

***The Story* Group**

PRESS RELEASE

NC AWARDS 2016

THE STORY GROUP AWARDED "BEST LEADING INNOVATION GROUP" AND FOR THE BEST HOLISTIC CAMPAIGN (CATEGORY: DISTRIBUTION)

Milan - May 16, 2016 – The Story Group was under the spotlights in the 2016 edition of the **NC Awards**, designed by ADC Group with the aim of stimulating the industry of communication in its most original expressions, innovative and multidisciplinary.

The integrated communications group founded by Diego Lifonti and composed by **Lifonti & Company**, **Cabiria BrandUniverse** and **Social Content Factory** has obtained two major awards.

Autogrill's campaign for the launch of **Il Mercato del Duomo** was awarded the "Best Holistic Campaign" in the distribution category. Autogrill has opened its new concept store in central Milan during Expo in May 2015 to make a landmark of Italian culinary culture.

The Story Group, chosen for the launch of the flagship store, but also recently for the renewed bridge service area **Bistrot Fiorenzuola d'Arda** and the new **Eataly for Autogrill** at Secchia near Modena, has devised an integrated communication campaign with the aim of arousing curiosity and drive the audience to a journey to discover this new reality. All the souls of the group have contributed: Lifonti & Company taking care of the concept and the organization of the events and communication on Autogrill's social media channels, Cabiria BrandUniverse with the creative concept and design of the instruments and equipment, Social Content Factory with the creation of a launch video and video of the stories of the protagonists for il Mercato del Duomo. To characterize the campaign three events. The press

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conference at Palazzo Marino with the presence of the mayor of Milan, Mr. Giuliano Pisapia, Mr. Carlin Petrini (Slowfood founder), architect De Lucchi and the management of Autogrill was the first presentation, with a strong institutional component. The preview on the day before the opening, gave about 200 journalists and bloggers an anticipation of the new creation.

The inaugural event saw more than 500 participants to enjoy a magical evening in a multisensory atmosphere, made by a variety of flavors, light, music and culinary show different performances for each of the setting of Il Mercato del Duomo.

To this Prize was added the award to **The Story Group** as "**Best Leading Innovation Group**", this year on his debut. The award was given to The Story Group for its "ability to innovate, especially on grounds of storytelling and content marketing, with a strong digital footprint".

Diego Lifonti, Chairman of The Story Group, commented: "*The awards received has demonstrated that the changes made by The Story Group over the last 18 months have made a difference. Our ability to catch up with the market trends and interpret them in both corporate and marketing areas has determined the entry and the development of high-profile clients with three hundred and sixty degree needs. As a confirmation of our positive development, I am pleased also to remember the special mention received at the **Assorel Award** for the communication campaign on the 150th anniversary of Banca Popolare di Milano, for internal communication aspects of the whole project. The story goes on, also in view of further new features coming in the next few months.*"

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The Best Holistic Campaign award was received in the hands of: Laura Bellisario, Melissa Omodei, Michele Salandini, Luca Schivardi, Valentina Squillace and Alice Volpi.

While the Best Leading Innovation Group Award was handed to: Francesca Levato, Diego Lifonti, Christian Micheletti, Valeria Raffa, Luca Ricci Maccarini, Andrea Stagnitto.

The Story Group - 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 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. www.thestorygroup.it