

**CREATIVE
STRATEGIC**
WILDNESS

Arts

WHO WE ARE

ARC'S IS A
CREATIVE
CONSULTING
FIRM BORN
IN 2006



WHO WE ARE

Welcome to the *jungle.*

50+
people

Based in:

Turin ^(IT)

Via Vanchiglia, 33

Rome ^(IT)

Via Chiaia, 35

Guangzhou ^(CN)

Dongfeng East Str. 836, Yuexiu District Guangzhou



Certified by:

CERTIFIED
ISO 9001



CERTIFIED
UNI PDR 125



WHO WE ARE

We contain *multitudes.*



BRANDING & COMMUNICATION

PRODUCT INNOVATION

TREND FORECASTING & STRATEGY

PACKAGING DESIGN

BRAND ACTIVATION & SHOPPER MARKETING

EDITORIAL

ILLUSTRATION

TYPE DESIGN

CINETYPE

NEW!

Arc's **pAloneers**

AI POWERED EXPERIENCES & SERVICES



IMMERSIVE SHOPPER JOURNEY

3D

AR/VR



**Black
neon**

VIDEO & ANIMATION

ADVERTISING

BRAND CONTENT

TREND & PRODUCT/SERVICE INNOVATION PARTNERS:

WGSN
AN ASCENTIAL COMPANY

| **eNvotiva**

WHAT WE DO BEST

We connect brand strategy, creative campaigns, retail activations and digital ecosystems through cross-functional expertise.

OUR AREAS OF EXPERTISE:

FOOD

SPIRITS

BEVERAGES

CONFECTIONERY

TOBACCO

HEALTHCARE

PERSONAL CARE

BEAUTY

SERVICE & INSTITUTIONS

TRAVEL & TRANSPORTATION

PROVEN EXPERIENCE IN KEY GLOBAL MARKETS:

USA

CHINA

SOUTH KOREA

UAE

TURKEY

GEORGIA

EGYPT

NETHERLANDS

UK

GERMANY

FRANCE

RECOGNIZED BY WORLD-CLASS CREATIVE AWARDS:

DIELINE AWARDS

PENTAWARDS

CREATIVE COMMUNICATION AWARD

KEY AWARD

MEDIASTARS AWARD

PREMIO AGORÀ



OUR CLIENTS

Brands and companies that *believe in us.*

FERRERO

PRIMA®

UNIVERSAL

Firma
COFFEE SYSTEM BY LAVAZZA

GALENIA
SKIN CARE

SIMONELLI | GROUP

Actimèl

ACQUA DELLA SALUTE
ULIVETO
Aiuta la digestione

CAFFE' COSTADORO
TORINO 1890

Kimberly-Clark

DANONE
ONE PLANET. ONE HEALTH

Barambo

POCKET
Coffee
espresso

Danacol

Laica
AMORE PER IL CIOCCOLATO
ARONA ITALIA 1945

alpro

ESTATHE

ITA
AIRWAYS

GRUPE
LACTALIS

OMIA
LABORATORI

ANGELINI

TANTUM
VERDE

CARIOCA®

Swisse

REALE
MUTUA

BONOMELLI
DAL 1908

ThermaCare
ISI BANDI

MON
CHERI
FERRERO

LAVAZZA

KT&G

Mellin

Signal

Clemente
AGGIUNTA DI MIELE E MIELE
ITALIA 1980

Unilever

DAL 1882
Galbani

DAL 1877
Barilla®

GRUPPO CIMBALI

Cellini
CAFFE

FERRERO
ROCHER

ÇAYKUR

GREY GOOSE®
WORLD'S BEST TASTING VODKA

LUDOVICO MARTELL®
J.D. 1863

Cuore

tic
tac

MONTEFARMACO
Si prende cura del tuo benessere

MIREY GROUP

CAMPARI

pekseker
seker mi seker

AMODENT

DISARONNO®

asCom
CONNECTION

THE
BUSKER
IRISH WHISKY

Q8

Vandemoortele
shaping a tasty future

Kinder.

la torre
dal 1953

GUALTIERI
1958

Motta

LOUIS BONNET

Victoria Arduino

TAVOLA
MILANO 1947

AL AMEERA

parmalat

IG Italgas

BOMBAY SAPPHIRE

MARTINI

nutella

ST-GERMAIN

LE PARK

TRENITALIA
GRUPPO FERROVIE DELLO STATO ITALIANE

ACTIVIA

& more.

OUR APPROACH

THE SURVIVAL CREATIVE FRAMEWORK™

01

1/DNA

This is the strategic phase. Here we define the brand's DNA, the problem, and the opportunity. Analyst forecasting + AI deep dive.

03

3/SELECTION

Ideas are stress-tested against strategic and creative criteria.
Survival Score™: market fitness of an idea, powered by human + AI intelligence.

05

5/PROPAGATION

Once adapted, the idea is implemented as an operational ecosystem.

02

2/MUTATION

We develop multiple creative designs because evolution needs variety before selection.

04

4/ADAPTATION

The concept and core design are adapted to different communication environments, while keeping the strategic identity intact.

It is our **proprietary framework** that makes ideas grow like living organisms: they are born from a **strategic DNA**, evolve through **creative design mutations**, are selected for their **ability to adapt**, transform across different **communication habitats**, and spread until they reach **culture, media, and shelf**.

Discover more



WILDNESSE
STRATEGIC
CREATIVITY

PROJECT SELECTION

PACKAGING

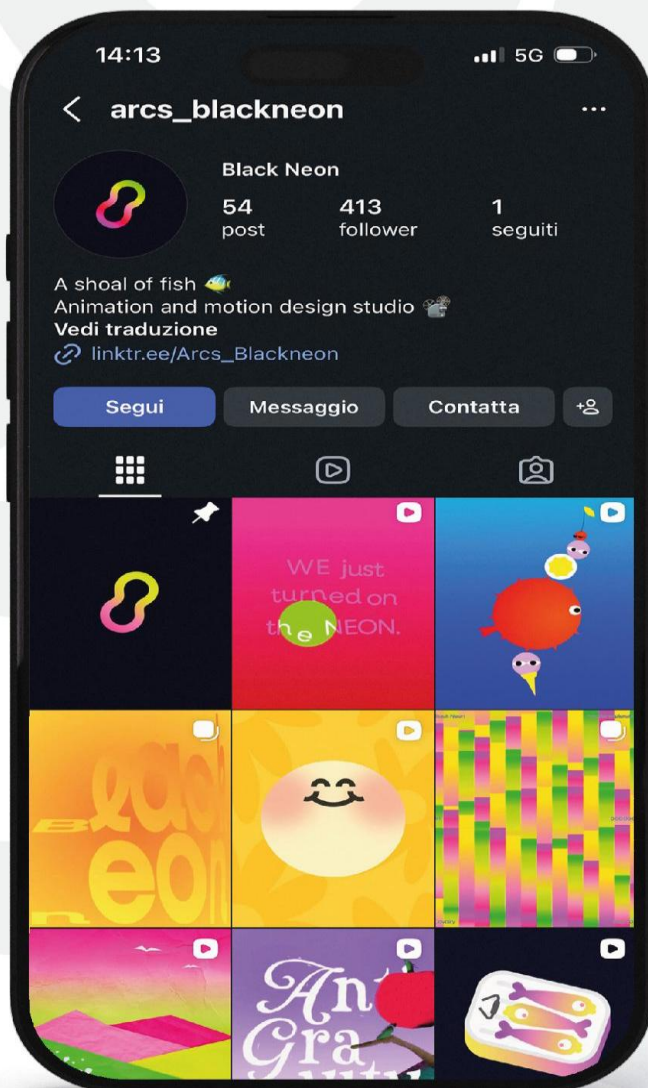


BRANDING





Black neon



**Animation and
motion design studio** |