

Cavalleri Comunicazione promotes and raises a company's profile and products in the media and trade with its initiatives aimed at PR and Press Offices. It takes charge of preparing and sending press releases, organising press meetings or special events, and informing the relevant media and different users about them. The reference sectors are design, furnishings, lighting, bathroom décor and interiors. Cavalleri Comunicazione arranges all media planning and manages the client's advertising budget, with detailed media and target analysis.

They help the company with planning and compiling the various press kits and information materials for trade fairs, and administer relations with the press, both before and after the fair.

At regular intervals, Cavalleri Comunicazione supplies its clients with press summaries of what has been published both in Italy and abroad, with its own evaluation.

Cavalleri Comunicazione is able to coordinate planning and production of promotional materials and tools, using associated companies or in collaboration with the company's own internal structure.

'We transform a company's statement into information, awareness and visibility'

...Cavalleri Comunicazione came into being and grew through meetings which, over time, have become, and been transformed into, intense 'relationships', based on a deep interconnection. I have never sought to publicise my work, or to convince potential clients to contact me - on the contrary, the choice was always theirs, presenting my company with great serenity, and attention to the market, to the various entities I represented, seeking to construct and transmit a coherent image of my business, preferring to break-off those relationships that were coming to an end. Right from the outset, I have always emphasised to my clients the importance of establishing intense and continuing collaborative relationships on an almost daily basis, becoming, in a certain sense, part of the company, acquiring detailed knowledge of the organisation to be represented, maximising my support in determining strategies ...

...By choice and with passion, I decided to take on the challenges almost exclusively in the design and furnishings sector, preferring to link my business to the environment I was most familiar with, so that I could act professionally, avoiding that my work became banal. My vision in communications has therefore brought me to this point, operating within a restricted context which allows me great freedom of choice, combined with the opportunity to undertake initiatives which, to a certain extent, define and clarify my clients' objectives, making sense of it all.

Taken from an interview with Alberto Cavalleri - Gap Casa