

# ***The Story* Group**

## PRESS RELEASE

### DIEGO LIFONTI COMMUNICATIONS ACQUIRES 60% OF SOCIAL CONTENT FACTORY, CREATORS OF VIDEO CAMPAIGNS FOR THE WEB, AND BECOMES THE STORY GROUP

- *Lifonti & Company, Cabiria BrandUniverse and Social Content Factory, all headquartered in the same office in the City of Milan, constitute a unique team able to manage and to integrate traditional PR, brand communication channels and digital contents together, for every type of client company.*
- *Alessandro Pavesi and Giovanni Mantica entered the Board of Directors of The Story Group .*

**Milan, 4<sup>th</sup> November 2014**- Diego Lifonti Communications holding, controlling **Lifonti & Company** (public relations) and **Cabiria BrandUniverse** (branding), changes name into **The Story Group**. The new name is related to the entry of **Social Content Factory** (Creativity and production of video content for the web) in the group founded by Diego Lifonti at the end of year 2006. The Story Group Ltd has acquired a stake of 60% of the **Social Content Factory Srl**, founded in 2013 by Cristian Micheletti and Andrea Stagnitto.

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holding with control shares



Institutional, financial and business communication.  
Digital and traditional media.  
Client oriented.  
100% reliable. Independent.



Consumer, Corporate, Employee Branding & Communication.  
Caring for every aspect of the brand: from creation to evolution over time. From the most strategic applications to the daily ones.



Planning, creation, production and distribution of video contents.  
Corporate campaigns, ADV documentary, pranks, web formats.

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The track record of clients handled by the operating companies of the entrepreneur and former CEO of Burson-Marsteller and external relations director of MPS bank, includes names such as Allianz, Banca Etruria, Costa Crociere, Deutsche Bank, Engel & Völkers, E.ON, Fila-Giotto, Italian Angels for Growth, IWBANK, LVenture Group, Prysmian, Unicredit, Autogrill, BPM, just to mention some names.

**Social Content Factory** is active in the creation, production and distribution of creative video campaigns. The integration within **The Story Group** is aiming at creating a group able to interpret in a creative and effective way the new overall demand of publishing by brands and companies, besides the classic needs of internal and external communication. These requirements are increasingly important also viewing the progressive affirmation of the web as a platform for trade, exchange and comparison of opinions and information.

Video creativity, intended mainly for the Web, is the distinctive factor of **Social Content Factory**. Andrea Stagnitto e Cristian Micheletti have built it in 2013 after significant experiences in national TV broadcasters, film and adv production companies, with a vision of becoming the point of reference in Italy for a new type of a video-based creativity, made of emotional and engaging narrative techniques, in order to stimulate the levers of social sharing and viral spreading. In just over a year after its birth it has developed a substantial client base that includes, among others, Banca Mediolanum, Sisal, Olay, Magneti Marelli and Condé Nast, Autogrill, BPM.

*"There are few companies in Italy able to generate native digital video strategies and we are one of them," says Cristian Micheletti, a founding member of **Social Content Factory**,*

*"This ability has allowed us to work, among others, for major publishing groups, which offer the possibility to their clients to tell stories of brands in their communities. "*

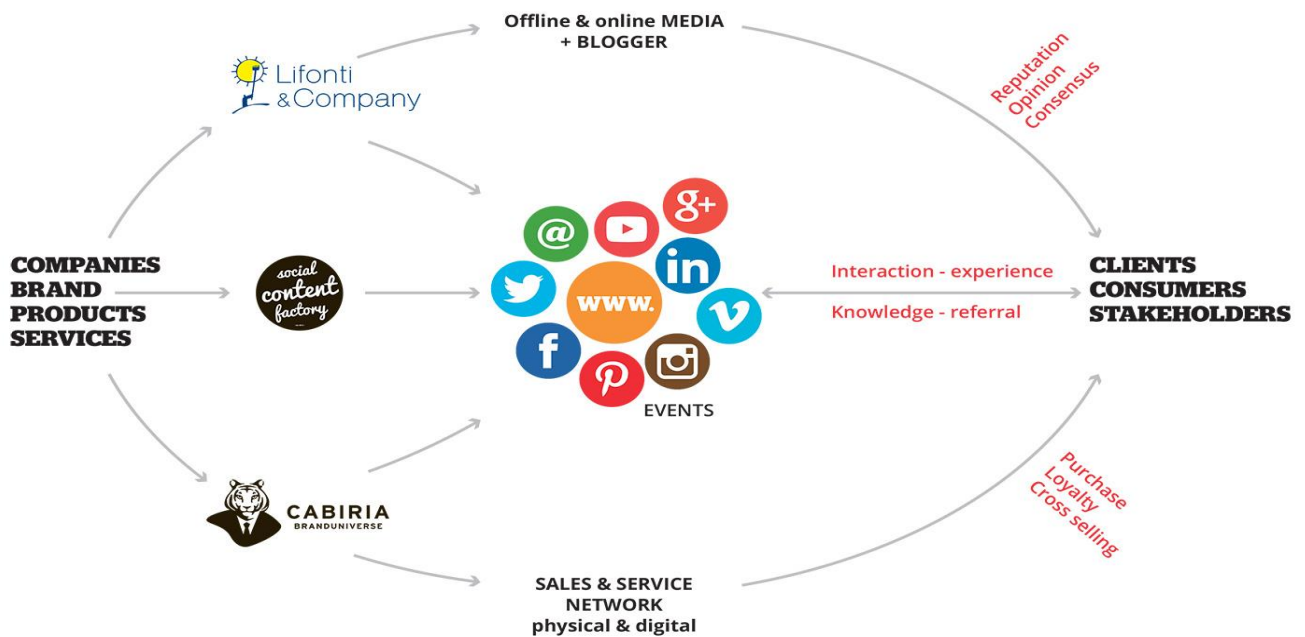
**Andrea Stagnitto**, co-founder of **Social Content Factory**, said: "Thanks to the entrance in The Story Group, SCF can team up with two of the most credible realities in the world of public relations and branding, Lifonti & Company and Cabiria BrandUniverse, thus offering to brands and companies online/offline integrated projects, as well as giving central importance of video contents, leveraging the multiple channels with particular reference to the growing importance of Mobile".

*"The developments that are taking place in the communication chain" reminds **Diego Lifonti** while commenting the birth of The Story Group "started again from a combination of typical expertise of this industry by breaking down barriers and promoting integration between different disciplines. Thanks to the web power, the relationship between brands and companies with their clients and stakeholders is more direct, quick and cost-effective. The Story Group intends to fully interpret the potential of self-publishing for brands*

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*and companies through interdisciplinary communication projects. The challenge is to combine and balance self-publishing with communication by media and bloggers –the classic media relations context - and the one with channels of sales and service, branding expertise areas of competence "*

**The Story Group** oversees online and offline corporate communications, with particular reference to company reputation management through **Lifonti & Company**; **Cabiria BrandUniverse** oversees more evocative and iconic brand and product communication; with **Social Content Factory** benefits of the "firepower" of the video, the best way to convey and settle a message into the web, mobile and social media, but also in the store and in several occasions of corporate communication.



Video communication centrality over the next few years is reflected, among the other, from Cisco data that 1 billion people worldwide, of which 28 million in Italy, watch online video content, with expected growth of video traffic Internet in Italy than 5 times between 2013 and 2018, it will come to represent 75% of all web traffic. According to the IAB Europe AdEx Benchmark also the video adv on the web is grown by 37.5% in 2013 in Italy.

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The Group will then be characterized by the ability to implement projects based on a strong narrative dimension through differentiating ideas, advanced tools and a rigorous project management.

The combination of the three companies points to a turnover of two million euro in 2015. In the period between July 2013 to June 2014 pro-forma sales of the three companies was approximately 1.8 million euro. The three companies and the holding company can count a total of more than twenty professionals.

The Board of Directors of the holding company, chaired by Diego Lifonti, sit Francesca Levato (CEO) and the independent directors Giovanni Mantica (Former Managing Director of Nielsen Europe, then Senior Partner of Heidrick & Struggles and Korn Ferry and today the Board of Governance Consulting) and Alessandro Pavesi (former head of communication at in the Italian Stock Exchange, Ina Assitalia, the Italian Treasury, Unicredit and Pirelli).

The senior team of three companies in the group also includes, for Lifonti & Company, Luca Ricci Maccarini, already in Ketchum and Burson-Martseller, and Stefano Caratelli, at the top of Reuters in Italy for thirteen years. For Cabiria BrandUniverse Valeria Raffa partner and Strategic & Creative Head, previously in Landor and FullSix.

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**The Story Group** (former Diego Lifonti Communications)

[www.thestorygroup.it](http://www.thestorygroup.it)

Born in late 2006 as a holding company for the group's services Diego Lifonti Communications, initially composed by Lifonti & Company and Cabiria BrandUniverse. It has become The Story Group and changed its name in October 2014, simultaneously with the acquisition of 60% stake in Social Content Factory, the third company in the group.

The Story Group, as well as holding the controlling shares of the group companies and provide them with basic services, It aims to promote the culture of storytelling among businesses and brands active on the Italian market, institutions and opinion leaders in general. The Story Group is governed by a Board of Directors whose members include the president and founder Diego Lifonti, CEO and co-founder Francesca Levato, the independent Alessandro Pavesi, former Director of External Relations of the Italian Stock

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Exchange and a number of public organizations and private, and Giovanni Mantica, former Managing Director of Nielsen Europe, then Senior Partner at Heidrick & Struggles and Korn Ferry and today the Board of Governance Consulting.

## **Lifonti & Company**

[www.lifonti.it](http://www.lifonti.it)

Lifonti & Company is a public relations firm specializing in digital and traditional relationships with stakeholders and those that influence perceptions. It works in institutional, financial and business communication with companies, banks, financial institutions, corporations, organizations, associations and international organizations. It offers consulting and professional services of media relations, with the financial market and institutions, integrated with digital PR and accompanied by relationships with opinion leaders in the field, events organization, management of sponsorships. The target market consists of clients asking for qualities like experience, reliability and interdisciplinary, but also creativity, curiosity and open-mindedness. Lifonti & Company qualifies for a particular vocation to communications consulting and trusted relationship with the top management, with the ultimate goal of a positive impact on business.

The senior team include Diego Lifonti, Stefano Caratelli, Luca Ricci Maccarini and Alessandro Pavesi.

## **Cabiria BrandUniverse**

[www.cabiriabrand.com](http://www.cabiriabrand.com)

Cabiria BrandUniverse is a branding agency with the highest level of creativity, combining a strong commitment to strategic consultancy and extensive know-how in multichannel communication, corporate and consumer. The creative leadership of the agency is to Valeria Raffa, Vice President Creative & Client Strategy and partners of the company. Cabiria BrandUniverse supports brands and companies in the development of positioning, brand equity, corporate and brand identity and packaging design. It is also an expert in creating advanced multichannel communication campaigns, point of sale and employee branding. The activities of Cabiria BrandUniverse are required by companies aiming to increase their value by choosing a consulting focused on creativity, innovation and design consistency.

## **Social Content Factory**

[www.socialcontentfactory.it](http://www.socialcontentfactory.it)

Social Content Factory was established in early 2013 to meet the growing demand for specific publishing products for the web, built with an ad hoc language and able to exploit the potential of transmedial conversations. Founded by Andrea Stagnitto and Cristian Micheletti, professional storytellers in old and new media, Social Content Factory is a creative agency specialized in the creation, production and finalization of video-centered campaigns. In late 2014 he joined The Story Group, founded by Diego Lifonti, which also controls Lifonti & Company, an agency of traditional and digital public relations, and Cabiria BrandUniverse, branding creative agency.

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