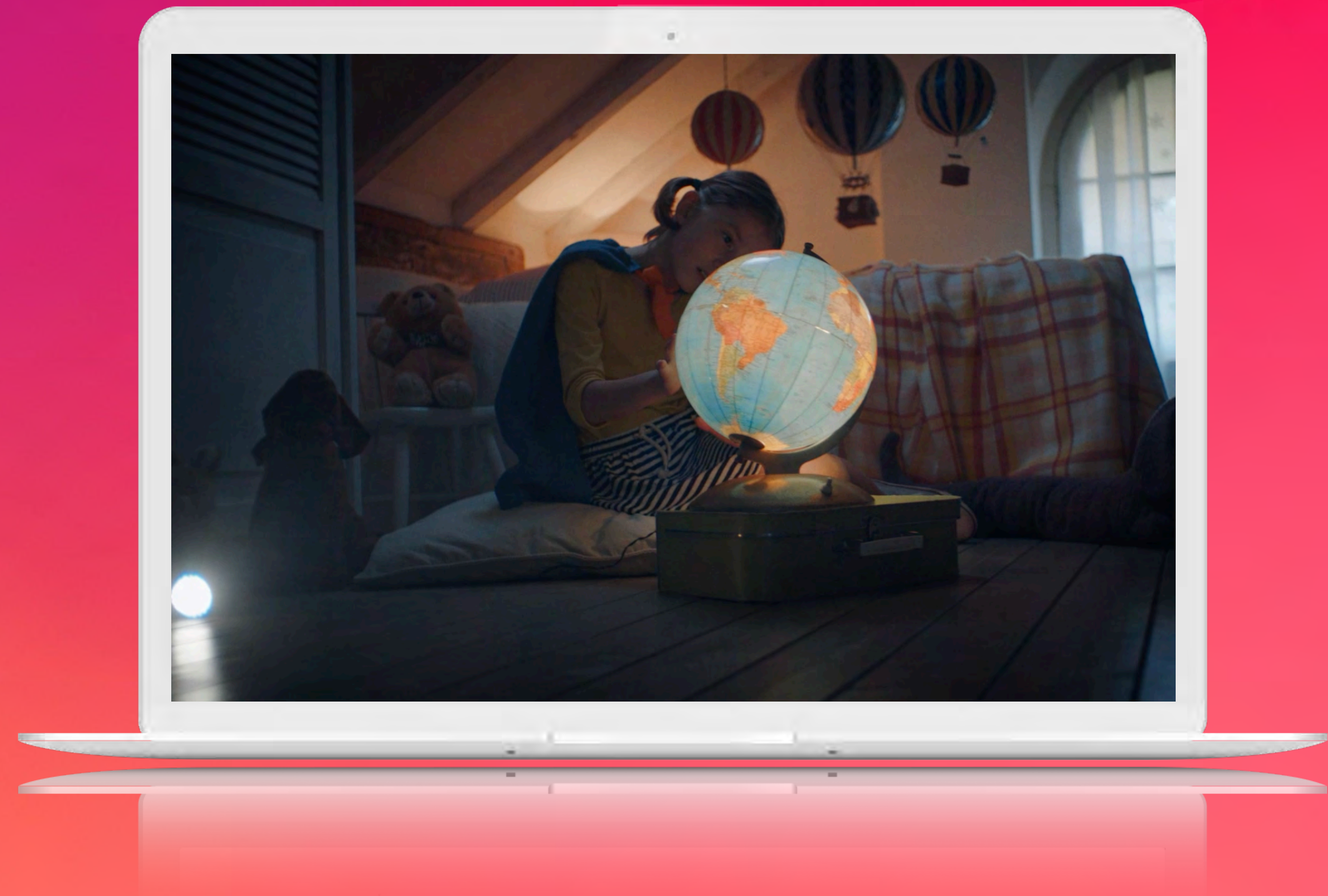


INTESA SANPAOLO XME DINDI

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](#)

Digital Support For Huawei P10 Launch Campaign

HI-TECH PRODUCTS

CO-CREATION AND SHARING

STRONG PARTNERSHIP

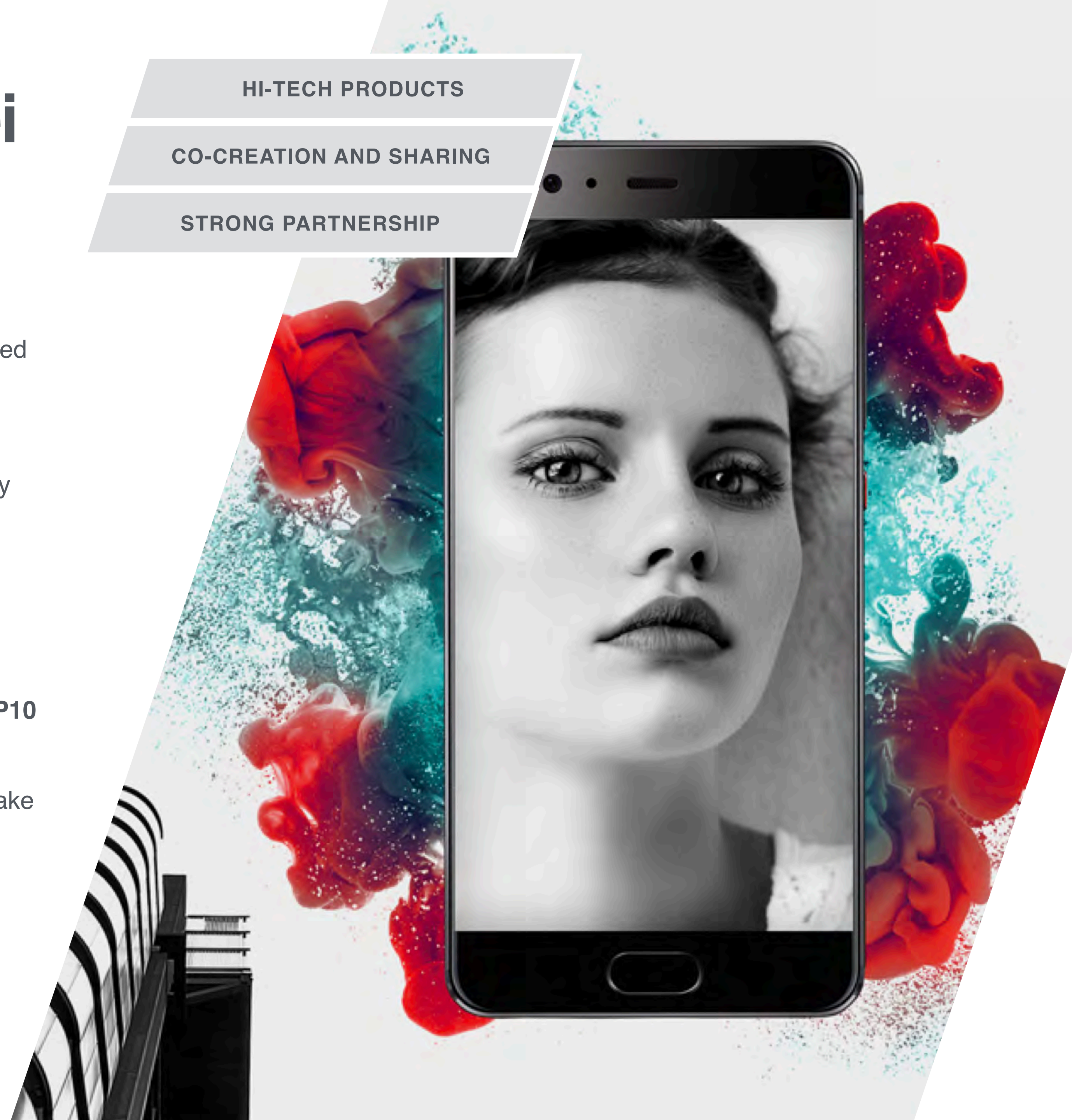
xister created a strong relationship with **Huawei Italy** during the **P10** “**Makeitpossible**” **launch campaign** creating several digital assets based on the **co-creation and co-sharing positioning** studied for the brand.

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.



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





Bulgari #JustDare

Integrated campaign



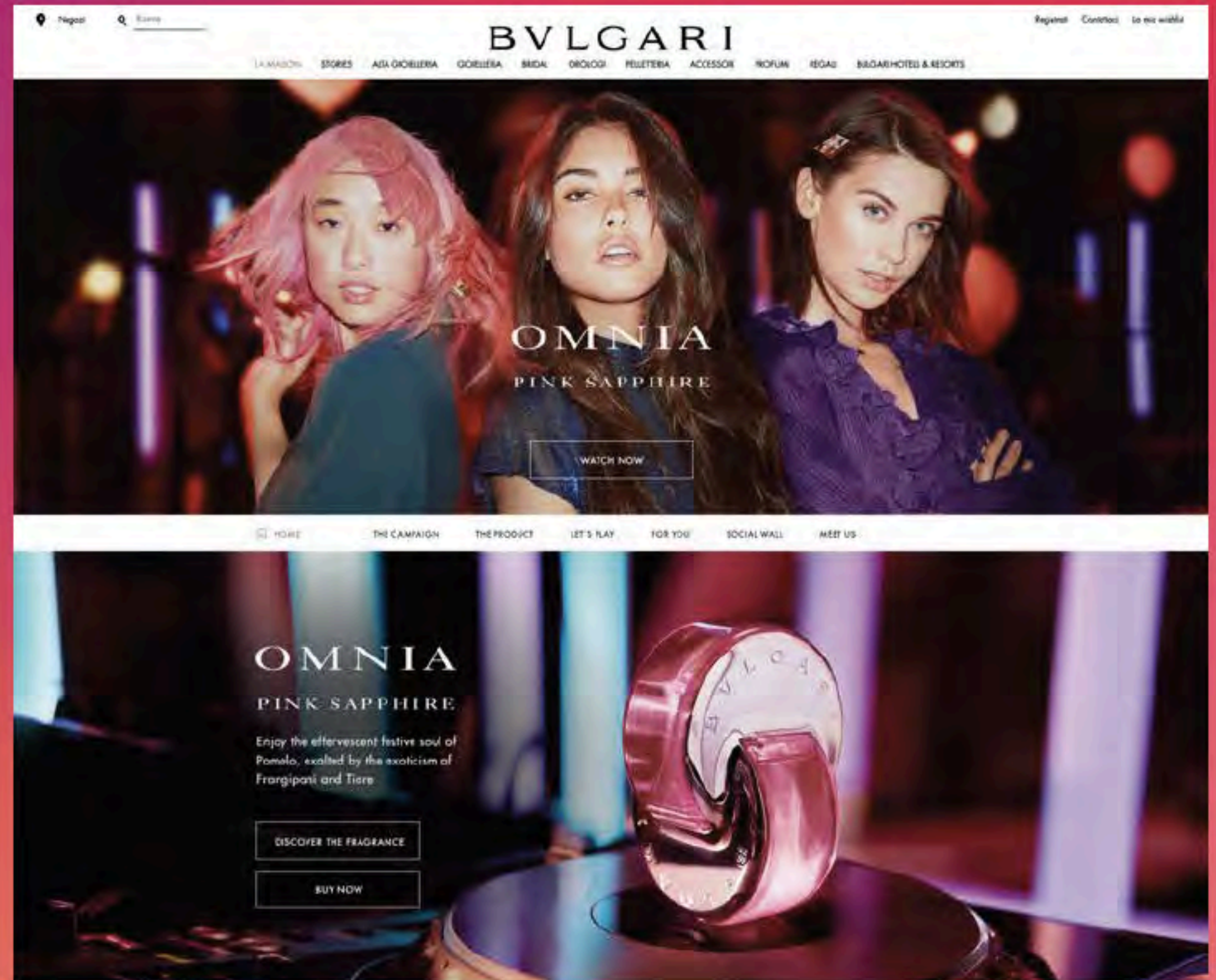
Bulgari #Justdare

Integrated campaign

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

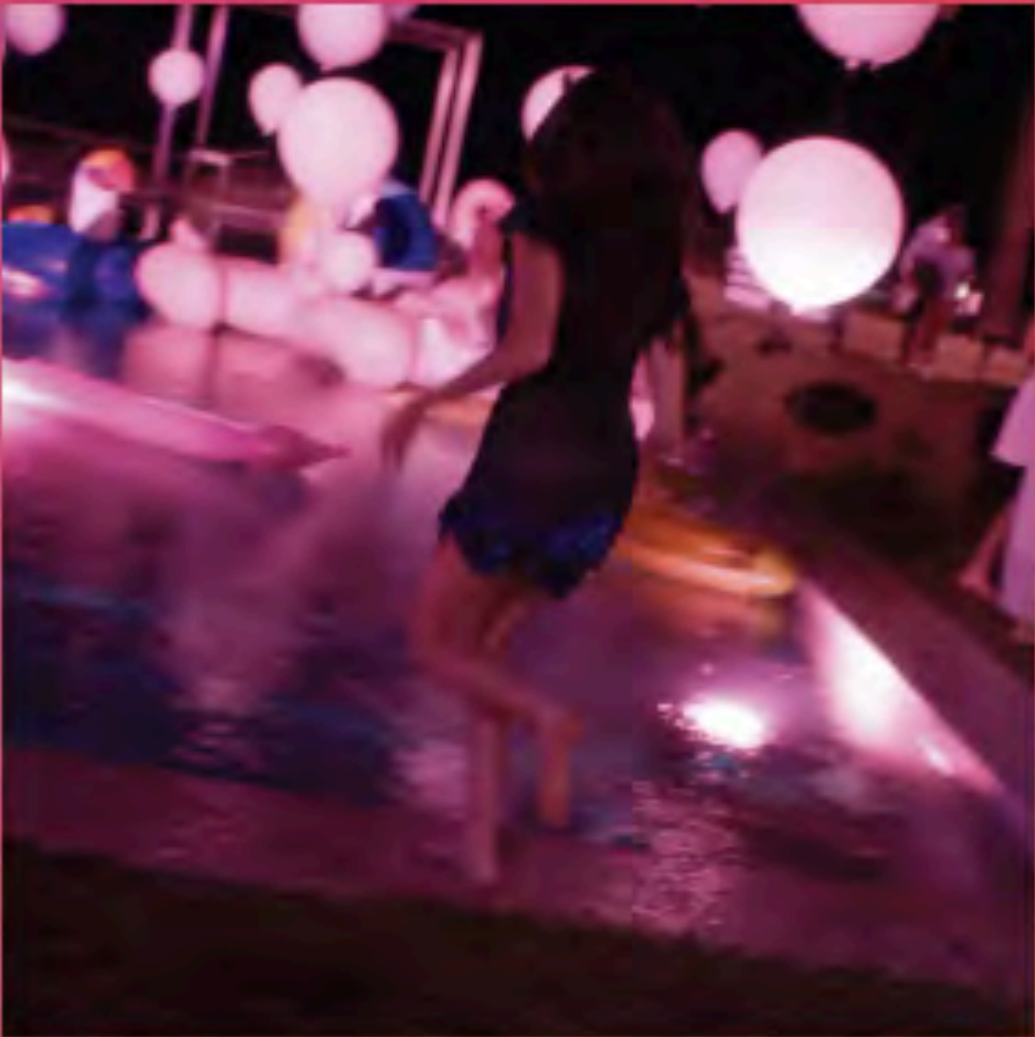
The agency developed the campaign assets A to Z - website, social plan, social activation, branded content, adv formats, in-store activation - together with the global event format and identity guidelines.

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



Bulgari #Justdare

Integrated campaign



Social plan



Campaign website

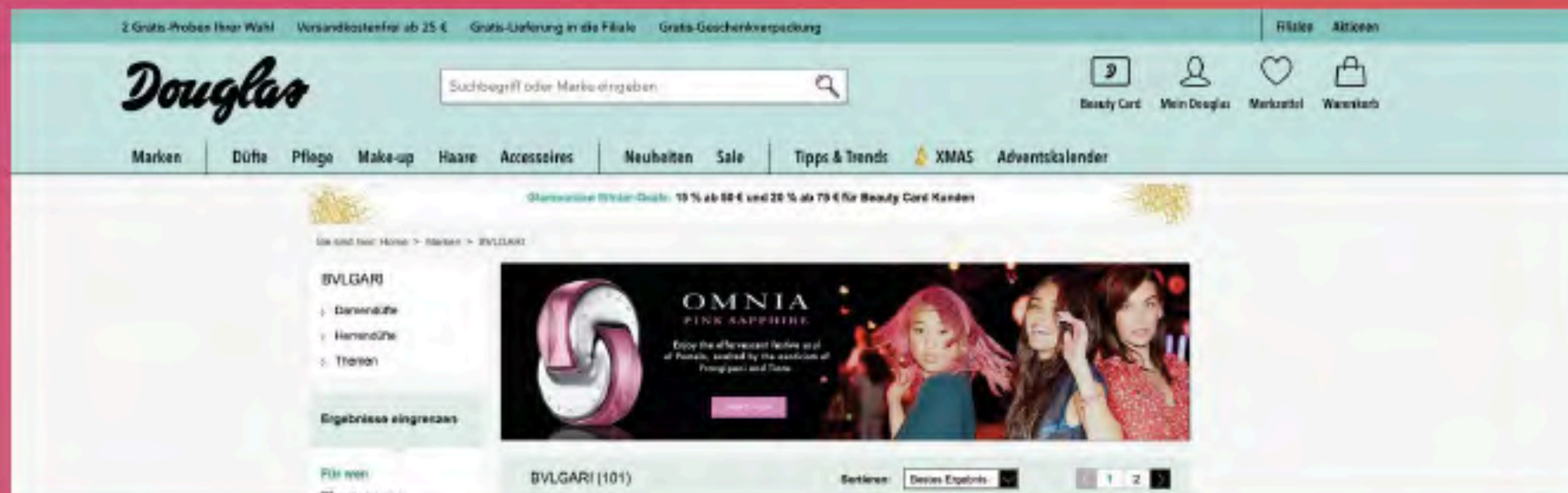
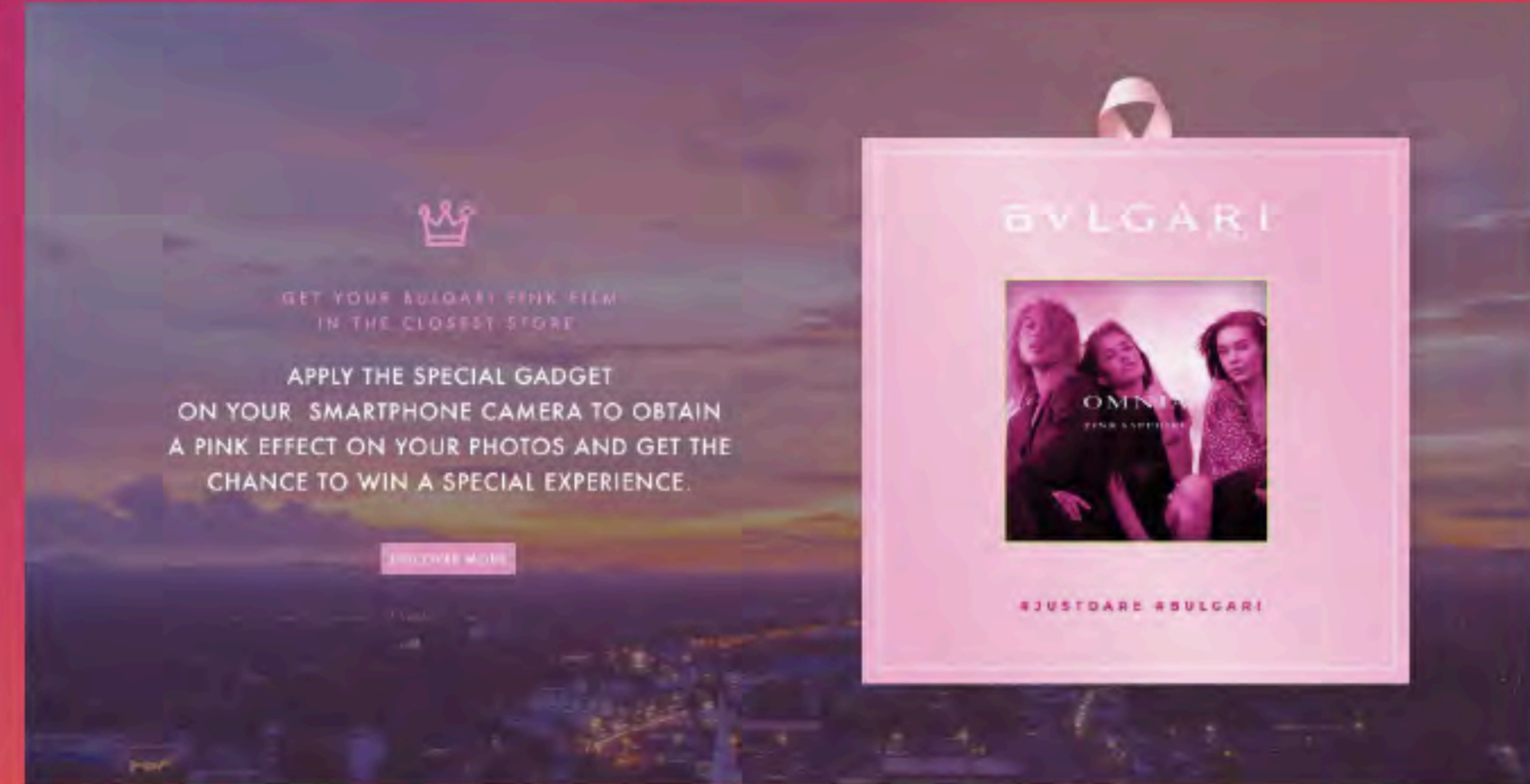
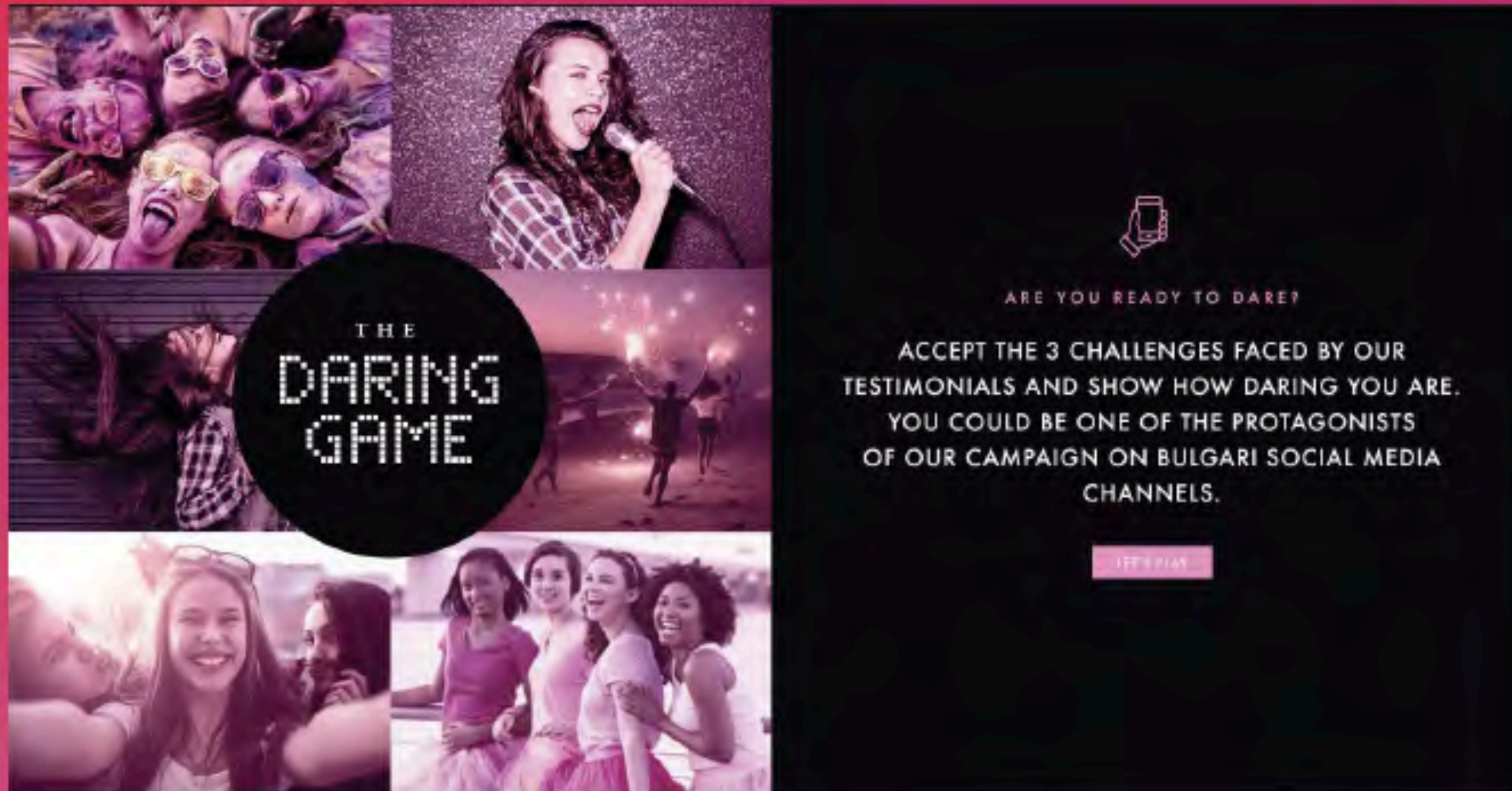


Bulgari #Justdare

Integrated 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

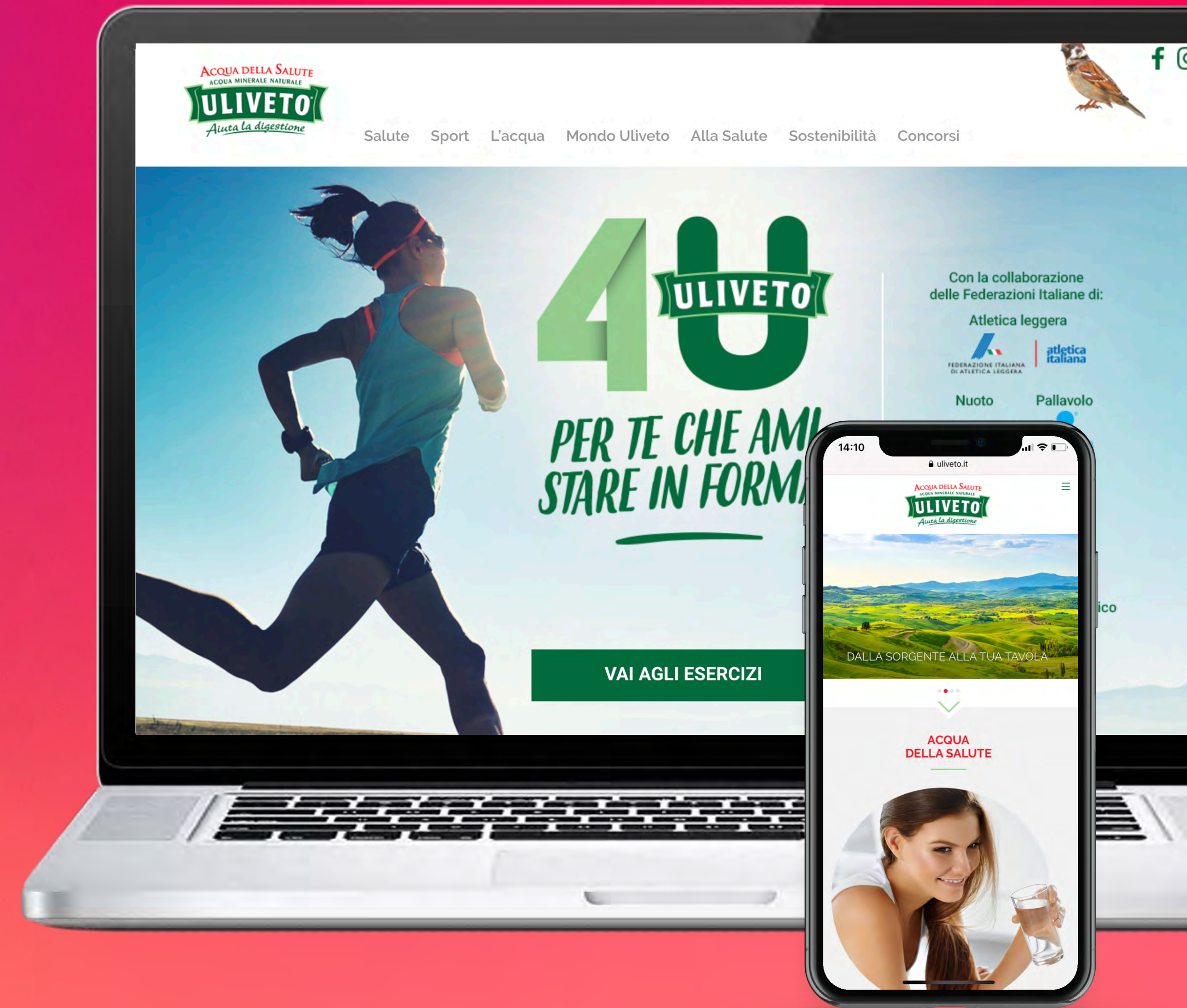
Per te che ami stare in forma

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.





Video

Goodness is a choice



PIRELLI BEING FAST TAKE TIME

BRANDED CONTENT

LA GOMMA NATURALE
È UNA COMPONENTE ESSENZIALE
DI OGNI PNEUMATICO

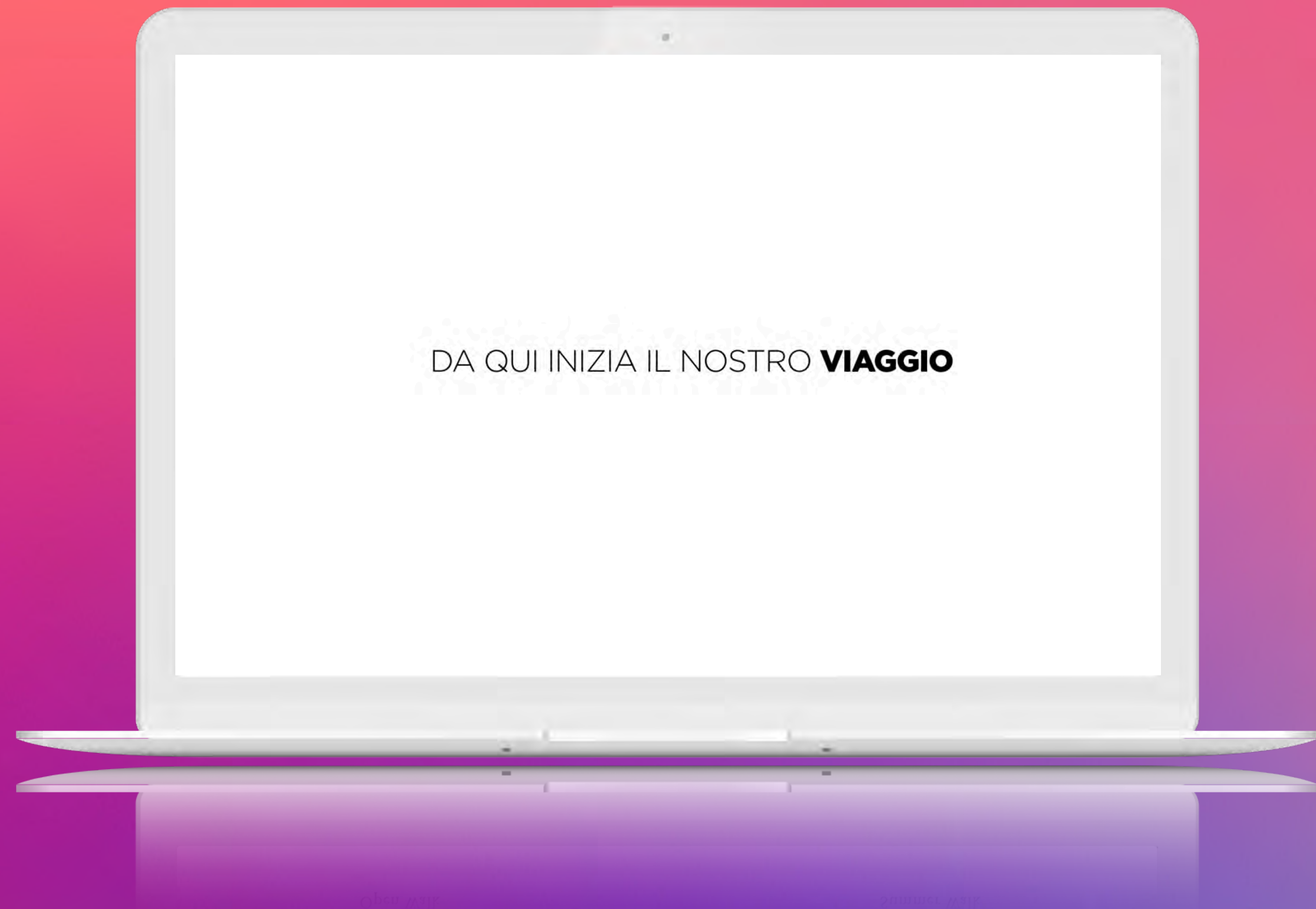


PIRELLI BEING FAST TAKE TIME

BRANDED CONTENT - STORY TELLING PLATFORM

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.





BEING FAST TAKES TIME

FROM NATURAL RUBBER TO OUR HIGHLY TECHNOLOGICAL TYRES

START THE JOURNEY



Guarda il video



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.

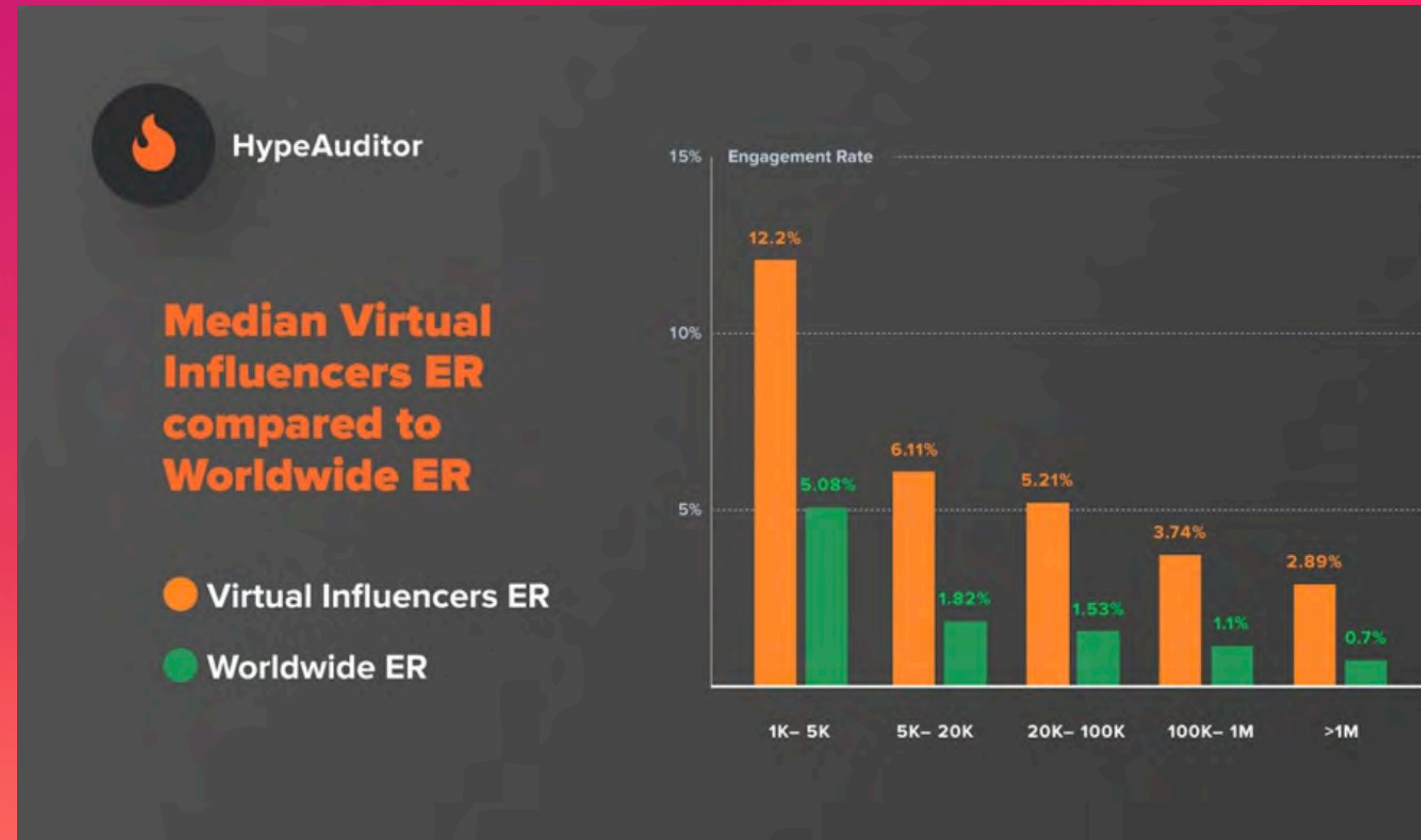




Virtual Influencers-The Main Benefit

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**, **Noonoori**, **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 **investments 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







ROME

VIA GIOVANNI DA CASTEL BOLOGNESE, 81 00153

T +39 06 58 33 59 26 F +39 06 58 83 823

MILAN

Via ROBERT KOCH, 1/4 - 20152

T +39 02 535761

TURIN

VIA CARDINAL MASSAIA, 71 - 10147

T +39 011 1969 9100

inquiry@xister.com

www.xister.com

