

NewTarget Web realizes business goals through internet.

NewTarget Web was established in 2006 as start up of NewTarget Adv, complete services advertising agency that works in traditional advertising.

The company has undertaken a prompt developing path and in only 3 years achieved significant goals.



## Awards

Thanks to the planning and production of the website [www.cnc-costumenational.com](http://www.cnc-costumenational.com) NewTarget Web is the only Italian agency that entered in the fashion short list (5-project-limited) of the 13<sup>o</sup> edition of international "The Webby Awards 2009".



## Philosophy

*NewTarget philosophy is based on the "positive contamination" concept. Contaminate itself means not to have a closed and one sided mind, but means take cues from several fields: cinema, art, design, music, mode, poetry, literature, architecture...*

*Contaminate itself means to entertain an ajar intelligence causing an interaction chain that is able to connect scattered sparks and to cross different languages.*

*NewTarget doesn't raise barriers, doesn't close itself in a technical niche culture, but considers of fundamental importance open itself and dialog with new proficiencies, the barest too.*

*Contamination is a catalyst that opens new behaviours and help to think in an innovative way and, so, in a strategic way.*



## Plus

### 1 Young and strongly driven team:

the team has an average age of only 26 years and stand out for the open and eclectic mind.

### 2 Strong creativity aptitude:

the staff is composed by very talented people able to communicate in an unconventional way, a creative, original, and emotional way.

### 3 Focus on goals:

each performance is analyzed, measured and presented to the client with clear report that deep ponder the effectiveness of the communication strategy.



## Numbers

### 600,000 euros

annual earn of an e-commerce platform entirely realized by NewTarget Web

### 63 Nations

visitors from 63 nation enjoyed an international competition developed and organized by NewTarget Web

### 2,729,100 minutes

the time that internet users passed on web sites that NewTarget developed in 2008

### + 400%

increasing turnover obtained by a NewTarget client. This turnover was caused by on-line marketing activity managed by NewTarget



## Activities (in-house management)

- Development and management of institutional sites
- World wide editorial coverage (blogs and portals)
- iPhone and mobile applications
- Social network presence management
- Design and production of e-commerce platforms
- Production, send and analysis of e-mail newsletter
- Research and production of on-line publicity campaign (banner, advertisements and ranking)
- Viral and article marketing
- Hosting management and domains registration and transfer



## Activities (NewTarget Adv management)

- Advertising - Promotion - Coordinated image - Packaging - POP  
Direct Marketing - Publishing >> [new-target.it](http://new-target.it)



## Activities (partner management)

- Marketing (strategic consulting, qualitative and quantitative investigations): MPS Marketing Problem Solving >> [mpsresearch.com](http://mpsresearch.com)



## Team

- 1 Communication Director
- 1 Development Director
- 1 Creative director
- 1 Account
- 1 On-line marketing manager
- 1 Copywriter
- 1 Web Designer
- 3 Web Developer
- 1 Film Maker
- 1 Secretary

## Contacts

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## Success business

### Fashion



- web-presence management with institutional sites and blogs
- creativity production of on-line store
- worldwide editorial coverage (New York, Paris, Milan, London, etc...) with journalists and photographers of NewTarget Web
- production and worldwide diffusion of movies. The management was completely committed to NewTarget Web that operated through an ad hoc infrastructure
- management, analysis and optimisation of many international publicity campaigns
- periodical sharing of clear and brief reports about the earning of promotional campaigns
- production, send and analysis of institutional newsletters
- production and management of Article and Viral marketing activity
- presence management on social network (FaceBook, MySpace...) and on on-line community (Flickr, Twitter...)
- spot design and production
- animated banners and text advertisements production and supply
- simultaneous interpreting in different languages

### Tourism



- web-presence management with institutional sites and blogs
- production and management of the administrative interface for the booking generated by e-commerce platform
- management, analysis and optimisation of many publicity campaigns
- periodical sharing of clear and brief reports about the earning of promotional campaigns
- production, send and analysis of institutional newsletters
- production and management of Article and Viral marketing activity
- presence management on social network (FaceBook, MySpace...) and on on-line community (Flickr, Twitter...)
- animated banners and text advertisements production and supply
- simultaneous interpreting in different languages

### Lighting



- entire web-presence management with institutional sites and blogs
- editorial coverage with journalists and photographers of NewTarget Web
- management, analysis and optimisation of many publicity campaigns
- periodical sharing of clear and brief reports about the earning of promotional campaigns
- production, send and analysis of institutional newsletters
- production and management of Article and Viral marketing activity
- animated banners and text advertisements production and supply

### No Profit



- entire web-present management with institutional sites and mini-sites dedicated to special initiatives

### Large Retail



- entire web-presence management with institutional sites always updated
- broad-spectrum integration with all the below-the-line communication thanks to NewTarget partnership
- editorial coverage with journalists and photographers of NewTarget Web
- production and diffusion of movies. The management was completely committed to NewTarget Web
- special initiatives implementation in cooperation with national newspapers
- production, send and analysis of institutional newsletters
- periodical sharing of clear and brief reports about the earning of promotional campaigns

### Chemistry



- entire web-presence management with institutional sites always updated
- production, implementation and management of access-restricted area on web. This area is totally integrated with the pre-existing management systems and it is dedicated to the field force development and to CMS activities
- periodical sharing of clear and brief reports about the earning of promotional campaigns

### Health



- entire web-presence management with institutional sites always updated
- diffusion of movies through ad hoc infrastructures
- dynamic interfacing with the pre-existing management systems for the publication of pivotal information on institutional sites
- periodical sharing of clear and brief reports about the earning of promotional campaigns

### Furnishing



- entire web-presence management with institutional sites
- diffusion of movies through ad hoc infrastructures
- management, analysis and optimisation of many publicity campaigns
- periodical sharing of clear and brief reports about the earning of promotional campaigns
- production, send and analysis of institutional newsletters
- production and management of Article and Viral marketing activity
- presence management on social network (FaceBook, MySpace...)
- animated banners and text advertisements production and supply

### Construction



- entire web-presence management with institutional sites
- management, analysis and optimisation of many publicity campaigns
- periodical sharing of clear and brief reports about the earning of promotional campaigns
- production and management of Article and Viral marketing activity
- animated banners and text advertisements production and supply

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