

Mission

MISSION

LISTENING FIRST



COMPANY PROFILE

The philosophy that has brought to the evolution of “**Mission Group**” arises from the attention to the demands of the companies, specially the one that creates synergies among the territory, the companies and the institutions by means of creating successful events for every single subject which becomes the main character within a common project.

Mission srl

- Events' company, communication and marketing
- Integrated projects for the promo-commercialisation of product and services
- Organization of Road show, convention, incentive, opening and product launch
- Co-marketing projects and goods exchange, competitions

San Marino Events srl

- Tour operator specialized in:
- Group travels for adults and students in Italy as well as Europe
 - Organization of packaging like: Venice/ Nice, lessons of cookery in Tuscany, Christmas market

Impresa 2000 srl

- Commercial company specialized in selection and management of new sell channels
- Search and localization of new sell channels
- Development of commercial projects with “sell in” activity
- Management of commercial authorizations

Nexo srl

- Company and promoter of shopping centre
- Feasibility study, market searches
- Property Spin off with investors and funds
- Assistance for the administration proceedings
- Trading and assistance in the management of commercial galleries

Terraperta

- Development of projects about environmental sustainability and renewable energy sources
- Marketing of bio-architecture product and services, bio-building and biological nutrition

STM srl

- Company with direct relationships with the Eastern markets, especially Russia and China
- It works in Import-Export field, introducing, promoting and assisting the Italian companies in the admission and the relations with new markets by means of identifying new Partners and distributing channels

4Economy

- Consulting services
- Public Funding
- European Grants,
- National Grants,
- Loans, Guarantees & Incentives
- Intellectual Property Strategic Management,
- Market Penetration and Production Relocation in emerging countries

Mission Ideas

- is a Open Source Ides Factory
- consists of a media, art, and adv professionals hub (of all sorts) managed by Mission Ideas experts core team.
- carries out beyond the line ideas, i.e integrated communication projects without strict media format boundaries.
- develops Brand Aurea projects highlighting the brand engagement potential to the full.
- uses each suitable creative possibility to reach the goal (media formats, press, cult action, digital systems, social media, video, radio, tv, integration of them).
- maps out reality in order to supply insightful reseachs for clients.
- analyses and develops business marketing and media strategy for reaching the target fansumers.



MISSION

The company is the result of a consolidated reality since over 20 years in the communication and events fields. **Mission** has the privilege to operate within innovative concepts by means of projects which are able to evoke an emotional and unforgettable reaction to the target.

Nowadays the consumer's defences are more and more higher and the resistance's brink to the messages is difficult to beat. **Mission's** feature is the capacity to see or conceive systems more and more original and effective in order to break down these barriers till to reach the client's soul, so that

he can "identify" himself with the product. Besides, **Mission** is a strategic partner which has formulated a valid innovative approach for a such activities as "sell in" and "incentive", in Italy as well as abroad through other companies that belong to **Mission Group**.

THE DIVISIONS

- Mission Art
- Mission Beach
- Mission Family
- Mission Luxury
- Mission Mountain
- Mission Wellbeing

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THE CUSTOMERS AND THE MEDIA

During over 10 years of activity, major companies have entrusted to **Mission** their brands such as: Nestlé, Conserve Italia, Sanpellegrino, Danone Group, Guaber Group, San Carlo, Amica Chips, Carioca, Mondadori, Lancaster, Sony and many others. Moreover, in order to support the events and develop the projects with an holistic approach, it couldn't lack the strategic collaboration with important media.



Media Partner