

Three strategies for three successes

# 3 STEPS AHEAD



*veryiweb*  
engage and build your audience

Veryweb is an Italian firm which operates mainly in **web 2.0** settings.

We have soon understood the paradigmatic shift brought by this social innovation and we think

that **participation** should be the keyword also

for advertising. This belief in the power of reciprocity and conversations

made us join **WOMMA**.

Our agency offers several services: we plan **strategies**, collect

**creative** ideas, look after the producing and measure

the results of every campaign with original instruments. Our goal is to generate enthusiasm

and make people talk about our clients' brand.

We have a particular experience in **viral videos**; we create them,

seed them and measure their reach. Although we can do this very well,

our mission is to combine **online** and **offline tools**

in order to get the best results.

Offline, we use a mix of conventional and **non-conventional** elements: postcards, flash mobs, guerrillas, real life product placements are the main.

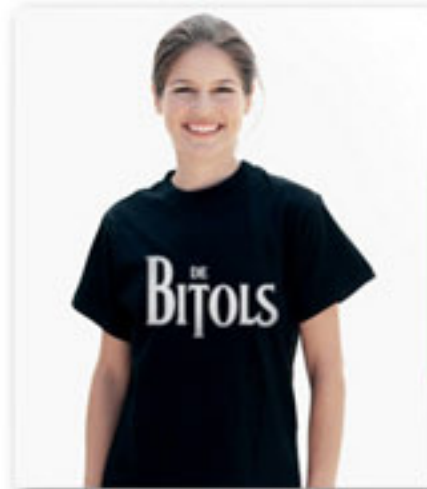
What else can we say? Veryweb is the **perfect agency** for **every company** which operates in Europe and wants to approach customers with non-conventional tools.



# Integrated campaign

Client: **KENWOOD ITALIA** Year: **2006**

## IL SUONO È TUTTO\*



Veryweb designed this integrated campaign in order to communicate the importance of the quality of sound; in fact, without this condition, it is not worth listening to music. The concept of this successful campaign is simple but provocative; if sound is everything, the paradoxical consequence is that what is really important about some of the most famous singers is the pronunciation of their name. In this way, according to the Italian language and its particular phonetic system, "Green day" becomes "Grin dei", "Kiss" becomes "Chiss" and so on. This powerful idea has been used for several [gadgets](#) meant to generate buzz: [postcards](#), t-shirts, wallpapers and stickers. This initiative mixed online and offline elements and produced a large data-collection. [\(read more...\)](#)

\*sound is everything

# #2

## Guerrilla action

Client: **KENWOOD ITALIA** Year: **2006**

### **CAN'T STOP ME**



There is no doubt that a burnt, still smoking car in the centre of a city catches the attention of the passers-by; but if its car stereo keeps playing music, it is even better. Last year we organized this guerrilla action at Milan, Rome and other Italian cities in order to create interest in the car audio.

For this reason, besides the installation we also create [stickers](#) with the slogan "can't stop me", that is to say it is impossible to turn passion for music off; in fact, neither fire could stop music. This campaign has generated a lot of [buzz](#) on the Internet, with an enormous amplification. ([read more...](#))

# #3

## Viral campaign

Client: **KENWOOD ITALIA** Year: **2006**

### **ANNIKA'S GREETINGS**



For Christmas people usually send greetings to all their friends; if brands offer a pleasant excuse for doing so, they can spread their messages very rapidly. For this reason we produced a video with a beautiful girl called Annika singing a Christmas song to her webcam; the product to advertise, a mp3 player, was just the source of the music for the protagonist, who wanted to send her own greetings. To help Annika to achieve her goal, every viewer had to send this video to all his friends; only in this way her message of peace and love could reach all the world. This video has been very successful, with over 2.200.000 views in the first month and [enthusiastic opinions](#) of the Internet users that responded to her appeal. ([read more...](#))

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