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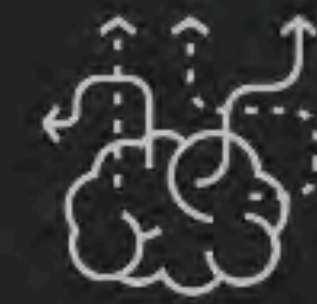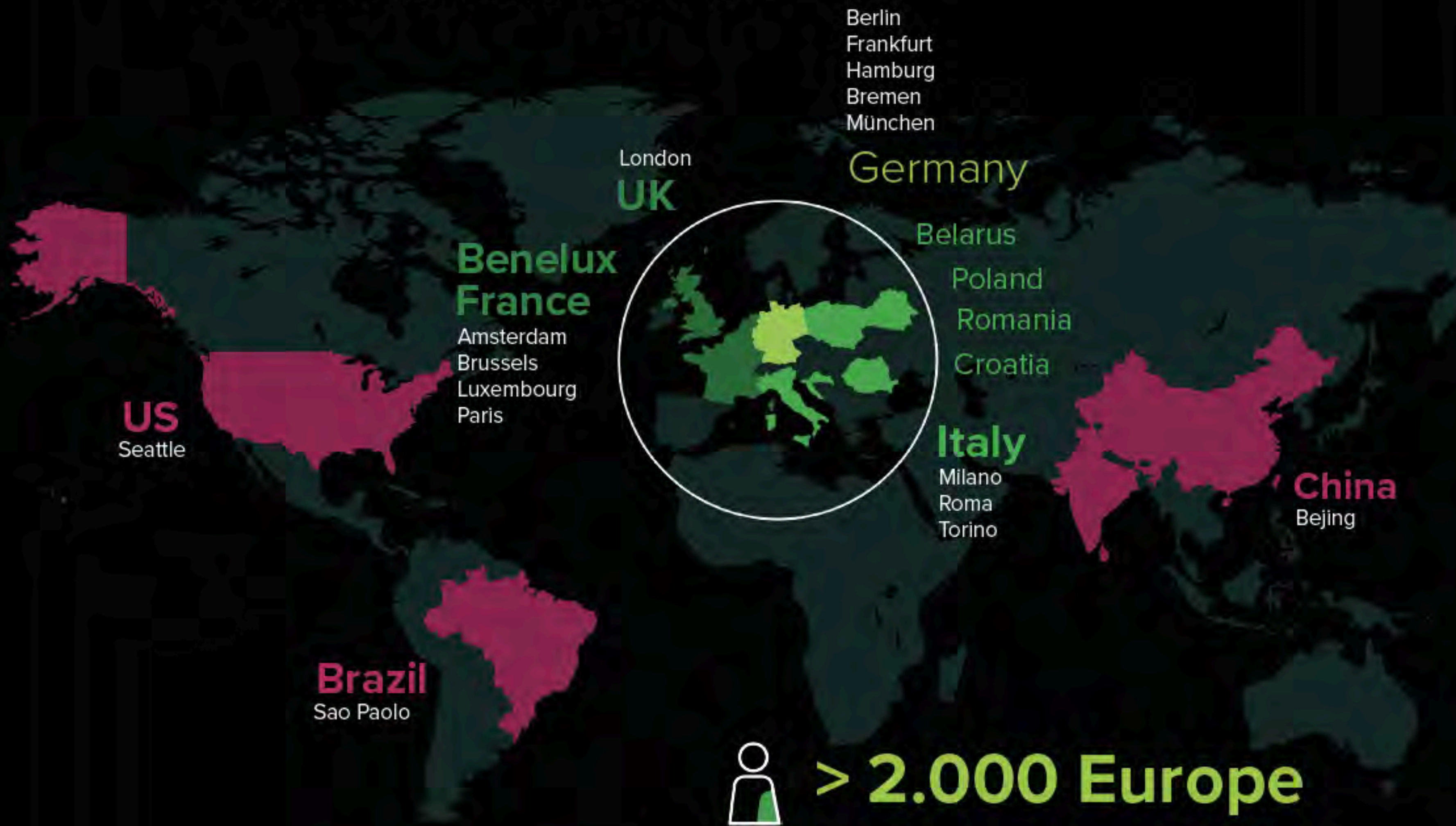
We combine **updated marketing technologies with smart data** in order to craft end-to-end customer journeys, impactful and helpful to brands to **attract new prospects and convert them into real customers**.

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

REPLY DIGITAL EXPERIENCE

Where we are.

Berlin
Frankfurt
Hamburg
Bremen
München

Germany

London
UK

Belarus
Poland
Romania
Croatia

Benelux
France
Amsterdam
Brussels
Luxembourg
Paris

Italy
Milano
Roma
Torino

US
Seattle

China
Bejing

Brazil
Sao Paolo

> 2.000 Europe

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

D
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

nc awards
1st PLACE, BEST ENGAGEMENT
CAMPAIGN WITH THE BRAND

Gartner Magic Quadrant | **Gartner**
TOP 20 CRM AND CX
SERVICE PROVIDERS

DIGITAL EXPERIENCE OFFERING

IDEATION	EXPERIENCE	MARKETING	TECHNOLOGY
Strategy	Content Management	Customer Journey	IT Strategy + Architecture
Service Design	Omnichannel Commerce	Marketing Automation	Agile Development
Creative Consulting	Social Media	CRM + Loyalty	System Integration
Research + Insights	Conversational Interfaces	Content + Campaigns	Customization
Digital Branding	Mobile Solutions + Apps	Data Driven Marketing	Application Management
User Experience	VR / AR + Mixed Reality	Analytics + Optimization	Infrastructure

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.

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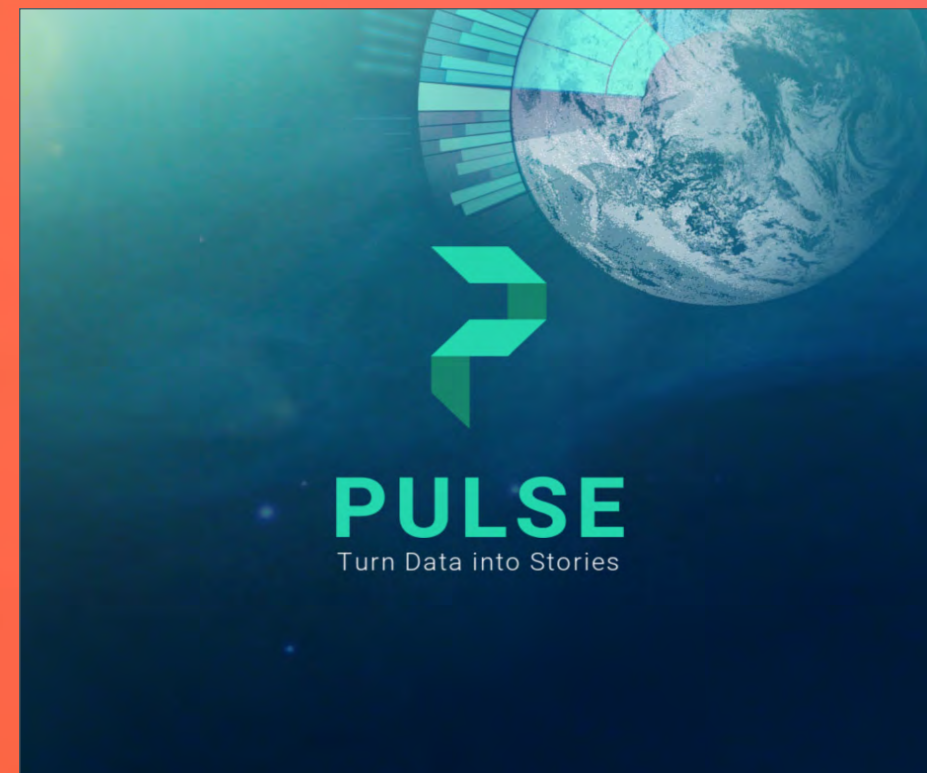
Pulse is a data-driven insights platform able to support brands by answering main marketing questions. It helps to drive business forward and to gain business relevant insights based on digital data.

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.

SONAR

YOUR DATA-AS-A-SERVICE TOOL FOR QUANTIFIED FORESIGHT. LET REAL-TIME DATA BE YOUR INNOVATION GUIDE.

TOPICS   INDUSTRIES   JOIN   ABOUT

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.

Video

gioco d igitale
Tanto, per divertirsi.

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.

Video

Video

Video

Video

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

AVING THE AUDIENCE WITHOUT ANY DOUBT

LEAVING THE AUDIENCE WITHOUT ANY DOUBT

IN THE STARRY SKY OF SUMMER

MONDOFOX   VANITY FAIR   movieplayer.it   msn

sky tg24   la Repubblica.it   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

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

NEW TRENDS

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

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!'
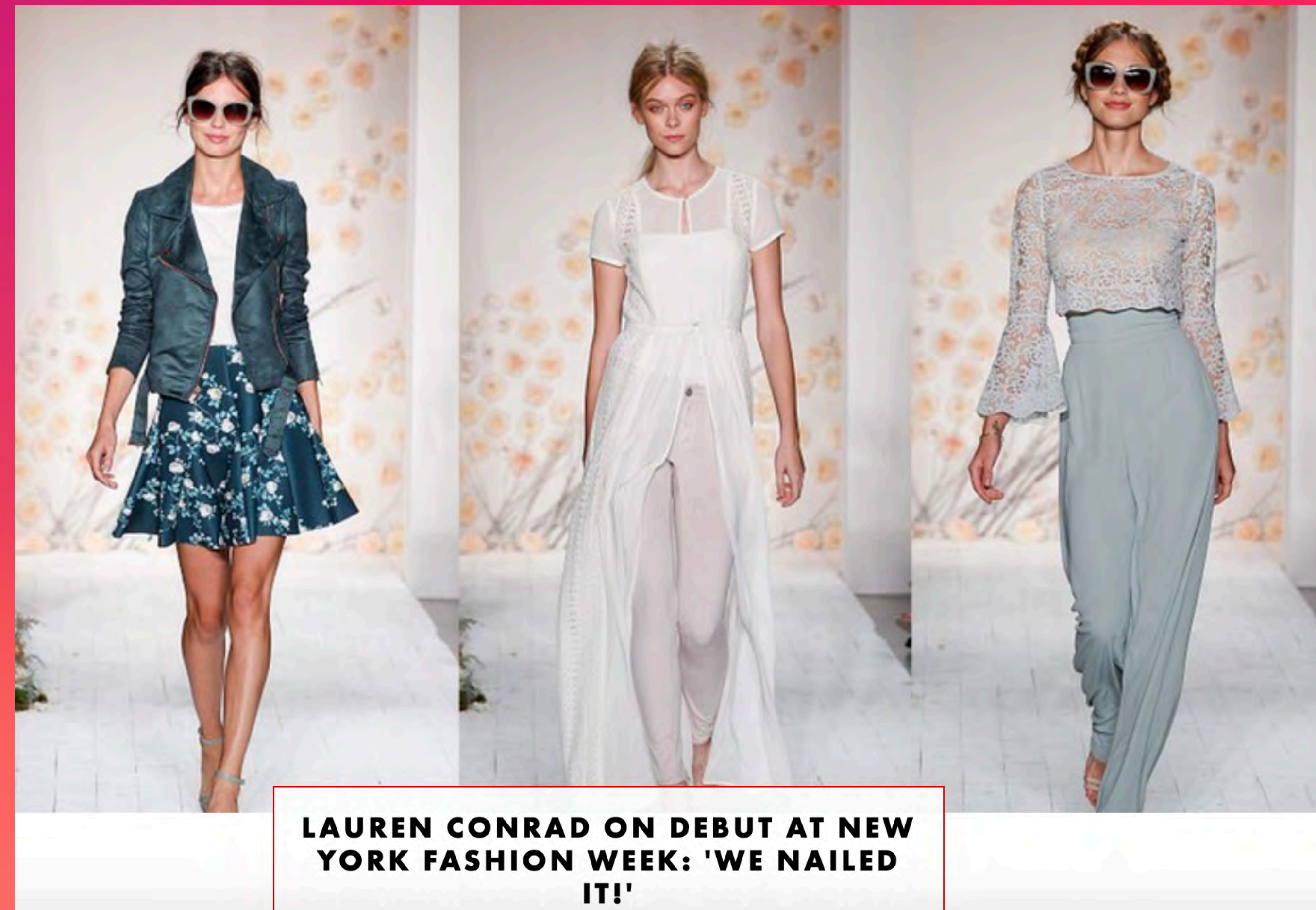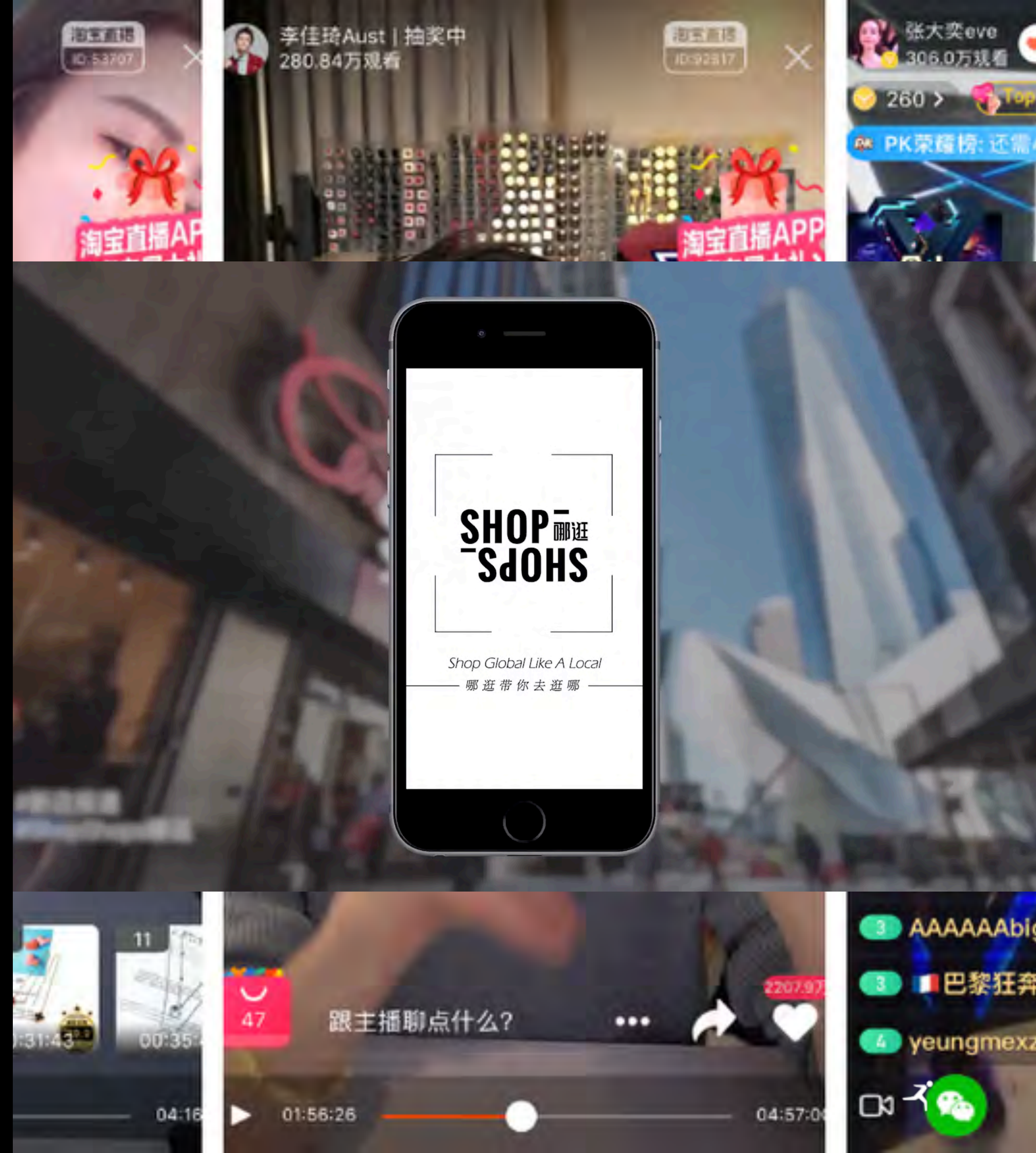
SHOPSTREAMING

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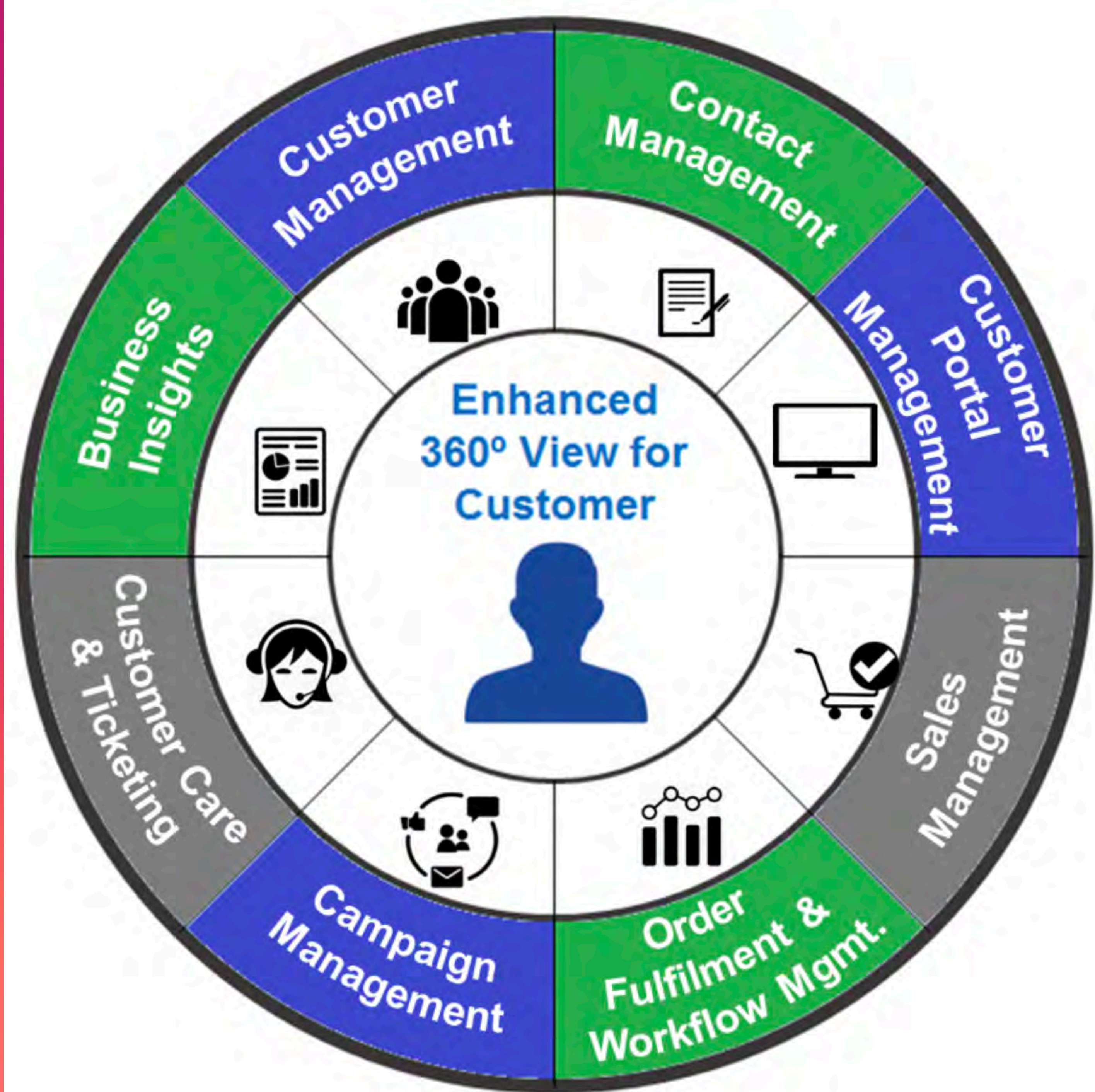
Live-streaming sessions have become increasingly popular in the last few years as consumers crave **immersive experiences** and **personalised recommendations.**

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

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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.

TOP CLIENTS

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