

***The Story* Group**

PRESS RELEASE

THE STORY GROUP WITH BANCA POPOLARE DI MILANO FOR THE 150° ANNIVERSARY COMMUNICATION PLAN

*Lifonti & Company, Cabiria BrandUniverse e Social Content Factory,
the three companies forming The Story Group, have secured the mandate for the corporate
communication plan for the 150th Anniversary of the Milanese bank founded in December 1865.*

Milano, 13 March 2015 – **Lifonti & Company, Cabiria BrandUniverse** and **Social Content Factory**, the three companies forming **The Story Group**, have secured the mandate for the corporate communication plan of the 150th Anniversary of Banca Popolare di Milano, founded on Dec. 7, 1865, which will take place this year.

Also on this occasion, the three companies will operate **highly integrated**, ranging from communication strategy to branding, to corporate advertising, publications, below the line, content creation and management of social channels, making these features available to the **multidisciplinary project** of BPM.

Thanks to the recent entry into the Story Group of **Social Content Factory**, the project can count on an important and strategic contribution of **video storytelling** that will be used in more than a hundred videos – both web and traditional – part of all the initiatives.

BPM will present the full program of activities for its 150th Anniversary at a press conference in Milan on **Tuesday, March 17, 2015 at 11 am, at the Sala delle Colonne in via San Paolo 12**. On that occasion it will be presented for the first time the video of the 150th, lasting five minutes, made by Social Content Factory. At the same time a dedicated Twitter channel will be inaugurated, with a live tweeting of the event.

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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 providing them with basic services, 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 and private organizations, 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

Lifonti & Company



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. www.lifonti.it

Cabiria BrandUniverse



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 'also an expert in creating adv 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. www.cabiriabrand.com

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Social Content Factory



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 trans medial conversations. Founded by Andrea Stagnitto and Cristian Micheletti, professionals 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 they 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 . www.socialcontentfactory.it