



In 2002 four professionals with ten years of experience in communication founded Imille, a digital media oriented creative agency.

/Creative agency for emerging media

Imille is a team of professionals that bring together passion for new technologies with strong branding and marketing skills. By analysing the development of media and the market, Imille explores new horizons, tests innovative solutions and creates integrated communication strategies for the digital era.

Imille is a digitally native, always connected agency, but one that does not differentiate between offline and online: it offers a vision of communication as a work platform capable of reaching the target market via multiple means and with multiple messages: a media crossroads, at the centre of which are people, ideas and conversation.



/Method

01. Study of the Competitive scenario

Studying the market allows you to determine the values that dominate a specific sector, identify a possible positioning for the brand and learn the reputation of the competition.

02. Analysis of brand perception

Market research and the listening of online conversation let you to understand the distance between the brand values defined by the business and the values perceived by people.

03. Design and features of the brand identity

Naming, brand design and brand identity - the complex of elements that identify brand and distinguish it from the competition - are designed and set out for different media

04. Planning of the marketing strategy

The marketing strategy includes, based on the client's needs, campaigns below and above the line, events, traditional and unconventional advertising, online and offline.

05. Creation of the brand experience

To construct a brand experience means to create engagement with communication tools that address the reference target in a strong and lasting interaction with the brand.

06. Monitoring and optimisation

A communication strategy is a continual work in progress, supported by constant reporting, periodic evaluations of performance and optimisation of the results.



/Discipline

Strategy

Market analysis, choice of positioning, design of integrated online and offline strategies.

Branding

Design of the brand, application of visual guidelines in online and offline contexts.

Advertising

Creative concepts, conventional and unconventional solutions for B2B and B2C campaigns.

Visual Identity

Designing the enterprise's identity for traditional and digital communication solutions.

Interaction Design

Study of the man-machine interaction, design of innovative software interfaces.

Rich Media Design

High emotional impact solutions, digital adv, gaming, viral videos, interactive applications.

Websites e Apps

Design and development of websites, applications for smartphones (iPhone) and for social networks (Facebook).

Digital Marketing

Display and rich media campaigns, digital PR, seeding and buzz marketing, viral marketing.

Content Management

Implementation of communities and social platforms, moderation of UGC, customer support services.

/Clients

Barilla



Microsoft®



VIRGILIO



LIBERO

Heineken®



iab.
italia

GARDA
CARTIERE



T La Trienna e
di Milano
Design
Museum



MARCH
networks



imille

Imille s.r.l.
Via Ciro Menotti, 11
IT-20129 Milano

www.imille.it
twitter.com/imille
info@imille.it



Contacts

Imille

via Ciro Menotti 11/d

20129 Milano - Italy

tel +39 02 7000 5216

fax +39 02 3956 3007

info@imille.it

www.imille.it

Imille is associated with Assolombarda and Iab Italia

