



Company Profile

Creativity.  
Performance.  
Relations.

SAY: one company, three universes,  
for better and more effective  
communication.



# Results you can see, feel and measure.

SAY is a **multidisciplinary communications and marketing agency** comprising three divisions – Creativity, Performance, and Relations – which are interconnected and united by a common goal: to work with clients and stakeholders to improve the **quality and effectiveness of their communications** and achieve, together, **results that can be seen, felt and measured.**

## vision

*We believe in more ethical, respectful and honest communication that will create better and more effective synergies.*

## mission

*We guide our clients through the complex world of communication with a shared interdisciplinary approach focused on results that can be seen, felt and measured.*

# Who we are today

We are SAY, a team of expert communication professionals. **We establish an ongoing dialogue with our clients**, helping us to combine, connect, and blend ideas to deliver effective, omnichannel solutions. Our goal is to guide clients **through the ever-evolving and increasingly complex universe of communication**.

1

**SINGLE AGENCY**  
born from the merger  
of two entities

75

**PROFESSIONALS**  
with diverse expertise

2

**OFFICES**  
in Padua and Milan

300

**CLIENTS**  
we collaborate with

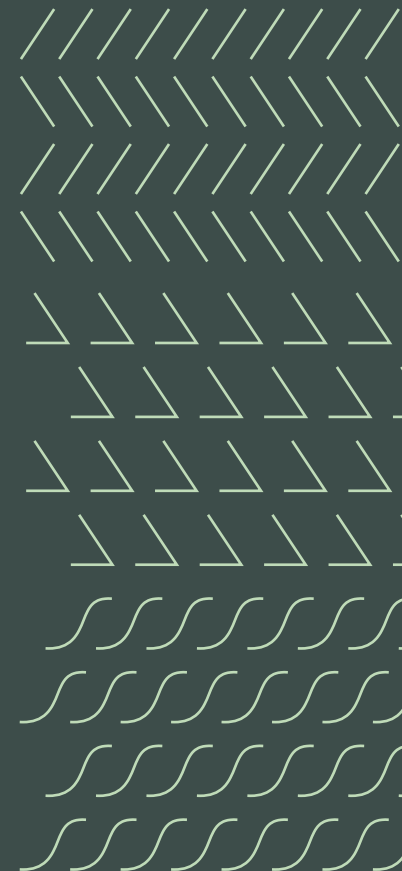
## Our offices

### PADUA

Via Italo Bordin, 117 b/c  
35010 Cadoneghe, Padua

### MILAN

Corso Buenos Aires, 43  
20124 Milan





# Team

Multidisciplinary workgroups

Mix of experiences

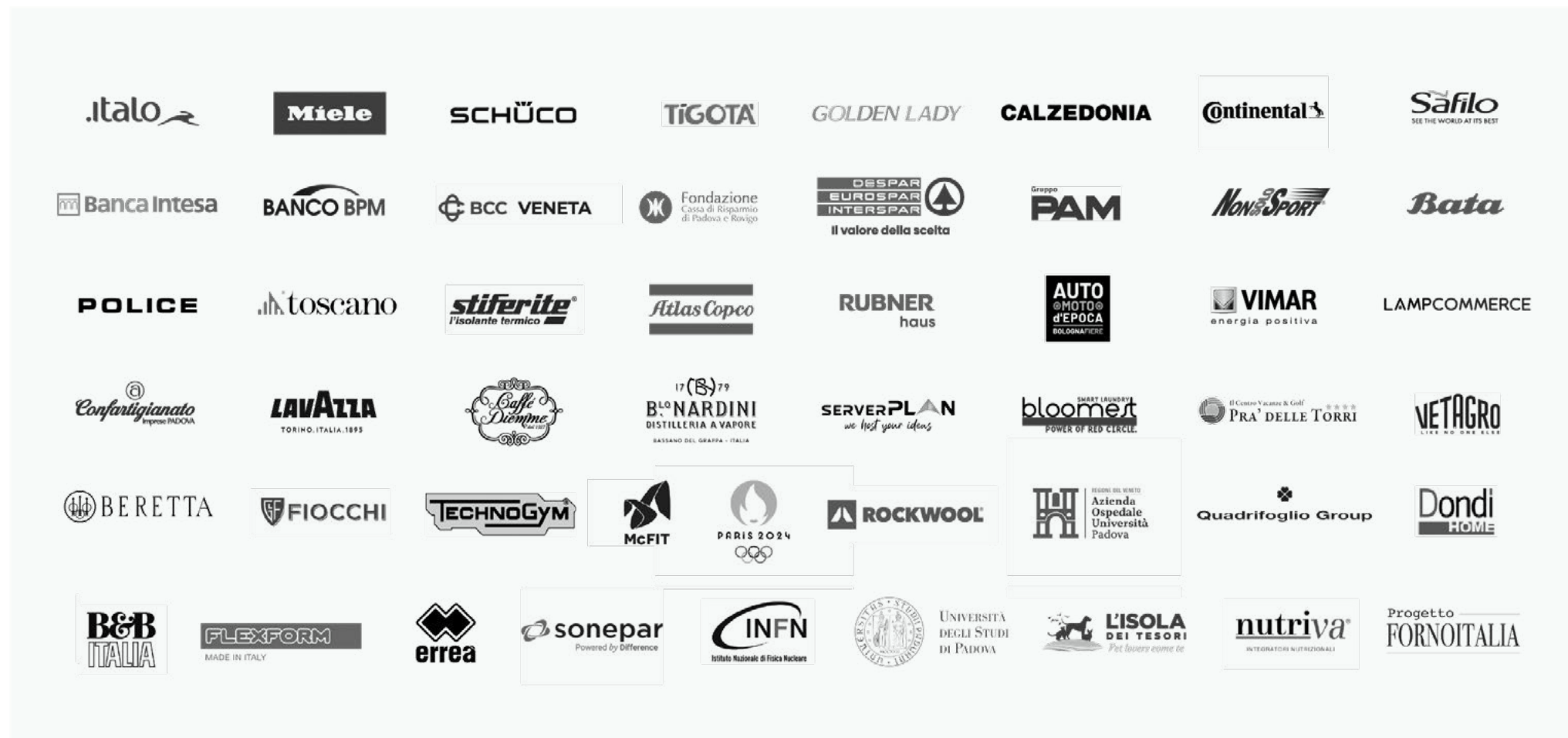
Vertical capabilities



# Where we are

We are a team of **75 professionals**, **based in Padua and Milan**, united by an unwavering promise: to collaborate internally and with our clients to shape communication that is not only clearer, but profoundly more effective. Our strength comes from diversity. As a **multidisciplinary team**, we draw inspiration from the intersection of distinct experiences, perspectives, and talents.





# Cross-cutting approach. Specific expertise.



## **Organized, curious, and with an open vision**

together, we research, deepen our understanding, and then simplify communication choices to make them effective and aligned with the expectations of our partners and clients.



## **Structures that interact and influence each other**

we create open teams that involve clients, so that expertise can come together and give life to valuable projects.



## **Vertical and specialized expertise**

to dive deep and offer precise, targeted solutions for specific needs across different areas of communication.

# Our universes

Ideas and creativity,  
optimisation of  
communication  
channels,  
development  
of valuable  
relationships:  
these are the **three  
universes in which  
SAY operates.**

## SAY creativity

**Strategy, creativity, and infinite ways to express identity**  
Our ideas are never self-serving: the most effective ones are **mindful of both the business and the content to be communicated.**

**Creative strategy**  
Art direction  
Copywriting  
Graphic design  
Photo/video production  
Social media

## SAY performance

**Positioning, visibility and endless ways to improve**  
Data speaks, and it must be understood and listened to. We give it space so it can guide the strategies and solutions we propose.

**SEO e CRO**  
Websites and e-commerce  
Advertising  
Data analysis  
Email marketing

## SAY relations

**Planning, content, and endless ways to be memorable.**  
Conversations weave relationships that last over time and generate powerful connections that go beyond the usual blah blah blah...

**PR and digital PR**  
Press office  
Event management  
Influencer marketing

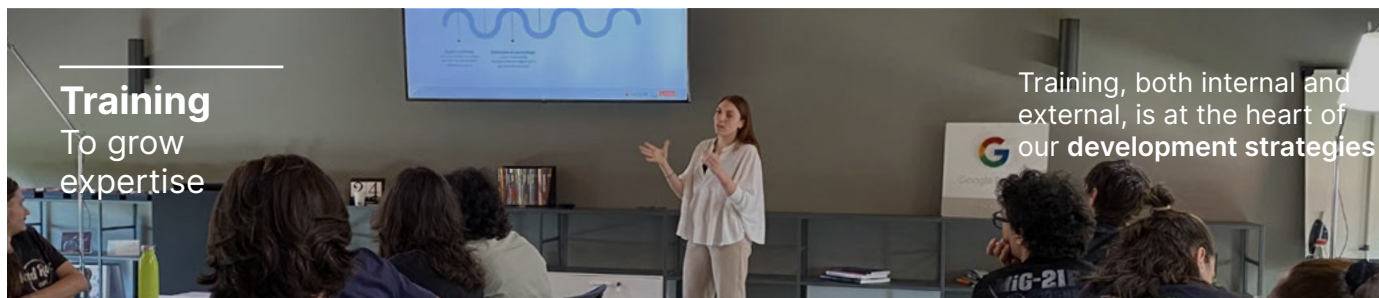
# SAY Platform

We collaborate with clients, organizations, institutions, and the public to study, together, new forms of communication and dissemination of messages and content. **SAY is an open platform**, interested in the evolution of cultures, focused on training, and continuously researching and developing solutions **to improve processes, organizations, and inspire change within our client companies.**

**Culture**  
To explore  
new horizons

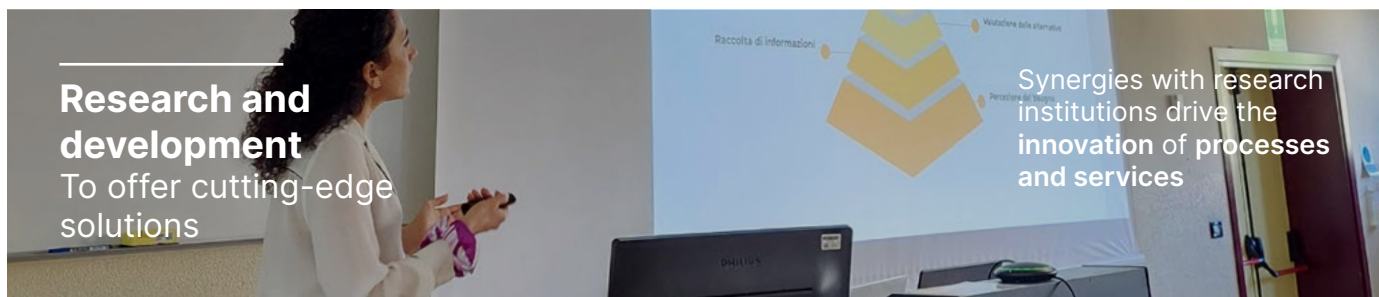


**Training**  
To grow  
expertise



Training, both internal and external, is at the heart of our **development strategies**

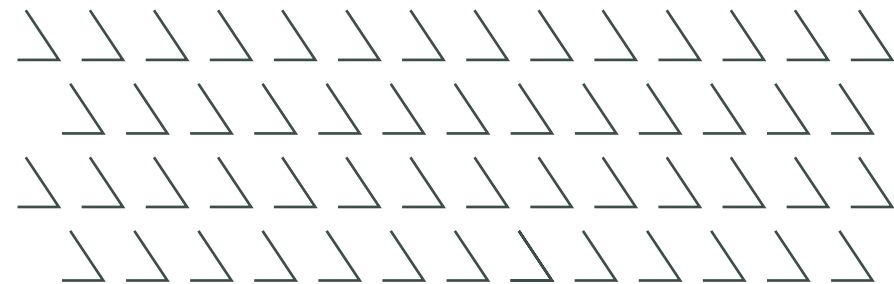
**Research and development**  
To offer cutting-edge  
solutions



Synergies with research institutions drive the **innovation of processes and services**

# Method

How we pursue our vision



## Open vision

**Getting to know each other** is the first step to building a **lasting relationship**. And for a relationship to last, it needs **meeting, confrontation, and listening**. It is in the open vision that we capture stimuli and open ourselves to **cross-pollination**.



## Cross-pollination

The second step is exchange, which finds space in the creation of integrated organizational processes, collaboration between teams, and constant dialogue with partners and clients. Cross-pollination is mutual motivation for **improvement**.



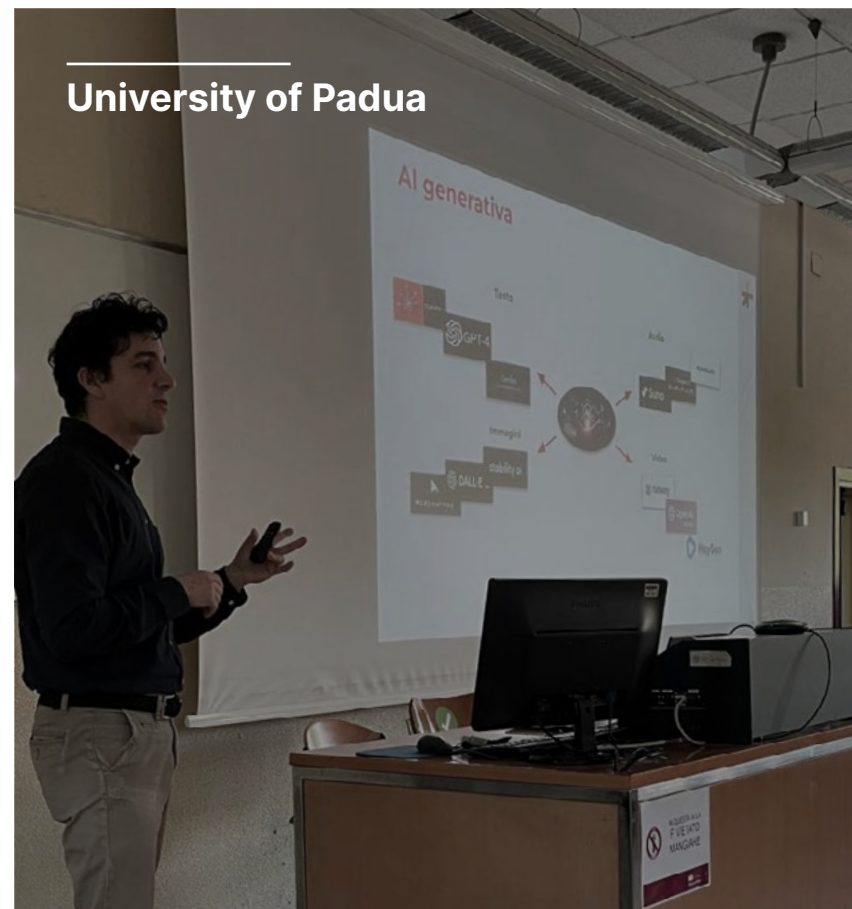
## Improvement

The step that projects the relationship into the future is the **development** of strategies and projects: **improving communication** between brands and clients is the result of a process and the beginning of a journey.

# AI-Driven Creativity & certified Research

At SAY, **Artificial Intelligence is a creative accelerator**, not just a tool. Project AIR is an example of SAY's hands-on approach to Artificial Intelligence as a creative and strategic enabler. Developed in collaboration with the **University of Padua** and the Human-Inspired Technology Research Center (HIT) of their Department of General Psychology, the project explores real-world uses of

generative AI in marketing and communication. From AI-assisted content creation to advanced audience analysis and visual experimentation, we transform emerging technologies into concrete, scalable solutions for brands, combining **creative thinking, technological rigor, and human validation** to turn AI into long-term value for our clients.



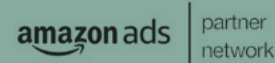
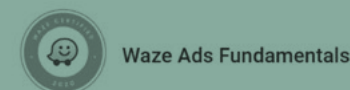
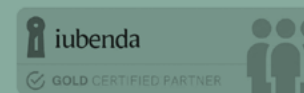
## Professional certifications

At SAY, **learning and innovation** are the driving forces behind everything we do. They fuel our growth and reflect our daily commitment to improving ourselves. We strongly believe in training and development — that's why we invest in our team every day, dedicating time each week to **studying industry trends and earning new certifications**. This ensures the **highest level of expertise and professionalism** for those who

choose to work with us. Every certification represents the outcome of a **rigorous training process and ongoing research**, enabling our specialists to stay at the forefront of every area of marketing and communication. Our people and our company are trained and certified for and by the industry's leading companies, such as Google, Meta, Microsoft, Pinterest, Shopify, Bing, Amazon, MailChimp, Iubenda, and more.

certifications





# Sustainability goals



SAY supports social **inclusion** by partnering with RIESCO to create **job opportunities for people with disabilities**, while fostering a people-centered corporate culture.



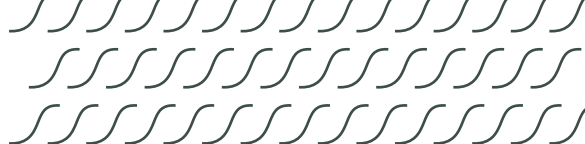
The partnership between SAY and RIESCO also aims to **promote environmental sustainability** by supporting **shorter food supply chains** and **reducing office meal waste**.

## Care for people and the planet

(also on a lunch break)

At SAY, we are continuously working to **reduce our environmental footprint and increase our positive social impact**, by promoting best practices within and outside the boundaries of our offices - sharing our **company's culture also with our suppliers**. That's why we decided to partner with RIESCO, a social cooperative that provides quality catering, while paying attention to **sustainable, shorter** food chains and **waste reduction**, and at the same time creating work opportunities for **people with disabilities**. Indeed, at SAY, we provide free lunch to all people working at the office, which can result in approx.

**10.000 meals served per year** within our facilities. Putting our lunch breaks in the spotlight was therefore paramount to strengthen our **commitment** to both **inclusion and sustainability**, as this was deemed one of the decisions with the **highest potential to produce a tangible change** across several different KPIs - including culture and awareness. The collaboration with RIESCO embodies SAY's **people-first** and **sustainable philosophy** — turning everyday moments, like sharing a meal during the break, into meaningful actions that promote **wellbeing, inclusion**, and positive **local impact**.



sustainability

# Gender equality commitments



Achievement of the Gender Equality Certification (UNI/PdR 125:2022)  
– Formal recognition supported by structured objectives aimed at promoting equal opportunities, meritocracy, and a fair, inclusive, and responsible workplace culture.



Implementation of measurable HR processes and continuous improvement actions –  
Establishment of a steering committee and concrete initiatives on equal opportunities, equal pay, and work-life balance.



Full gender balance across monitored KPIs confirmed through independent audit – Certification awarded by TÜV Nord following a rigorous assessment involving all corporate departments and functions.

# Gender Equality Certification

SAY has obtained the **Gender Equality Certification (standard: UNI/PdR 125:2022)**, confirming the company's commitment to creating a **fair, inclusive, and aware** working environment. The path to certification was guided by clear objectives: to **promote equal professional opportunities**, foster a work culture based on **meritocracy**, and make actions related to gender equality **tangible, measurable, and sustainable**. The recognition comes in a socio-economic context in which the gender gap is still a real challenge. According to the Bank of Italy's report "Women, labour markets and economic growth" (2023), the female employment rate in

Italy is below the European average. SAY has decided to address these imbalances by measuring and improving its **HR processes, corporate culture, growth opportunities, equal pay and work-life balance policies**. To achieve these goals, a steering committee has been set up, specific KPIs have been defined and continuous improvement objectives have been set, as required by the UNI/PdR 125:2022 model. An independent certifying and auditing firm, TÜV Nord, assigned the certification through a rigorous audit process involving all corporate departments and functions, recording full gender balance across the measured KPIs.





**SAY S.p.A.**

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