

**PRESS RELEASE**

**LONG-TERM VISION, UNDERSTANDING OF LOCAL CULTURE,  
FOCUS ON MULTICHANNEL APPROACH**

THESE ARE THE LEVER FOR A SUCCESSFUL COMMUNICATION STRATEGY IN IRAN  
EMERGED FROM THE ROUND TABLE ORGANISED BY THE GROUP STORY  
*ON COMMUNICATION, MARKETING AND DISTRIBUTION IN IRAN*

*These are the lever for a succesfull communication strategy in Iran as emerged from the round table organized by the Story Group on Communication, marketing and distribution in Iran*

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Milan, May 6, 2016 - In order to operate successfully in the Iranian market companies requires a long-term vision, understanding of local culture and advanced communication methods considering the strong propensity of Iranians to the use of social media. This in a nutshell is what emerged from the round table "Communication, marketing, distribution in Iran", organized in Milan by the integrated communication group The Story Group (TSG). To intervene, introduced by the President of The Story Group **Diego Lifonti**, were **Arash Vafadari** CEO Mana Payam, the main agency of integrated communication in the country and TSG partners; **Baha Sadat Tehrani** founder **Saziba Group of Companies**, a distributor of several well-known agro-Italian brands, including Illy Coffee, and **Marina Mira d'Ercole**, Head of International Projects of TEH - Ambrosetti. The meeting was also attended by **Rosario Alessandrello**, President of the Italo-Iranian Chamber of Commerce.

In the round table it was stressed the socio-demographic dynamism in Iran today: half the population is under 35, 73% live in cities and the average level of education is very high, especially among women. Given these characteristics, it is also very high the spread of social media and digital penetration of a population of 80 million people, 47 million accessing the

Internet and 40 million own a smartphone, between 15 and 20 million using Telegram and existing 64,000 blogs written in Farsi.

The meeting was also an opportunity to talk about the TEH-Ambrosetti Italy-Iran Forum that Mana Payam and The Story Group are organizing in Tehran on 16th and 17th May 2016 with the participation of fifty CEO and Italian entrepreneurs, who will have the opportunity to meet with Iranian colleagues to create a business operating platform.

*"The great response in terms of the attendance that this round table has sparked demonstrates the interest of Italian companies to the Iranian market, interest that is increasingly focusing on operational issues. Thanks to our partnership with Mana Payam we want to help brands and businesses of Made in Italy to interpret this market properly and equip - culturally - for a successful development in the country,"* said Diego Lifonti, which continues:

*"The re-starting of trade between Italy and Iran is based on infrastructure investments but as a second wave the focus will then increasingly on exports of consumer goods, rather than collaboration in the field of finance and culture. Thanks also to the credibility of our partners Mana Payam and the operational contribution of groups such as Saziba we are ready to support the management of reputation and business introduction of Italian companies in Iran. A game that we will play a lot, as confirmed by the meeting today, the ability to interact in digital conversations millennials Iranians as well as on an institutional accreditation and major news organizations. "*

**Diego Lifonti**, CEO of Lifonti & Company and Chairman of The Story Group, said: *"The success of our Country in the international markets is linked to the management of the 'marketing of values' and of the corporate reputation. With this agreement we are making reality a strategy of attention to a Country of ancient culture and fast economic growth, by creating with the Desk a centre of competence and services that puts Iran just at walking distance for Italy's brands and businesses, , right downtown Milan".*

**Arash Vafadari**, Founder and Chairman of Mana Payam, said: *“To have a working partner with similar values, work ethics, and quality standards as our firm such as The Story Group for the Italian market is just an invitation for the Italian companies to come to us in Tehran with full confidence. Iran is a country that is plenty of opportunities. We are just excited with the idea of telling to our Country the story of the Italian companies and of their excellences”.*

**For further information:**

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**The Story Group**



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



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