

Blossom and Webperformance[®] partner to develop creative, effective and measurable campaigns

By working in partnership, the two agencies aim to offer a comprehensive range of digital services to their clients, notably in the fashion & design sector.

At the same time, Blossom is also positioning itself as a creative agency and strategy consulting firm providing support in designing omnichannel campaigns.

Milan, 1 December 2022 – The start of a partnership that combines **strategy, creativity and performance**. Such is the one formed between Blossom Webperformance[®], poised to provide their client companies with all their expertise to achieve their business objectives. In other words, an operational synergy that integrates strategic and creative communication with digital campaign planning and management.

More specifically, [Blossom](#) will provide **strategy consulting**, design and develop creativity and manage digital and social engagement projects. While [Webperformance[®]](#) will provide experience and expertise in **digital campaign planning and management**, data tracking and analysis, and SEO optimisation.

Having collaborated in recent years on several joint clients such as Technoprobe, Poliform and Prénatal, the two agencies will continue to work together across **all sectors, with a particular focus on fashion & design**, where both companies have a substantial portfolio and client history.

*"This partnership has grown as a result of the shared core values of our two agencies: a great **focus on generating measurable results** for clients, combined with a deep **respect for the target audience of the communication**, which is summed up in our payoff 'Data Driven & Human Inspired'." **Alessandro Scartezini, CEO of Webperformance[®]**, says.*

*"The new offering that sees us partnering with Webperformance[®] is embodied in our new positioning as a creative agency and strategy consulting firm. As also reflected in our new online identity, **we create work that engages people, brings value and drives change**. Today, our creativity is expressed by creating experiences in which meaning and beauty coexist. This is achieved by applying our iterative and non-linear methodology, based on the interaction between three elements: Human Insight, Data and Evidence Analysis and Creative Transformation." - **Giacomo Frigerio, CEO of Blossom**, explains.*

In connection with this partnership, Blossom introduces a new way of working with clients. This is a strategic approach that leads the Seregno-based firm's teams to devise solutions and turn data analyses into actions, be they design projects, marketing plans or communication strategies.

The three cornerstones of this approach are: **Human Insight**, namely the empathy, observation, communication and listening that create Blossom's connection with people and brands; **Data and Evidence Analysis**, intended as the analysis and interpretation of data to understand business scenarios, create value and drive markets; **Creative Transformation**, namely the development of creativity that leaves its mark to tell stories that are both new and familiar.

Blossom's positioning is also confirmed by the new layout of the www.blossom.it website. Built in shades of black and white, it aims to evoke the seeker archetype, the person who comes out of the dark (black) moved by a desire for beauty, in search of light (white). Through these colours, the consulting process is thus evoked, allowing the client to move from a general perception of their own urgent needs to the creation of a creative campaign with measurable results.

The Blossom and Webperformance[®] partnership thus represents the first step towards the development of this new positioning, making the development of creative campaigns an integral part of a broader **omnichannel strategy** that allows brands to effectively reach their target consumers.

Blossom

Founded in 2008, Blossom is headquartered in Seregno (MB) and employs 66 staff across its Italian headquarters and its two offices in Madrid and Geneva. In 2021, it had a turnover of over €5 million, up by 71% compared to 2020. Blossom works mainly with international organisations and brands, including the UN, UNHCR, UNICEF, the World Bank, Sotheby's, Campari, Poliform, Ducati, Yamaha, Bologna FC and Genoa Football Club.

Webperformance[®]: data driven, human inspired

A team of specialised professionals, with over 10 years of experience in the development and implementation of digital marketing projects. What sets Webperformance[®] apart is its **data-driven approach, its tailor-made and customer-oriented digital activities**, its international openness: all this makes it a strategic partner for online growth. Webperformance[®] is part of the t2ò group, a large family with offices in Italy, Spain, the USA and Mexico.

"We create tailor-made digital strategies by providing expertise and innovation to help companies deliver maximum value to their customers."

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