



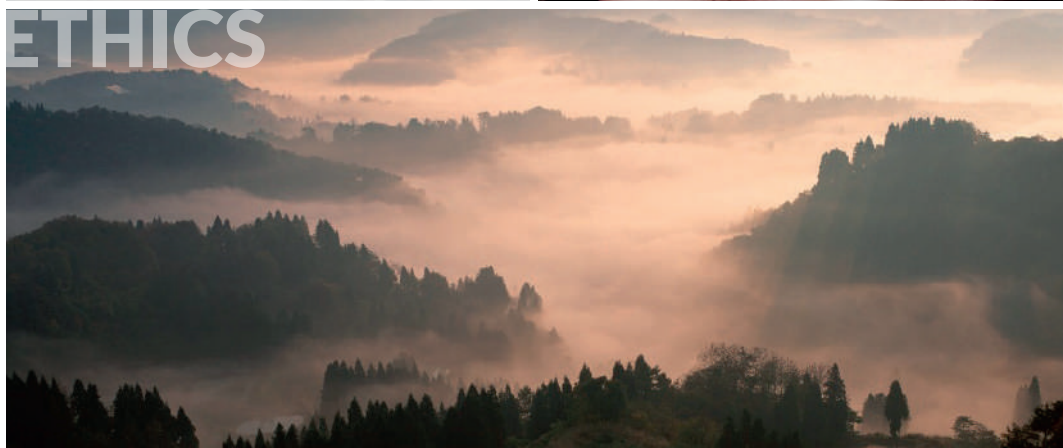
CREATIVITY



FORM



STRATEGY



ETHICS

ANYWAY
communication & design

Creativity.

Creating is the most beautiful, and yet also the most difficult, task that humans have ever invented.

Creativity is the force that sets humans apart, giving birth to language and writing and to art and science. Creativity involves strategy, awareness and form; it is both history and a vision of the future.





Strategy.

Wars can be won without leaving one's quarters:
analysing the enemy and the battlefield allows
winning strategies to be defined,
ensuring the minimum losses are sustained.

Strategy involves studying and analysing a particular scenario, one's competitors, the media, the market and the target audience. Defining real objectives with a holistic approach to identify the best way forward.

Form.

Form is not just about filling an empty space,
it is about giving shape to one's soul.

Revealing the form of a product, company or service is the key to creating a credible, coherent and successful identity. Form involves lines, colours and structure, incorporating both the smallest detail and the project as a whole.



Ethics.

Ethics and communication often come into conflict.
Adhering to a set of guiding principles is one way of overcoming this difference.

Ethical concerns in communication affect myriad different areas, from social and environmental factors to cultural considerations, and require crystal-clear aims and a sustainable approach. Ethics also apply to pricing, avoiding supply chains in which the price of the product increases from one job to the next.

Ethical and informed marketing can help to combat racism, sexism, pornography and anorexia by reaching out to children, young people, the elderly and anyone who is experiencing problems. At Anyway, race, sex and religion are not marketing tools.



ABBRACCI • BACI • COCCOLE

LINEA SKIN CARE
SPECIFICA PER BAMBINI
DAI 4 AI 12 ANNI.

ABiCì
SHAMPOO
DELICATO
GENTLE SHAMPOO
ABBRACCI • BACI • COCCOLE
girl
Deterge e rispetta la cute
Kids 4-12

ABiCì
BAGNO DOCCIA
BODY WASH
ABBRACCI • BACI • COCCOLE
boy
Formula delicata • pH fisiologica
Kids 4-12

ABiCì
ACQUA
MICELLARE VISO
MCELLAR WATER
GENTLE FACE CLEANSER
ABBRACCI • BACI • COCCOLE
Azione delicata
Kids 4-12

Tutti i prodotti della
linea ABiCì sono certificati:

crueltyfree
andvegan

VEGANOK

Awareness.

Being aware of who we are, who we are communicating to and what we are communicating is essential if we are to take that step forward into the future.

Awareness means taking a moment to observe and think, allowing us to find the best way to achieve our goals and fulfil our objectives. Setting out our objectives clearly is the first step to achieving our goals quickly and as cost-effectively as possible.





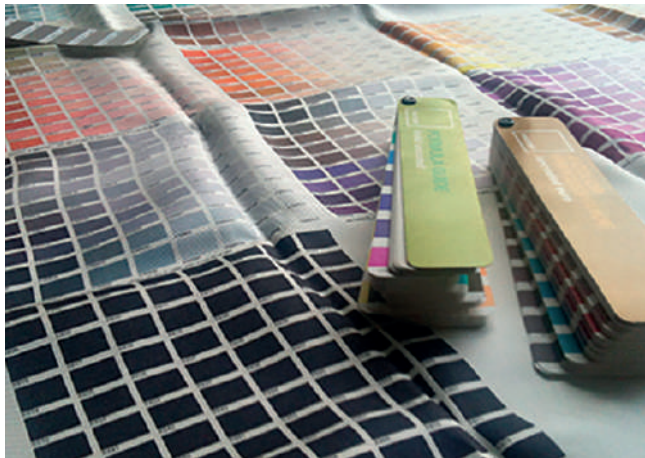
Since 1985 Anyway is
creativity, dynamism, competitiveness.

Anyway was founded in 1985 by Barbara Pietrasanta and Antonio Dalle Rive, two advertising professionals with many years of combined experience.

Over the years, they have been joined by other communications experts, each with their own unique skills, to form a tight-knit, highly competent and reliable team.

Anyway can handle all aspects of communication and marketing with the personal touch and attention to detail that only a boutique organisation can offer. Anyway is creative, dynamic, competitively priced, and, most importantly, flexible. Thanks to their experience at prestigious marketing agencies, Anyway's team of experts can identify perfectly with any situation or context thrown at them, ensuring they provide clients with exactly the support they need to achieve their objectives.

Anyway operates skillfully and successfully in the areas of marketing, creativity and production, media, new media, web marketing, integrated services, business to business, training, communication and public, political and social marketing.



Creativity & production

From strategy, creativity and execution to production control. Advertising, corporate communication, corporate image (naming, brand, logo, coordinated image), below the line, packaging, publicity at the point of sale, promotion, direct marketing, editorial products, web communication and web marketing.



Integrated communication

Synergy and the clever use of communication tools is the winning formula in an increasingly interactive and competitive global market: advertising, web marketing, communication at the point of sale, below the line, direct marketing, promotions, merchandising, event organisation, public relations, press office and green marketing; these are the areas we deal with on a daily basis.



Media & New Media

Media planning, media buyer and media consulting are fundamental services for the management of a media mix that is capable of achieving specific, clearly defined objectives taking into account the global media context, using both traditional forms of media and social media, without costly losses.



Marketing & strategy

Analysis of industry problems, communication strategy aimed at achieving objectives and intervention in national and international scenarios and emerging countries, through the use of new technologies and new media analysed in the specific geographical area. Carrying out of quantitative and qualitative research, interpretation of data provided by the company, application of corporate marketing strategies.



Cultural event organization

Milan and Italian culture represent an added value for companies to promote their own brand around the world through the excellence of Made in Italy. Anyway, thanks to consolidated relationships with national and international cultural institutions, is specialized in organizing Art and Design events dealing with every aspect: from concept to the implementation, with a particular look towards international scenarios.



Political, public & social marketing

In 1994, following Anyway's incorporation of experts bringing their own sets of specific professional skills, a department was set up that deals with all the aspects of communication in these areas of marketing, using specific tools and language.





Anyway around the world China, India e new horizons.

The process of globalization has expanded the markets and has changed the interactions and languages. Today there is no longer an equal model for everyone: a “glocal” approach is fundamental to get in synergy with the “other” realities. Facing different cultures and imaginaries stimulate companies to reinvent themselves to cross borders by using a communication that can be understood and which is the language of the future.

China. Since 2004 Barbara Pietrasanta and Antonio Dalle Rive have held the first postgraduate courses in integrated communication at the Zhong Guan Vocational Training School of Shanghai. This lead them to know and understand the Chinese complex reality. Thanks to a network between Italy and China, Anyway can offer consulting and strategy for communication, commercial and distribution in the Chinese market. Its network has consolidated over years and, thanks to professional exchanges, educational experiences and Barbara Pietrasanta’s recent nomination as Ambassador of Italian Design in Shenzhen, can now become an asset than can be shared with our customers.

India. In 2006 Anyway signed a joint venture agreement with Eagle Group of Delhi to offer marketing and communication advice to customers who want to evaluate the potential of this very important market. India, like China, is a leading economic power, both as an inter-commercial exchange and as an internal market. The Indian territory, for its vastness, is considered a subcontinent in continuous development and with a varied market with huge potential. But it is also a mix of deeply rooted customs, religions and cultures that affect present social, cultural and economic relations.



Barbara Pietrasanta | Creative director

Artist and communication designer, is vice-president of Triennial Design Museum, member of the Board of the Achille Castiglioni Foundation and of the Museo della Permanente of Milan. Teacher of Art Direction at the European Institute of Design in Milan, of Advertising Design at Donghua University in Shanghai and of Visual Design at the Civic School of Cinema in Milan, she is the author of L'ideogramma al neon. Communication, advertising and lifestyle in China edited by Lupetti. She has exhibited in New York, San Francisco, Barcelona, Lima, Zagreb, Dubrovnik, New Delhi, Jaipur, Kolkata, Mumbai, Jaipur, Milan, Rome, Turin and other Italian cities. Her works are in the Farnesina Collection in Rome, in Isimbardi Palace and in the Museo della Permanente in Milan.



Antonio Dalle Rive | Marketing director

He began his activity in Milan and New York in the fields of photography and video production. In 1985, together with Barbara Pietrasanta, he founded the Anyway advertising agency. Since 2010 he deals with sustainability marketing and green marketing, with successful case histories. With a network of technical consultants, he studies and applies sustainability consistent strategies throughout the entire production and communication chain. Professor of Media Planning at IED and at the Zhong Guan Vocational Training School in Shanghai, he is the creator of the first Master in Public, Political and Social Communication in Italy in partnership with the European Institute of Design.



Virginia Fovi | Art director & web designer

Graphic and web designer, she studied at the European Institute of Design in Milan. She deals with content and creative messages design for offline and online communication. Expert in multimedia platforms, cms and interactive environments she has held workshops of graphic design software at the Brera high school and speeches at seminars at the Mohole school in Milan.



Marco Cacciotto | Senior strategist

Founder of Public Strategies for Consent, he is among the first Italian political consultants. Since 1996 he has been providing strategic consultancy for political and trade union organizations, political figures, public administrations, citizen groups and companies with public interests. He teaches “Political marketing and public affairs” in the Master’s Degree in “Public and Business Communication” of the Faculty of Political Sciences of the University in Milan. He is a member of the IAPC Board of Directors (International Association of Political Consultants) and EAPC (European Association of Political Consultants).

Clients.

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