



zigzag



Identità Comunicazione Libri

# The Company

**Based in Rome, Zigzag is specialised in integrated business communication services. The company was set up in 2002 by Andrea Zagami, an expert in communication management with experience in leading Italian companies.**

One of Zigzag's main strengths is a team of highly qualified young people from widely differing backgrounds, who are able to provide clients with a professional and innovative approach in all fields of communications consultancy.

Zigzag specialises in personalized services based on the client's requirements, with specific skills in every sector and a goal-oriented approach.

Amongst Zigzag's distinguishing features are innovation, solid management experience and an extensive network of contacts, providing the foundation for effective relations with the institutions, the mass media and audiences of all types.

# Services

## Corporate communications

Through its in-house resources, Zigzag helps clients to:

- Develop and maintain a coherent and distinctive institutional image
- Create a permanent flow of clear information towards all audiences
- Provide strategic information supporting communication decisions
- Monitor the media through systematic gathering of press reviews

## Strategic consultancy

Zigzag provides clients with professional advice on establishing the most suitable and innovative communication strategies, and selecting the appropriate tools to carry them out.

In drawing up communication plans, Zigzag works closely with clients in order to meet all their requirements – including unstated ones – and to develop new opportunities for boosting the company's image and positioning.

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## **CSR – Corporate Social Responsibility**

Zigzag offers consultancy services in order to design and carry out CSR projects which are in line with market expectations and the stakeholders to whom the communication is addressed. Zigzag's CSR projects respect the principals of human rights, labour and welfare, environment and the fight against corruption, as stated in Kofi Annan's Global Compact. Zigzag also offers consultancy services for designing and editing sustainability balances and reports on CSR activities. As part of its services, Zigzag prepares detailed reports on single CSR projects employing innovative and advanced communication strategies.

## **Media relations**

Organising and managing contacts with the media (press, television, radio and new media) in order to raise the client's visibility and to ensure appropriate importance of news items concerning their activities.

## **Visual Communication**

Through a partner team of specialized art directors and graphic designers Zigzag offers a set of visual communication solutions as strategies for brand identity, packaging, information design, editorial and book design.

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## Brand marketing

Through in-house resources and expert external partners, Zigzag offers clients its consultancy for designing, carrying out and managing brand communications projects in practical terms. For example:

- Branding and corporate identity projects
- Events to boost the brand's image and positioning
- Co-marketing initiatives
- Sponsorship activities

## Editorial marketing

Through its department Zigzag I Libri and a dedicated team, Zigzag examines written works whose contents and form could make them viable commercial products. Zigzag arranges meeting between publishers and authors, including newcomers.

Zigzag's expertise involves singling out the most innovative and original forms of book promotion including live presentations conducted by authors and special events characterized by a theme, in order to follow the life of books 'beyond the shelf'.

The activities of Zigzag I Libri involve promoting, designing, editing and producing 'ready-to-go' books, carrying out editorial projects as a publisher and operating as a literary agency.

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After books on the values and symbols of the Italian Republic written by Andrea Zagami and published by Mondadori, Zigzag I Libri has also edited the biography of Veronica Berlusconi Tendenza Veronica written by Maria Latella, the biography of President Ciampi by Paolo Peluffo, both published by Rizzoli; two books by Roberto Napolitano Padroni d'Italia and Fardelli d'Italia, published by Sperling & Kupfer; Riccardo Rossi's book Pagine Rossi, published by Mondadori, and many others.

## Public affairs

Activities involve building up and maintaining relations encouraging various forms of co-operation, in order to improve the image and positioning of its clients in the political and institutional world.

## Crisis management

Zigzag has gained considerable experience in the crisis management field for businesses and institutions. A dedicated team is able to offer timely consultation to pinpoint important messages in order to carry out appropriate communication activities, protecting the client's image. Activities include mapping strong and weak aspects, providing clients with an analytical picture of possible negative events which could be caused by internal or external factors.

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## Media training and public speaking

Both activities are aimed at providing top management with a series of guidelines for appropriate communications to mass media channels, with regard to language, reactions, exposition and approach. The guidelines are specifically designed for entrepreneurs, professionals and managers who wish to use correct communication tools, adapting them to different audiences.

## Entertainment

Zigzag has gained significant experience in the fields of culture, entertainment and television production. Zigzag follows the whole production process: from conceiving radio and television programmes to producing theatre shows, from promoting fictions to creating and organising awards. For clients working in the culture, entertainment and television fields, Zigzag puts forward innovative media relations plans. Through its deep knowledge of the specialized press, both paper and web, and of opinion leaders in various sectors, Zigzag is also able to pinpoint the best communication strategies to guarantee high visibility.

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# Contact



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