



A JOURNEY OF **EXPERIENCES**

ARACHNODAY: **9680**
FROM THE FOUNDATION

Our Overview Vision

Arachno is 27 years old.

For over **9680** days in our journey of continuous evolution, we continue to create high-profile experiences.

We stand by our clients to offer a broad and detailed perspective across a wide range of digital projects.



A reliable partner

A constant search between creativity and effectiveness, between emotion and control of results. 150 awards and recognitions.

A **national and international track record** that, over our 27 years of activity, represents projects in various categories and for different types of **high-profile web and digital contexts**.

A testament to the **constant care and passion** that pervasively infuses the creations “**Made in Arachno.**”

Tailor-made Services and Projects

Quality, flexibility, and experience transformed into effective projects where the appeal of visual design is fulfilled in the careful implementation of User Interface and User Experience.

The extreme degree of customization of each activity and the constant attention to the evolution of the digital world have always defined our creations.

Our Overview Vision

Training and Consulting

For over 11 years, our **consulting and training activities** for companies, public institutions, and universities have led to numerous knowledge-sharing programs in communication and digital fields.

Juries at National and International Awards

Many organizations and independent bodies overseeing national and **international awards have chosen the founders of Arachno as jurors** in the selection and awarding of their recognitions.



CAMERA DI COMMERCIO DI MILANO
CONSULENZA, FORMAZIONE
E TRAINING ON THE JOB



COLLEGIO
UNIVERSITARIO
S. CATERINA DA SIENA

UNIVERSITÀ DI PAVIA
DOCENZA AL MASTER IN
PROFESSIONI PER L'EDITORIA



IADAS
The International Academy
of Digital Arts and Sciences

INTERNATIONAL ACADEMY OF
DIGITAL ARTS AND SCIENCE
MEMBRI GIURIA INTERNAZIONALE



THE
WEBBY
AWARDS

THE WEBBY AWARDS
MEMBRI GIURIA INTERNAZIONALE



ISTITUTO EUROPEO DI DESIGN
DOCENZA IN WEB DESIGN
E TEORIA DEL COLORE



Academy of
Interactive
& Visual Arts

ACADEMY OF INTERACTIVE AND VISUAL ARTS
THE COMMUNICATOR AWARDS
MEMBRI GIURIA INTERNAZIONALE



The
Communicator
Awards

AWARDS AND RECOGNITIONS

HERE ARE THE MOST RECENT:

NYX Marcom Awards
GRAND Award
CRN YACHTS

NYX Marcom Awards
GOLD Award
DISTANCE SALES INTERNATIONAL

PLATINUM MUSE CREATIVE AWARD
Platinum Winner - category Instagram
CRN YACHTS - RIO

GOLD MUSE CREATIVE AWARD
Gold Winner - category Site Design
CASA CASATI

MUSE CREATIVE AWARD
Platinum Winner - category Social Media Strategy
RIVA YACHT
Rose Gold winner - category Corporate website
FERRETTI GROUP
Rose Gold winner - category Corporate Identity
PORTS OF GENOA



GOLD LUXURY AWARD
Social media at Monaco Yacht Show
CRN YACHTS

GOLD LUXURY AWARD
Social media management
CRN YACHTS

GOLD LUXURY AWARD
Social media management
CUSTOM LINE YACHT

GOLD LUXURY AWARD
Social media management
RIVA YACHT

MEDIASTARS

First prize and Special Star
Social media campaign
no-profit
FERRETTI GROUP
Special star per Structural
Design e Graphic Design
CASA CASATI WEBSITE

MEDIASTARS

Usability Design e Software
Development
ABBONAMENTI.IT
MONDADORI
Adv On Line Special Star per il
Graphic Design
EDIZIONI CONDÉ NAST

MEDIASTARS

Corporate e Visual Identity
PORTS OF GENOA
Social Media Presence
RIVA YACHTS
E-Mail Marketing
SAVE THE CHILDREN
Best Web Portal
URBANFILE
+ 6 Special Stars



AD WORLD MASTERS
TOP Ad Agencies in Italy - Elite
Agency
ARACHNO

INTERACTIVE KEY AWARD

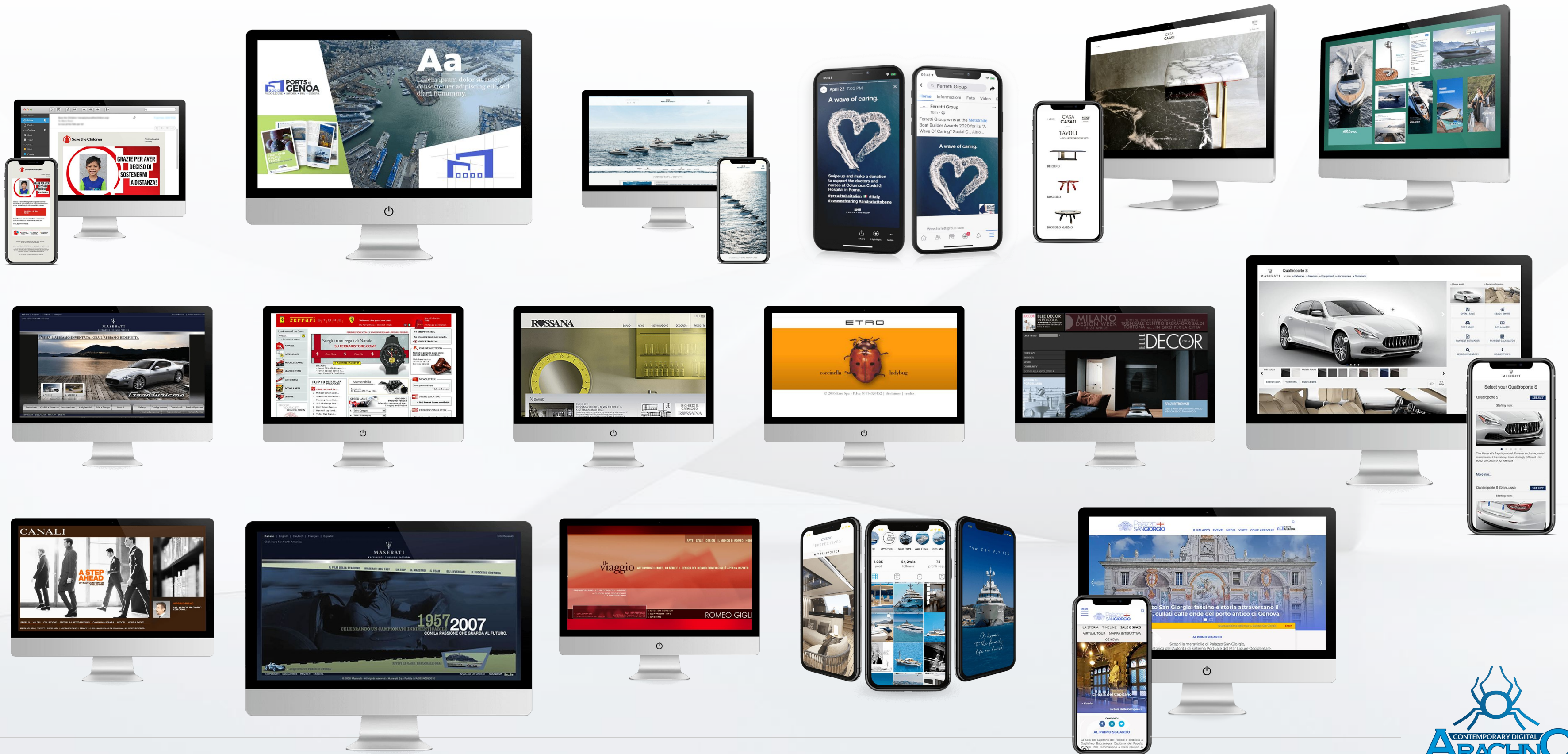
Nomination
PALAZZO SAN GIORGIO

BOAT BUILDER AWARD
First prize Community Support
Initiative - Social media campaign
"A Wave of Caring"
FERRETTI GROUP



**COMMUNICATOR
AWARD OF
DISTINCTION**
Corporate Identity
PORTS OF GENOA

A SELECTION OF PROJECTS



Our Services: Tradition and Evolution

We understand that **innovation** and **traditional** communication strategies must **coexist**, allowing companies to **evolve** on **solid** foundations and new **stimuli**.

Our **premium service** offerings span various digital sectors, providing a comprehensive **service mix tailored** to the **client's needs**.

CONTENT CREATION
AREA

SOCIAL MEDIA
AREA

BRANDING
AREA

**DIGITAL
STRATEGY**
AREA

**DIGITAL
MARKETING**
AREA

TRAINING
AREA



Vision and mission

You and Your Clients need **constant attention, analysis and adaptation.**

That is why Arachno continuously investigate creative solutions to craft the **best experiences** for **you** and your **customers.**

We propose an evolution of the concept of a communication agency.



Cutting-edge creativity

Our ongoing research is **based on the sectors of design, communication, modern approaches to neuromarketing, cutting-edge techniques that are useful** for the project and careful studies of product usability.

Art is an important part of our kit, and creative spirit and inspirations are everywhere.



A Skilled Team

Arachno founders Franco and Sergio have a **long international experience**.

Our commitment, approach and mission are to create, with a flexible vision shared and analyzed continuously with you, a bespoke luxury project with meticulous attention to detail and a strong track record of punctuality..

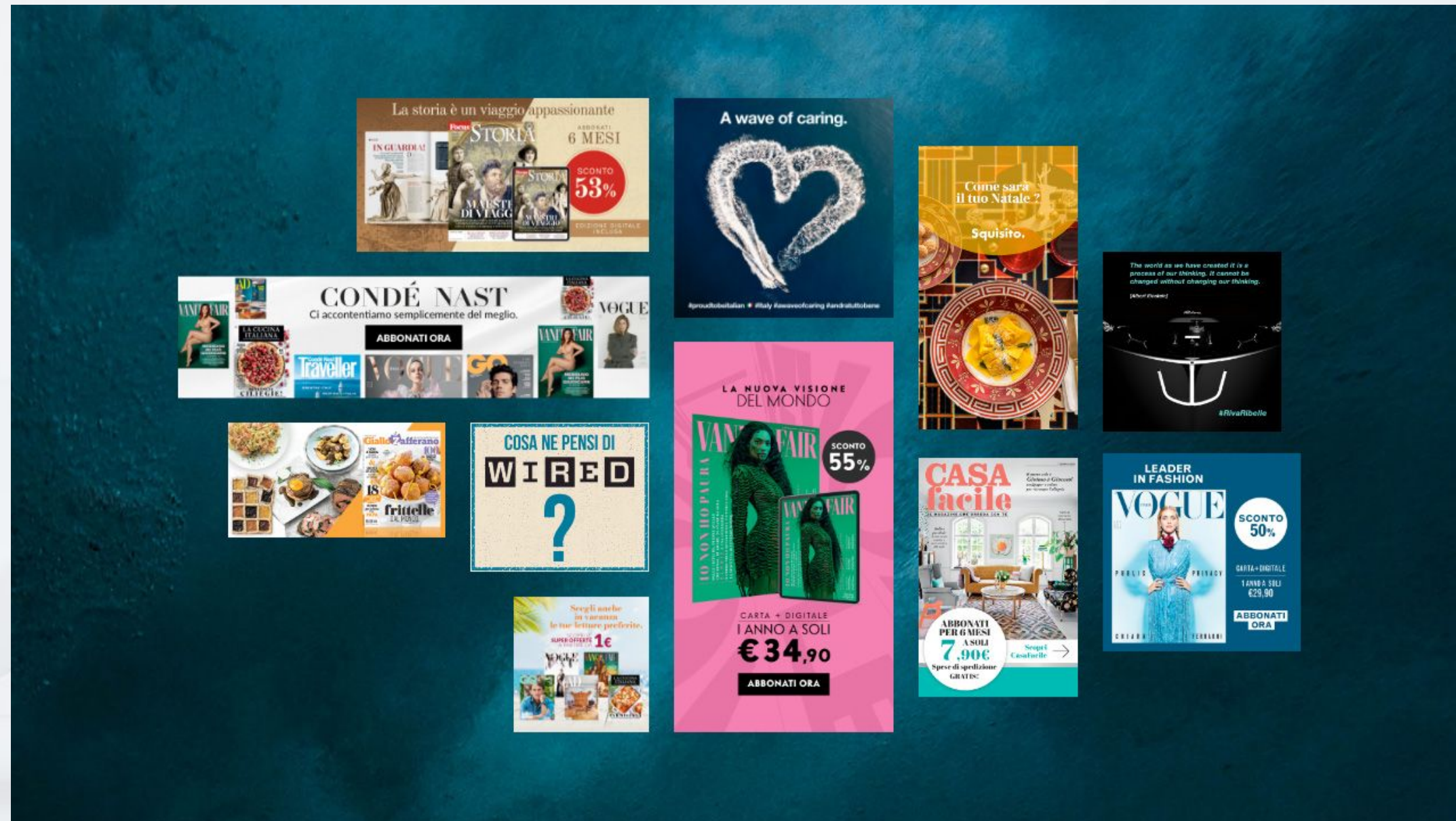
... And most **a full attention to your return on investment**.



MARKETING STRATEGIES THE NEW STORYTELLING.

Our proposal of a range of premium services in different sectors offers a **complete and personalized mix of services according to the client's needs.**

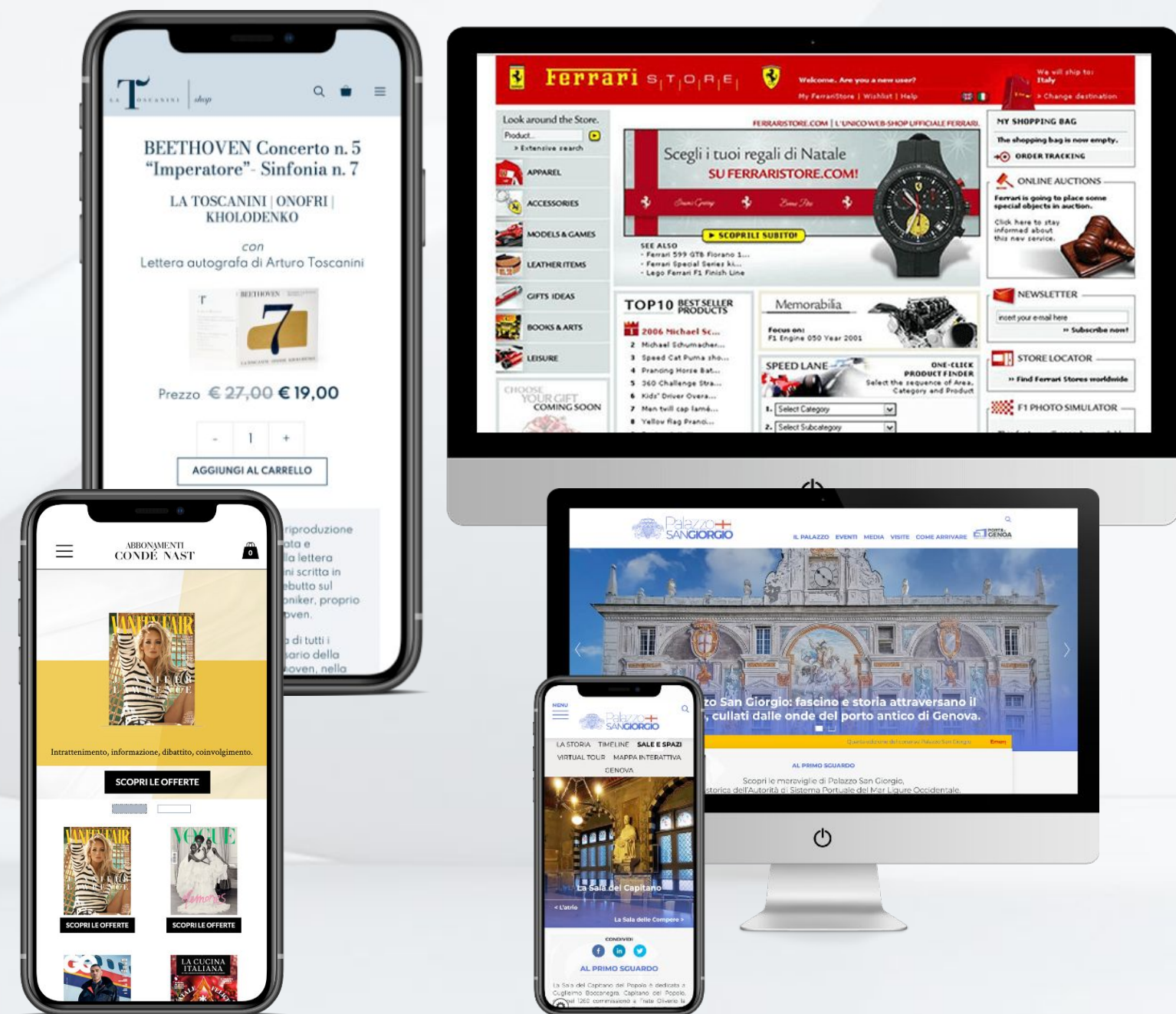
We **create experiences on communication channels at various levels**, both with global plans and integrated creation and publication strategies, as well as specific campaigns.



CREATIVE DESIGNING EXPERIENCES.

From the origin of the idea to the various design phases, each element is **carefully studied in a decidedly personalized appeal** and a high degree of efficiency and usability.

It is an exercise in style and a precise commitment to make the most of the objectives of the client and its users, derived from a deep knowledge of the medium and constant analysis of new trends and best practices.



BRAND AND CORPORATE IDENTITY INNOVATIVE BRANDING

Among our premium services is the **complete management of the corporate identity and the brand's creation and restyling.**

We offer a series of **modular activities** ranging from the conceptual and strategic analysis of the brand and visual identity to the complete creation of style guides, design systems and all elements of corporate communication.

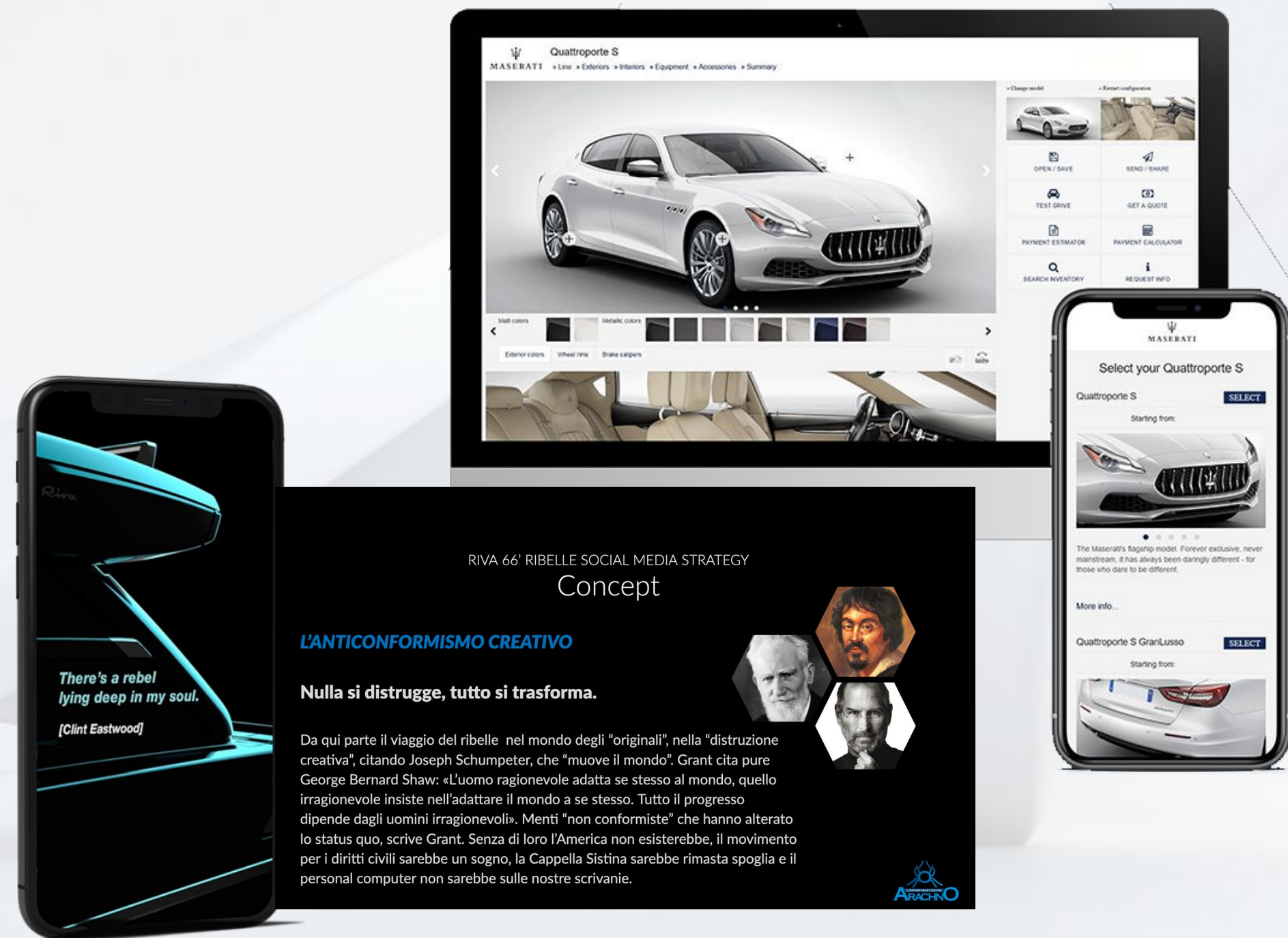
The design phase can also be combined or accompanied by the extension of the visual environment design in the offline environment, ensuring maximum coordination with the real and digital worlds.



UX/UI DESIGN USER CENTRIC WRITING

The growing need for effectiveness in exploring digital content demands a **strong dedication to content** writing and an immediate understanding of visual and structural interfaces.

Our expertise in UI design and UX writing allows us to streamline copywriting for content presentation suitable for social media's fluidity and immediacy.

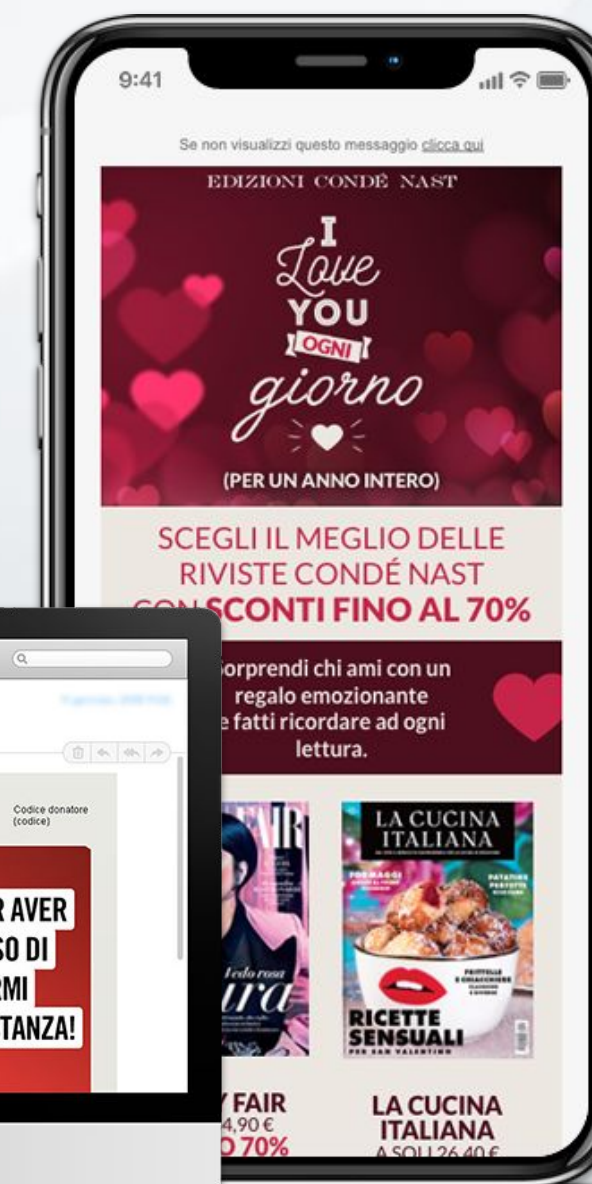


CONTENT CREATION / ADV ONLINE / EMAIL MKTG COMMUNITY NARRATIVE.

We enhance the brand's distinctive aspects and transfer them to networks with premium communication.

Every detail is built with a **personalized approach** to enhance the uniqueness and engage the community with distinctive storytelling.

Therefore, the social media activity is accompanied by an articulated proposal of online ADV and e-mail marketing services, outlining a highly coordinated strategy to increase the communicative effectiveness of the campaigns.



REPORTING PERFORMANCE ANALYTICS

In our set of services, behavioural analysis and the series of target loyalty strategies are always very important.

Through the right mix of web experiences, advanced email marketing, strategic social media campaigns, A/B testing and results measurement, we support clients on a path to knowing and engaging their target.

We periodically evolve the **innovation proposal in the analysis**, content creation and reporting tools to guarantee a constant level of excellent innovation and creativity.



A SELECTION OF PROJECTS

In these years, we faced many incredible challenges with total dedication to the project and our client.



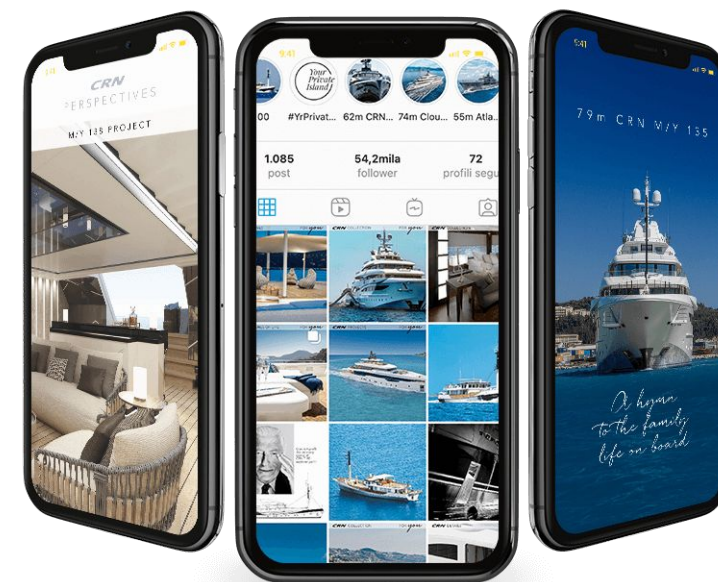
PORTS OF GENOA

A new contemporary
Corporate identity



RIVA YACHTS

The very first live streaming yacht
presentation in the world



CRN YACHTS

Social media management
Online ads

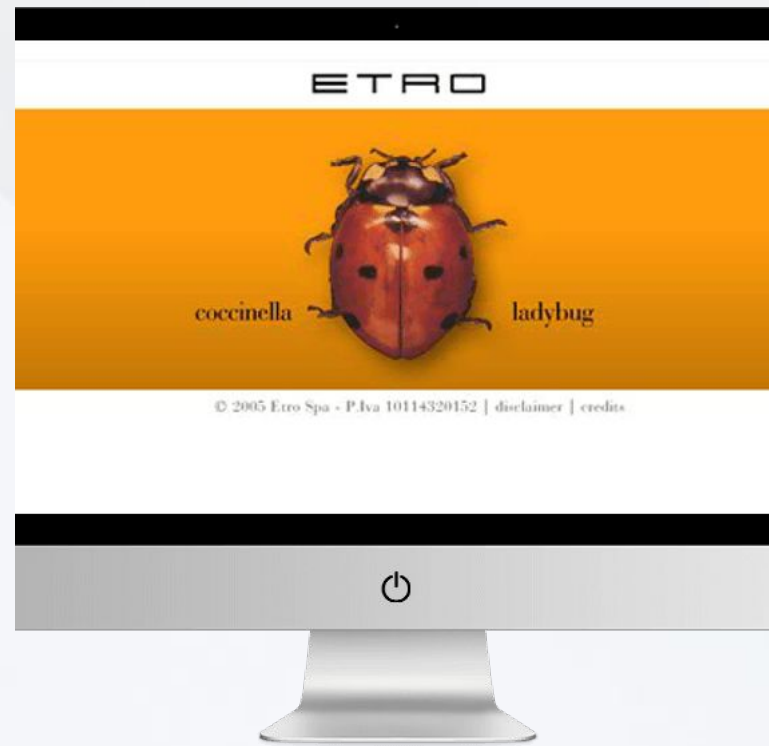
House of Gucci movie and the
astonishing locations on Lake
Como.



DOLCE VITA REAL ESTATE

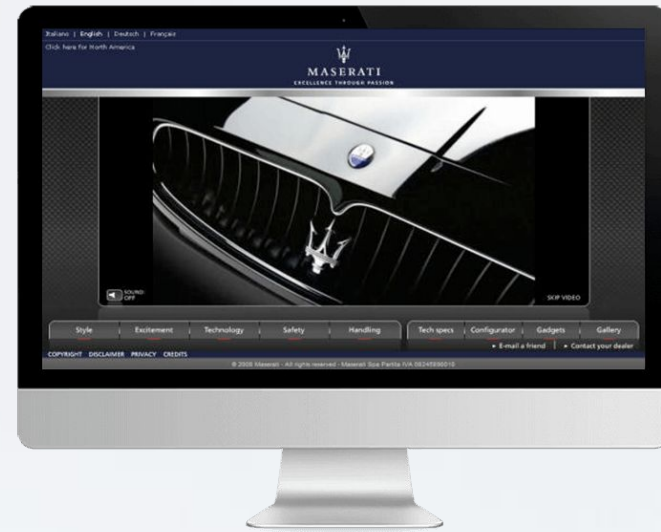
Experiencing the outstanding
beauty and Italian lifestyle

A SELECTION OF ♥ PROJECTS



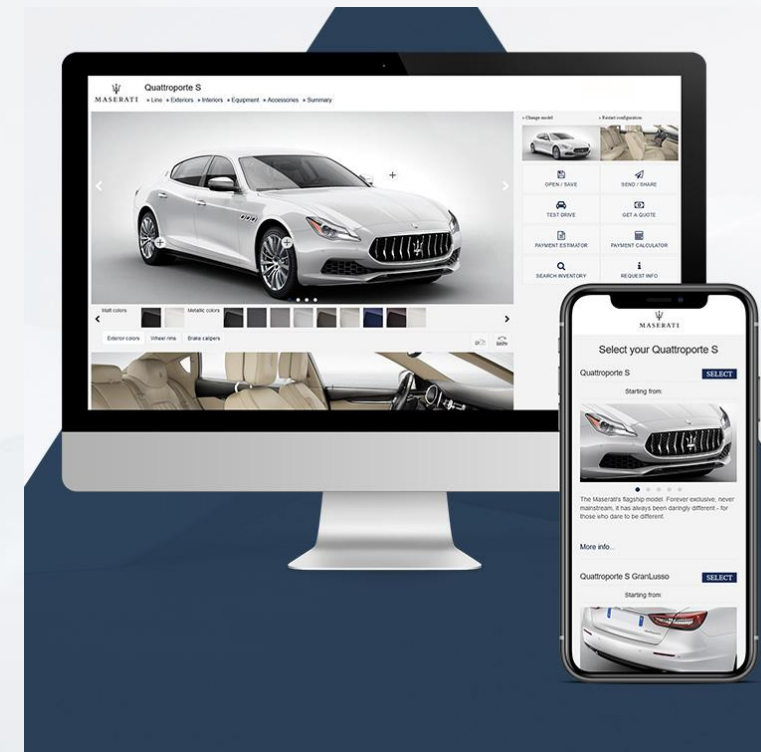
ETRO

Coccinella or Ladybug
Creativity in the details



MASERATI

Maserati Gran Turismo
Tailor made digital experience



MASERATI

Maserati Car Configurator
User Research and UX Design



PINKO TOUCH

The first worldwide Store
Assistant centrally fully managed

A SELECTION OF ♥ PROJECTS



EXTÈ

The first web 3D navigation system



TIPA WORLD AWARDS

Best international awards for imaging and photography



VANITY FAIR

The first Italian digital ads campaign and magazine launch



FERRARI

The first Ferrari Store creative UX design



What's Next?

In **2024**, Arachno celebrates its **27th anniversary**, an important milestone but also a starting point towards new evolutions already in the making.

Contact us for any need or information: info@arachno.it

Thank you for your attention.

www.arachno.it