

man

ready to converge

man

Man is an international marketing and advertising company with its main office in Florence, Italy, in Miami and New York in the U.S. and Spalato, Croatia.

Since January 1, 2007 Man is the first branch of Americas Media Group, the largest independent marketing company in the U.S. AMG offers marketing services and media placement services with a specialization in the Real Estate segment.

Man is one of the main advertising companies with Italian capital to possess an international network.

vision

The changes that have taken place in recent years in the world of advertising have created a new stage on which the players involved still have to learn to move. The relationship between the company and the client has changed: clients have become more independent and refuse a vertical type of communications that descends univocally from the company, it has become a decision maker, and – through the comparison and sharing of experiences common to other consumers, it has acquired a new awareness.

The picture has changed: the media converge on a single place, a single medium in which content becomes universal, changeable, and is enriched with the contribution of experience. Man is ready for this new context in which the content is more important than the vehicle.

It has made investments in innovation and infrastructures, and now Man – through its own technological platform and on the strength of its vast specialization in web marketing – can produce and provide any type of content, adapting the form to the function and recipient.

Man is now a technologically advanced communicator, ready to accompany its clients into the world of convergence, with the goal of getting closer to its clients and improving their performance.

positioning

Man is a cross-media marketing and advertising company, one that is aware and able to dominate any medium, with a strong specialization in the web.

Behind our project there is, first of all, a solid marketing strategy: through the analysis of the scenario in which the client operates, we can acquire an exhaustive interpretation of the market and its dynamics, so as to optimize the decision making process.

Man – with all the other players involved – can follow its clients from the birth of the product to the management of its success.

Man works mainly with companies that operate in Italy, in particular those that would like to expand their business to the U.S. or Eastern Europe, and are looking for new market opportunities.

Man accompanies their growth, furnishing the most effective marketing solutions.

business units

Man is divided into four main business units: marketing intelligence, advertising & communication, web marketing & applications, g-local media planning.

Each division develops and furnishes specific services that, depending on the needs, can integrate or function on a stand-alone basis.

services

Man offers a wide range of service: marketing strategies, market and target surveys, benchmark studies and reports on the competition, BTL and ATL services, advertising campaigns, planning and purchase of media, web and IT solutions, viral and on-line marketing.

Traditional Media

Marketing Intelligence

Marketing strategies
Study and analysis of targets,
competitors, new markets

Advertising and communication

Brand and image building
Below The Line and Above The Line
Creativity and advertising
campaigns

G-local media planning

Media analysis (Italy, US and LAC,
East Europe)
Media planning
Media buying

New Media

Web Marketing

Search Engine Marketing
Search Engine Optimization
Keyword advertising
Advertising displays on the main portals
Direct Email Marketing
Viral Marketing

Web Analytics

ROI Analysis
Web Applications
Design and development of websites
Platform development and web tools
Project development and custom
e-commerce
Flash and Flash video applications

Mobile advertising

SMS/MMS adv
Mobile videos

Real Estate marketing end on-line experiences

Man and the companies in its group can reasonably be defined the leader on the market of the sectors of Real Estate marketing and e-experiences.

Real Estate marketing

Man's approach to Real Estate marketing follows the international trend that recommends customization of the projects and the application of an analogue grid to the advertising, in the direction that the market is evolving. It is a step-by-step approach, from the in-depth study of the project characteristics, to the development of an effective, targeted advertising strategy designed to optimize the costs of trade contacts and create added value directly within the project.

When it is possible to count on the construction of a solid identity, in line with the target, it will be possible to prepare an advertising strategy that identifies the best message to send – with the proper register of communication through the most effective, economical channels.

On-line experiences

“Man's goal is to communicate complete themes to a young target using an indirect language, stimulating the understanding and curiosity about the message with the surprise of a new awareness, rather than the distance of the caption”.

team

Aureliano D'Agazio *Chief Creative Officer*

Gianluca Fontani *Chief Executive Officer*

Karlo Kukavacic *Chief Technology Officer*

Marco Muccini *Strategist*

Lorenzo Domizioli *Business Development Manager*

Luigi Zanini *Business Development Manager*

Some of our clients

Western Union; Procter&Gamble; Energizer; ICE Istituto del commercio estero; Nestlè; Nielsen Net Ratings; The Bridge SpA; Google Italia; Ina Assitalia; Giunti Editore.

Syncho Chemicals; Firenze Fiera SpA; Miniconf SpA; Scavolini US; Poltrona Frau Usa; Abitare/Minotti; Cipriani; Mondrian Miami; Steelma; International Chamber of Commerce Miami; Chambre du Commerce de Lyon; Armani Casa; Acqualina Spa; 100%Capri*; Kenneth Cole*; Nova Southeastern University; General Motors*; Palatinit GmbH; Isi Group; 2C Real Estate SpA; Split Music Festival.

Ministero degli Esteri; Ministero dell'Ambiente; Agenzia Sviluppo Lazio; Ipalmo; Università degli Studi di Firenze; Camera di Commercio di Firenze; Comune di Firenze; Provincia di Firenze; Piano Strategico Firenze2010; ReCS – Rete delle Città Strategiche; Scuola Edile di Firenze; Cassa Edile di Firenze; Artex – Centro per l'Artigianato Artistico e Tradizionale della Toscana.

Hotel Principe di Savoia Dorchester Group; Tenimenti San Martino in Monte; Caffè Italiano; For Gallery; Firenze Magazine; Capri Magazine; L'Andana; Milena SpA; Stranieri in Italia; Swaili Diffusioni; Intema interim temporary management; Blue Doral at the Blue*, Capcana Golf*; Copa Airlines; Esprit Home*; Fendi Casa*; Folio International; Ford*; I.M. PeiPanama*; Monster Golf*; Phillippe Starck*; Seneca College.

** in partnership con AMG*

Clients in partnership with AMG in the Real Estate sector

2700 North Ocean at Singer Island, 2700 Designer Showcase, 3333 Biscayne, 550Q, 77 Hudson, 90 William, Aladdin Hotel, Albanese Organization, L'Andana, Andre Balazs, Armani Casa Residences, Atlantic Springs, Azura Luxury Estates, BBB Developers, BAP, Beach Hill, The Biltmore Hotel, Bella Vista, Boutique Club, Boymelgreen Developers / Marquis Miami, Boymelgreen Developers / Vitri, Brickell First, CapCana, Cardinal Developers Corporation, Carson Realty, Casa De Campo, Cascadas Del Mar (Costa Rica), Ceebraid-Signal Developers, Cipriani, The Clevelander Hotel, Cobalt, Crystal Bay Condo Residences, Dellis Cay Mandarin, Denovo Panama, Dolcevita Pompano, Dolcevita Singer Island, Doranda Town Center, Douglas Elliman Florida, The Edge, The Elan, Element @ MetroWest, Epic Residences, Equis Equestrian Estates, European Club, Evolution (Las Vegas), Falcon Properties, Fendi Casa Residences, Gansevoort South Hotel, Golf View Village, Gordon Homes, Grand Coral, Hampton Inn, Hotels AB, Hotel Casco Antiguo, Indigo, Infinity I, Infinity II, ISG Corporate; The Kensington, Kubik, La Amada & Greg Norman Golf Course, Las Terrazas (Coconut Grove), Lime Tree Bay, Loftika, Los Altos, Lowe's, Madison Oaks, Madison @ MetroWest, Mandarin Residences, Mareazul Grand Coral, Mareazul Mexico, Marquis Miami, Martin Arbors, The Metropolitan; Mill Creek Crossings, Museum Plaza, Mystic Gardens, Naya, Neptune Beach Condos, Novo Cancun, Ocanos, Old Spanish Village, On Prospect Park, One West, Palm Isle, Paradiso, Paramount Bay, Paramount Beach, Paramount Park, Paramount Vegas, Pioneer Electronics, Playa Blanca, Playa Mujeres, Preferred Hotel Residences, Puerto Cancun, Red Door Spa Residences, Reflections, Regalia, Rivage, Roc Hotels, Se.Ti group, Shoppes of Boca Center, Six Diamond Resorts, Sky Panama, Skyline at Mary Brickell, Slade at Channelside, The Solis, St. Regis Costa Rica, St. Regis Singapore, St. Tropez, Talula Restaurant, Tous, Trump Capcana, Trump Ocean Club, Trump Ocean ClubPanama, Trump Phoenix, Trump Soho, Tuckerman/Kirschner, Ultimate Resorts, Vitri, The Visionaire, W Hotel Fort Lauderdale, The Watergate, William Beaver House, Yacht Club.

