

sixeleven

# What's next for your brand

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COMPANY PROFILE

# Thinking first

We are a **digital creative agency** that realizes marketing strategies and products to develop the best growth path for the brand.

We strengthen a brand values asset, through an **integrated creative process** which is developed upon the skills of a team of **over 20 professionals**.

Since 2009 we came to fruition a deep international experience, especially in the markets of hospitality, luxury design, institutional/non-profit, corporate, education, and Public Administration.



# Who

# What

Our integrated approach is based on the following main aspects:

- **Discovery**
- **Brand identity**
- **Graphic design**
- **Digital solutions**
- **Media & Events**
- **Content Marketing**
- **Measurement**

OUR APPROACH

# Discovery

*We define the outlines of your story*

**BENCHMARK****ANALYSIS & POSITIONING****STRATEGY**

OUR APPROACH

# Brand identity

*We give a face and a name to your brand*

**VISION****CONCEPT****NAMING & LOGO**



OUR APPROACH

# Graphic design

*We choose the visual sign as your brand signature*

**CREATIVITY****TYPOGRAPHY****ILLUSTRATION**

OUR APPROACH

# Digital solutions

*We choose an online universe to communicate emotions*

**UX DESIGN****UI DESIGN****FRONT & BACK END**

OUR APPROACH

# Media & Events

*We show your story, we make it alive*



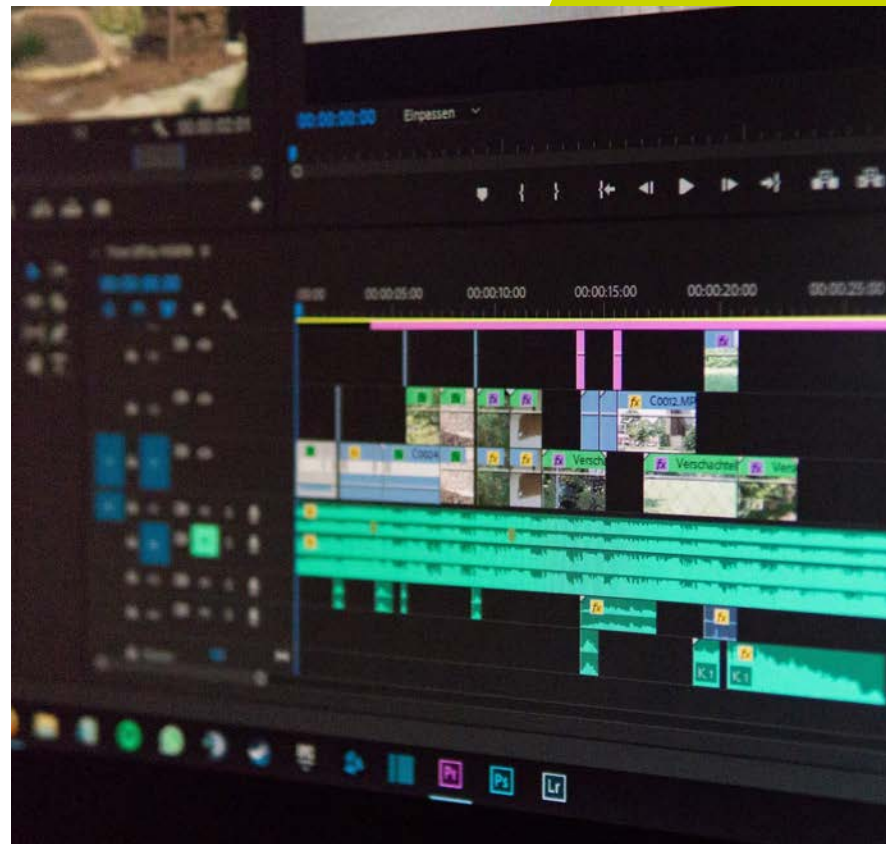
**VIDEO & ANIMATION**



**SHOOTING**



**EVENT DIRECTION**





## OUR APPROACH

# Content Marketing

*We narrate your brand values to your audience*



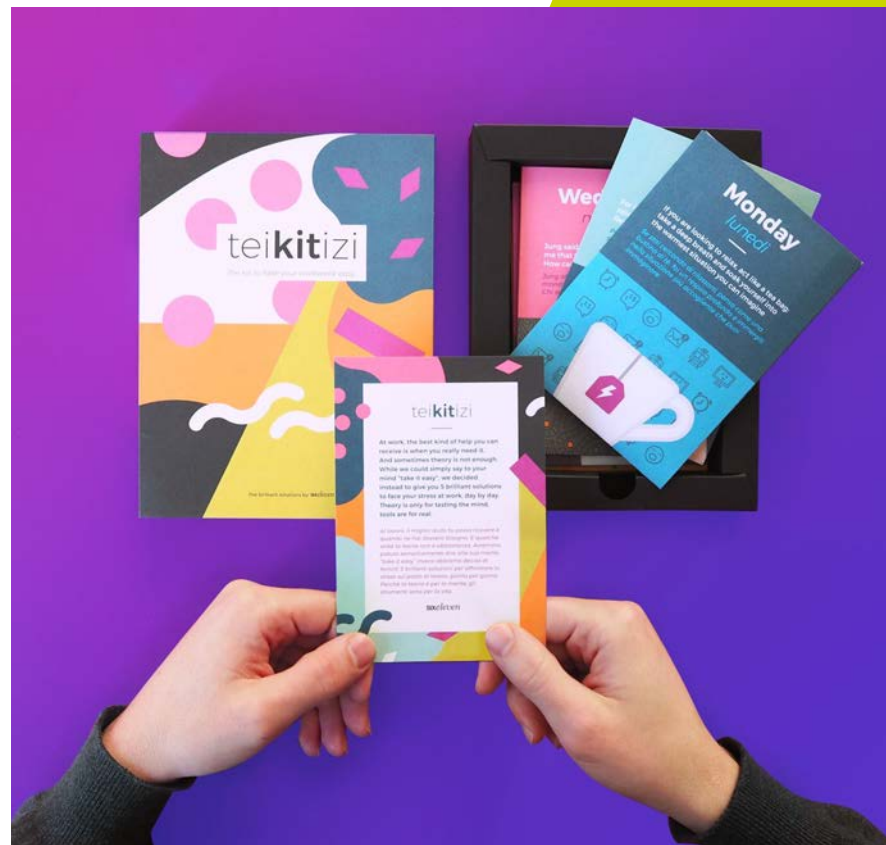
**SOCIAL MEDIA**



**SEO**



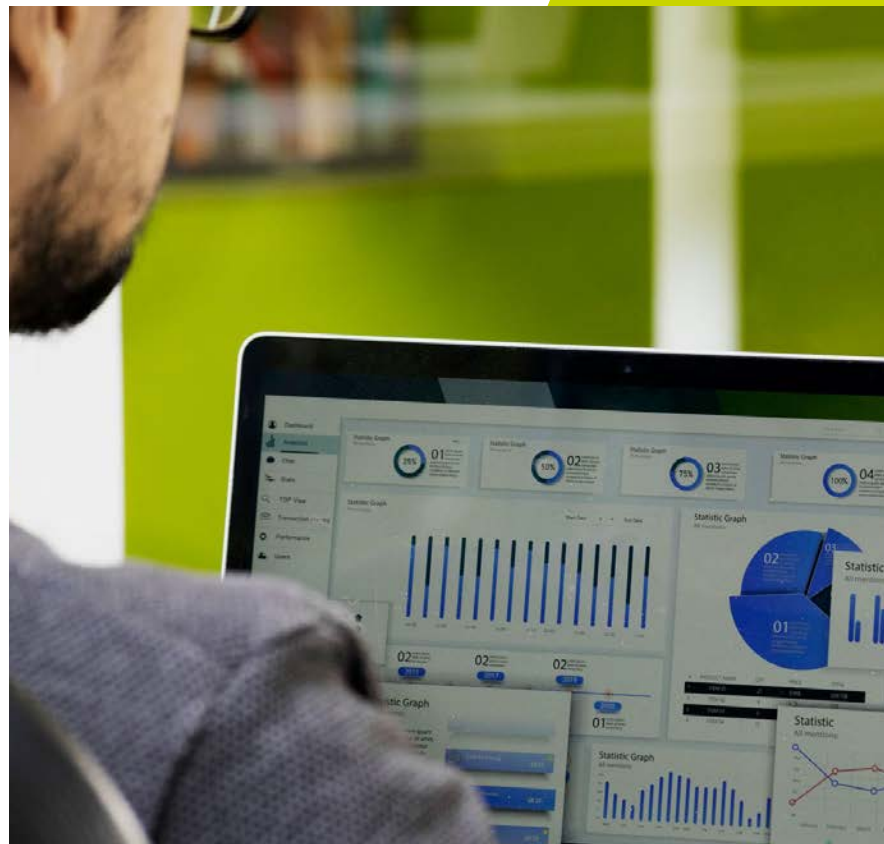
**ADVERTISING**



OUR APPROACH

# Measurement

*We know which data to collect and how to do so*

**GOALS & KPIS****REPORTING****IMPROVING**

# How

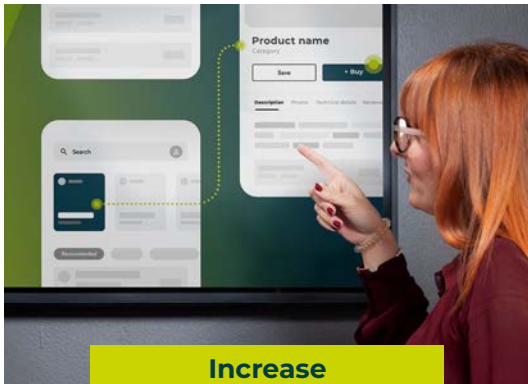
Each creative process needs a path to follow, to not get lost in the communication jungle.

# Our methodology

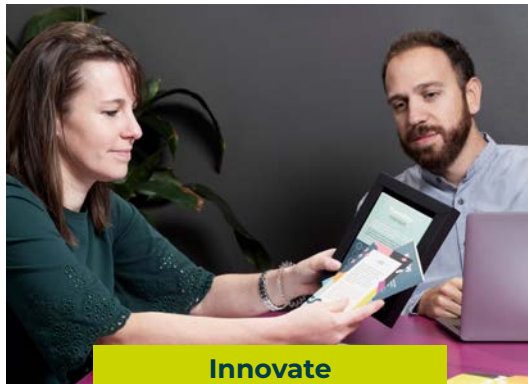
*(don't worry, we will be fast)*

To us, **innovation comes first** and that is why our methodology is based on a **growth hacking** approach: we always find new creative, innovative, and analytical ways to hack the system and improve brands.

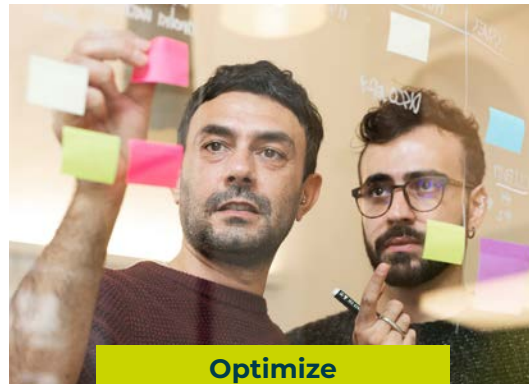
We focus on developing tools and strategies to create an added value for companies, building awareness, making them top of mind and increasing their share of voice.



**Increase  
efficiency**



**Innovate  
and grow**

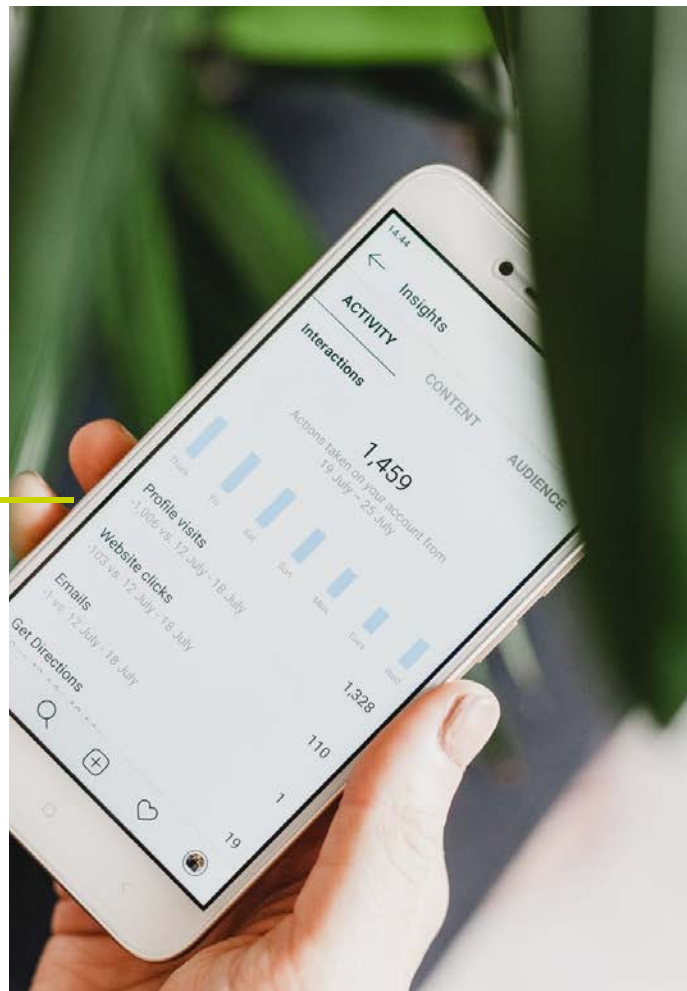


**Optimize  
operativity**

# Growth Hacking

Therefore, our work buddies are scalable tools such as A/B testing, analytics, and deliverability metrics.

We use them to constantly improve our strategies, keep on generating results, and be one step forward.





## OUR METHODOLOGY

# Lean & Agile Project Management

On one side **lean**, because it eliminates all the unnecessary activities that don't provide an added value to the final product.

On the other **agile**, since the workflow is divided into small iterations to ease the entire decision-making process, as well as the problem-solving.



# Our team

A mix of Gen X and Millennials,  
passionate nerds and curious creatives.

# Awards

2018-2019



**Visionnaire Home Philosophy**  
Accessories Catalogue

**Teikitizi** - corporate project



**Visionnaire Home Philosophy**  
website and e-commerce



**Gabiano Holding**  
corporate website

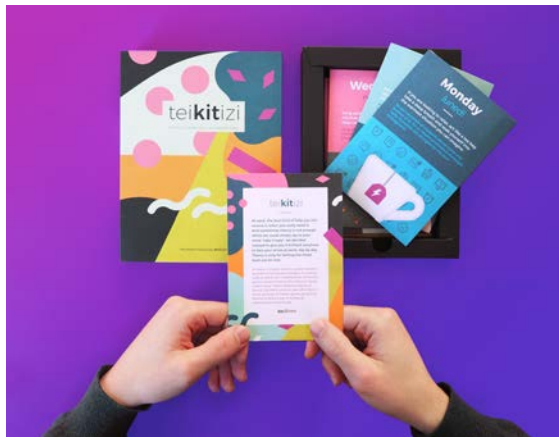
**Teikitizi** - corporate project



**Gabiano Holding**  
corporate website



**Sixeleven**  
Eccellenza dell'anno 2019  
Fast Growing



# Our Clients



- Quality Group
- Sebago
- Parco Nazionale Gran Paradiso
- Centro Restauro La Venaria Reale
- Deborah Group
- Jakala

- International School of Turin
- Xplore
- Eden Viaggi
- Istituto Luce Cinecittà
- Sinelec
- Vittoria School

- Diasorin
- Allemano Time
- European Jazz Network
- Wellnet
- Almaviva
- Museo Egizio





**sixeleven**

what's next for your brand

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