

# ***The Story* Group**

## **PRESS RELEASE**

*Today at 11.00 in Palazzo Marino, Sala Alessi*

### **CABIRIA BRANDUNIVERSE AND SOCIAL CONTENT FACTORY WITH AUTOGRILL TO PRESENT 'IL MERCATO DEL DUOMO'**

*The two companies, part of The Story Group, have worked with Autogrill to the branding of the initiative targeted to media and institutions and to the creation of the related video contents.*

*The storytelling works on the concept "the future of taste is here", and is based upon the historical building in Piazza del Duomo in Milan, just at the entrance of Galleria Vittorio Emanuele, as well as the Italian food excellences*

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*Milan, 24 February 2015 – Cabiria BrandUniverse and Social Content Factory were chosen by Autogrill for branding and video content activities for the presentation to media and institutions of "il Mercato del Duomo", the flagship store of Autogrill that will be opened in May.*



Local flavors, the pleasure of sharing, a new vertical architectural dimension dedicated to the best Italian food: these are the pillars of Il Mercato del Duomo, overlooking the main square of Milan, presented today at 11.00 at Palazzo Marino to the Press and Milanese institutions, with the attendance of the Mayor of Milan Mr. **Giuliano Pisapia**.

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At the event attended several personalities including the President of Autogrill Mr. **Gilberto Benetton**, the CEO of Autogrill Mr. **Gianmario Tondato da Ruos**, the President of the University of Gastronomic Sciences in Pollenzo Mr. **Carlo Petrini**, the architect **Michele De Lucchi** and Michelin-starred chef **Niko Romito**.



*The logo of Il Mercato del Duomo, designed by architect Michele De Lucchi and regulated by FutureBrand*

The creative direction of the event was by **Cabria BrandUniverse**, who created the concept for all the communication tools of the presentation, from invitations to staging, focusing on the principles of authenticity and sharing that form the core of the brand experience of Il Mercato del Duomo: a simple and warm design, just like the flavors that can be found in the flagship store Autogrill, and a palette that recalls the colors of the land and of the original raw materials, the true stars of each market.

In designing the staging, the agency considered the importance of the precious architecture, Alessi Hall of Palazzo Marino, the location chosen for the presentation: simplicity and freshness have guided the design of the various components, with lights and bright colors that would not weight on spaces.



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**Credits Cabiria:** the creative direction was made by Valeria Raffa, with the creativity of Elisa Montalbano and accounting of Luca Schivardi.

**Social Content Factory** has instead created and produced two video contents aimed at telling the concept of food as a source of social gathering, that is the way in which Autogrill constantly interprets this philosophy.

The first content is a story that aims to create emotional involvement in the audience through an emotional staging focused on the parallelism of two topics: on one hand the food, explained in a meeting by two of the producers of Il Mercato del Duomo, on the other one Piazza Duomo, which means Italy and Milan, but also exchange of cultures and a meeting place, which now takes on even greater prominence as headquarters of Il Mercato del Duomo.

The second video is a story revolving around a conversation with architect Michele De Lucchi, who accompanies the audience to discovering the “vertical” experience of Il Mercato del Duomo. The video is fresh, impactful and emotional, taking particular reference to the architectural and artistic side of the store.

The tone of voice of both is popular and also aspirational and human. The creative approach of Social Content Factory was conceived to create contents suitable for both presentations at Palazzo Marino, and on the website and social media by Il Mercato del Duomo. Emotional approach was the focus



Furthermore, **Social Content Factory** has just released online the corporate video for Autogrill in five languages, in the homepage of the new website [www.autogrill.it](http://www.autogrill.it), centered on the concept of travel.

**Credits SCF:** creative direction and creativity were conceived by Andrea Stagnitto and Cristian

Micheletti, film-making by Filippo Nava and authorial support by Ermanno Menini.

**For further info:**

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**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 partner 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 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](http://www.cabiriabrand.com)

**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, 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 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, a branding creative agency .  
[www.socialcontentfactory.it](http://www.socialcontentfactory.it)

## ***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 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 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)