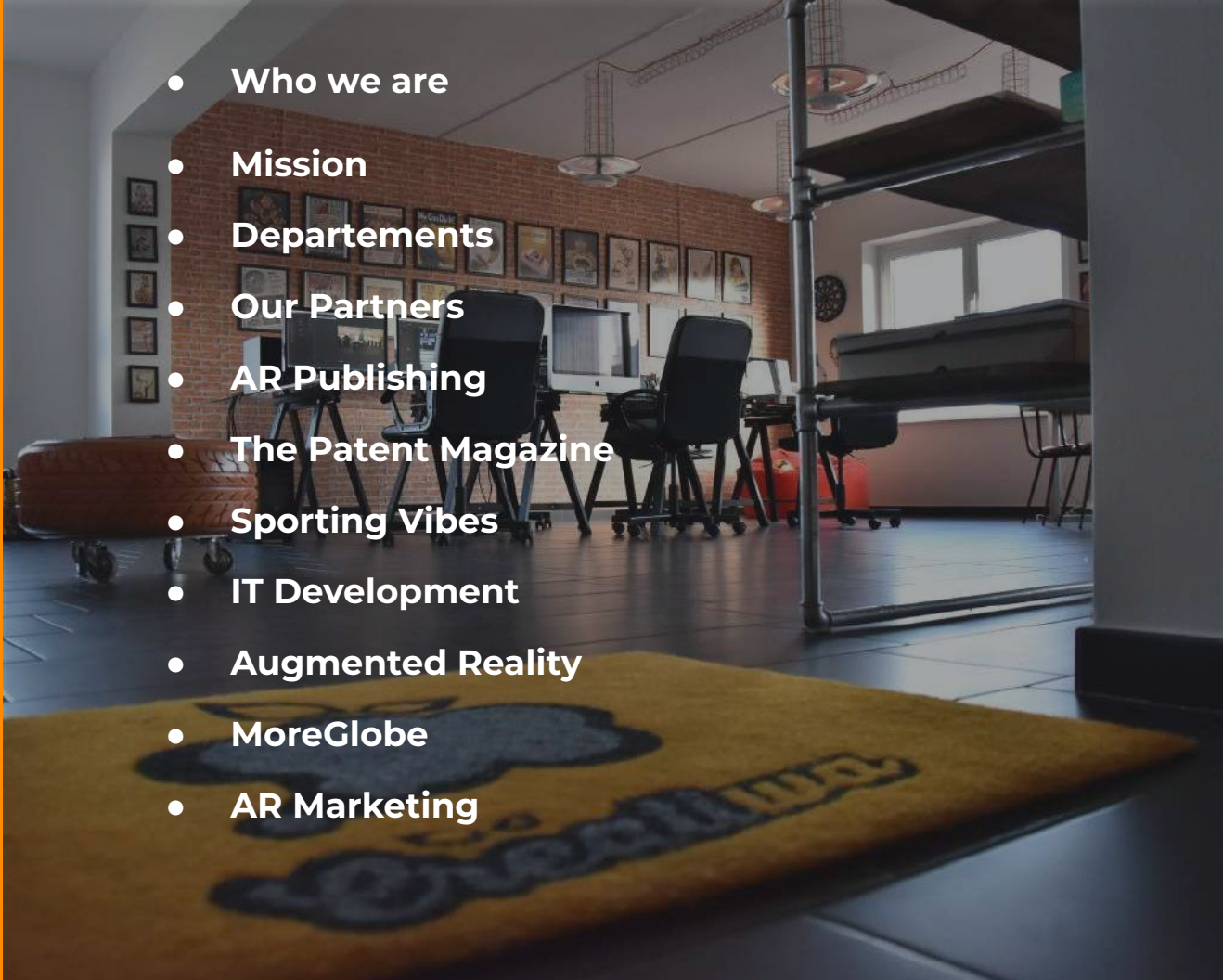


Creatiwa[®]
FRUIT OF MIND

**We'd rather do big things
than go big!**

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WHO WE ARE



The **Creatiwa Studio** team is made up of passionate professionals motivated by a corporate philosophy of achieving tangible results.

Creatiwa Studio offers **marketing, communication, publishing and software development services.**

The agency is based in Salerno and Milan but operates throughout **Italy and abroad.** Our aim is to exploit the full potential of new technologies, generating added value for online and offline services and products.

We deal with **augmented reality, virtual reality, software development, mobile apps,** websites, editorial products, brand identity, web marketing, social media marketing, video marketing, advertising and event organisation: **creativity and innovation are our trademark!**



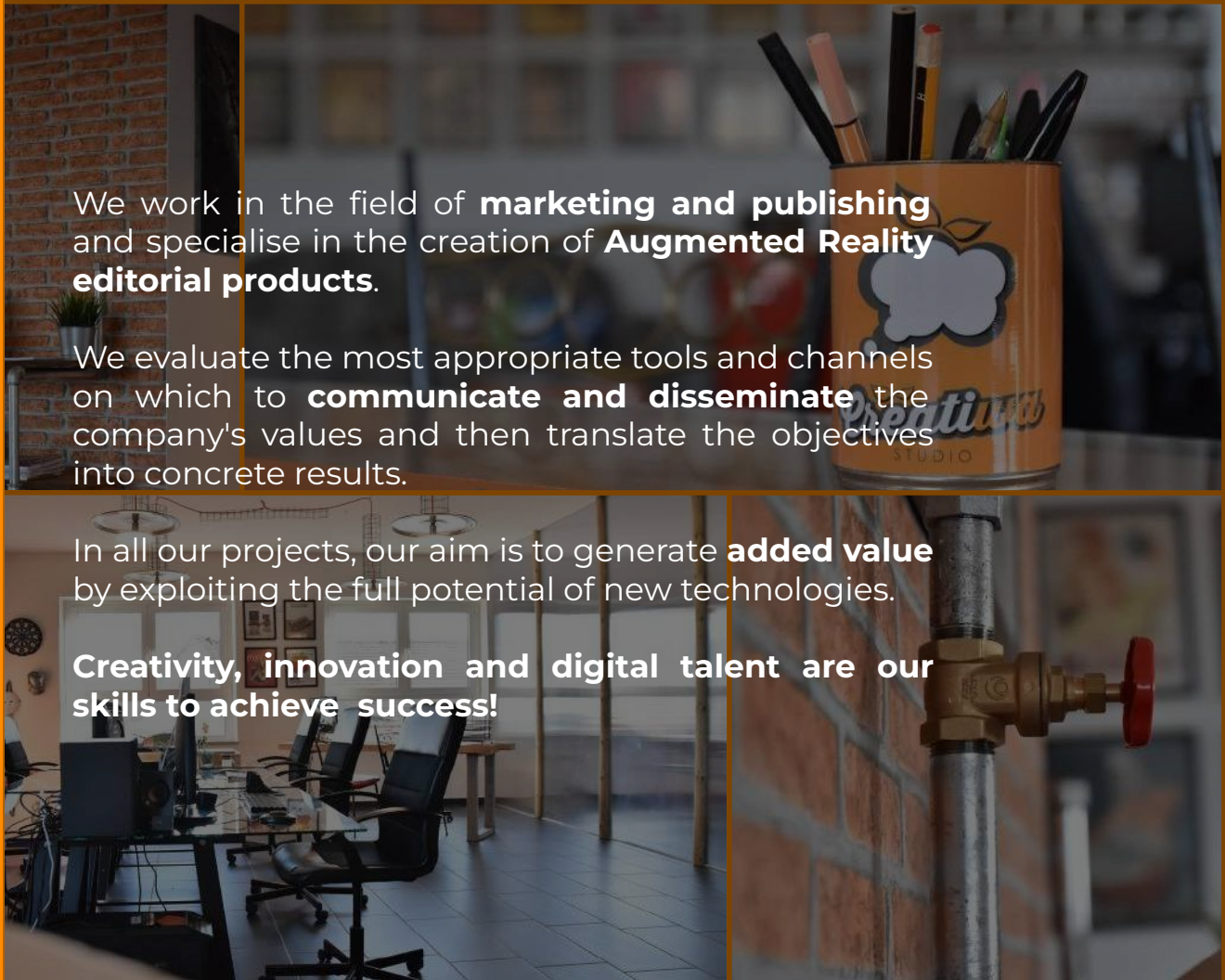
MISSION

We work in the field of **marketing and publishing** and specialise in the creation of **Augmented Reality editorial products**.

We evaluate the most appropriate tools and channels on which to **communicate and disseminate** the company's values and then translate the objectives into concrete results.

In all our projects, our aim is to generate **added value** by exploiting the full potential of new technologies.

Creativity, innovation and digital talent are our skills to achieve success!





Creatiwa Studio has **four in-house departments**

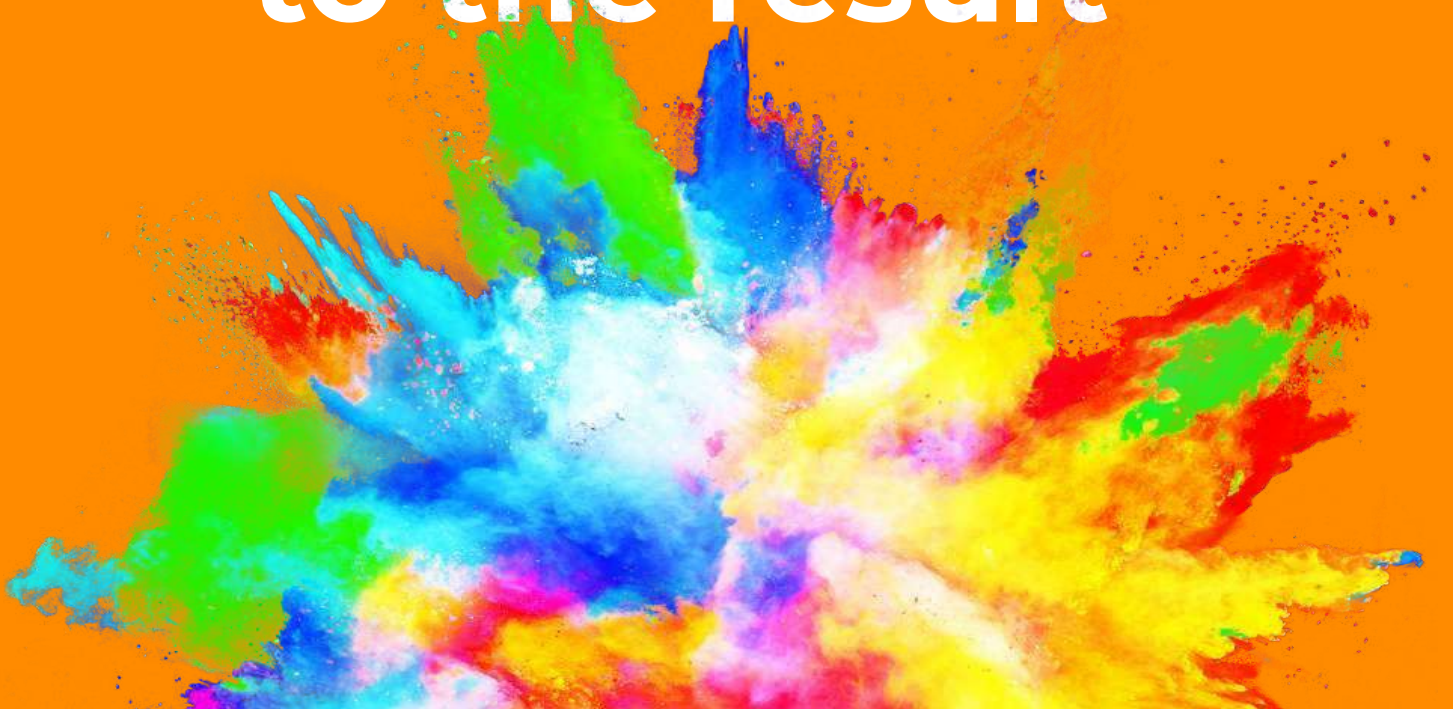
IT development: we develop customised solutions for Augmented Reality in the publishing field. We have filed **two international patents for AR technology**

Information: we combine information and innovation through AR editorial publications. We are publishers of **the first international magazine dedicated to the inventions** and the inventors www.thepatent.news

Marketing: we create **experiences, routes, games, events** with high innovative and technological potential.

Publishing: we develop **Augmented Reality editorial projects** in collaboration with football clubs and newspapers.

**Straight
to the result**





MILESTONES



2005

GS Consulting reaches the first 20 consulting contracts in digital marketing, gaining experience and contacts throughout the country.



2010

Creatiwa Studio is born. The startup, which absorbs GS Consulting, has designed 4 legal departments related to **the world of communication.**



2014

Victory of the election campaign of the **President of Campania Region** and realization of the crowdfunding app **"Vincenzo De Luca Presidente"**



2015

Viral video launch for charity campaign with victims of the road association, with **7 million views, over 60,000 shares and over 150,000 likes.**



2016

Opening of an IT development department for the design and development of websites, mobile apps, software and digital solutions for Augmented Reality.



2017

Creation of the international event **"Giffoni Creative Awards"**, a festival of advertising for children, in collaboration with the organization Giffoni Experience.



CREATIVE
AWARDS

2018

Foundation of **"The Patent Magazine"**, the first international magazine in **Augmented Reality** dedicated to patents and inventions. Opening of the Milan headquarters.



THE PATENT™

2019

Launch of the project **"Sporting Vibes"**, the first collection album in **Augmented Reality** dedicated to the history of the most important Italian and international football clubs.



2020

Publication of the app **"MoreGlobe"**, an innovative system for the management and enjoyment of Augmented Reality content based on patented proprietary technology.



MoreGlobe
AUGMENTED REALITY WORLD

OUR PARTNERS





OFFICIAL PREMIER PARTNER



FAVORITE PARTNERS

AR PUBLISHING



We love books, we believe in the value of culture and we have faith in new technologies.

As publishers, our goal is to support the most original and innovative publishing projects on the national and international scene, giving rise to unique publications. Our services range from evaluating the potential of a project to its promotional launch, supporting our partners in all the steps leading to publication. Interactive magazines, **Augmented Reality albums**, **e-pubs** and **digital newspapers** are our specialties: **we are 2.0 publishers!**



THE PATENT MAGAZINE



The Patent is the first international magazine dedicated to inventions and patents. The magazine is a media partner of the main global events dedicated to innovation: from CES in Las Vegas to the Global Grad Show in Dubai, from Bixpo in Korea to the Exhibition of Inventions in Geneva via the Maker Faire in Tokyo, Rome and Prague.

The Patent Magazine is also a **media partner of IFIA - International Federation of Inventors Associations** - and dozens of national associations, federations and important databases such as **Incopat and Patent Guru**.

The magazine is a **careful and documented selection** of inventions from all over the world, from the laboratories where people experiment, invent and create prototypes that will improve our lives in the years to come. The Patent Magazine is distributed at dozens of international trade fairs and sent to a select mailing list of stakeholders and influencers around the world.



Tech & Environment The international magazine dedicated to inventors

THE PATENT™

Invention Magazine

TECH

TECHNOLOGY TO THE RESCUE OF THE EARTH

FOCUS



THE FIRST RECYCLABLE BATTERY

PROTOTYPE

PRESENTED THE ROBOT DOCTOR



DOCTOR

Artificial Intelligence The international magazine dedicated to inventors

THE PATENT™

Invention Magazine



TECH

ART: IS THE FUTURE IN VR?

ARE THE NEW TECHNOLOGIES REALLY GOOD FOR THE ART?



AWARDS

THE PATENT OF THE YEAR TO THE FUTURE

PROTOTYPES



YOUNG INVENTORS

IDOORENYIN 15 YEARS OF ASPIRING INVENTOR FROM NIGERIA

FROM NIGERIA INVENTOR

Artificial Intelligence The international magazine dedicated to inventors

THE PATENT™

Invention Magazine

TECH

FROM ASSISTANTS DIGITALS TO INFLUENCER

INSTRUMENT FOR COMPATIBILITY BETWEEN PEOPLE



Tech & Environment The international magazine dedicated to inventors

THE PATENT™

Invention Magazine

TECH

TECHNOLOGY TO THE RESCUE OF THE EARTH



Artificial Intelligence The international magazine dedicated to inventors

THE PATENT™

Invention Magazine

TECH

ART: IS THE FUTURE IN VR?

THE PATENT OF THE YEAR TO THE FUTURE



SPORTING VIBES

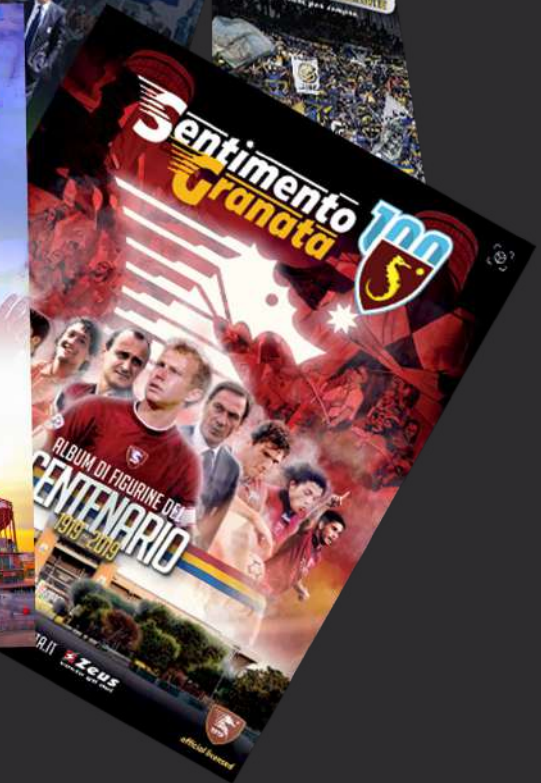
Sporting Vibes is an editorial project born to celebrate through a special interactive collector's album, the passion of a supporter for his team. Decades of history are told through hundreds of interactive stickers: from the dawn to the unforgettable matches of recent years.

A unique feature of the collection is the chapter dedicated to supporters: for the first time in a collection, there are memorable supporter stickers and choreographies. Another peculiar aspect of the Album is the Augmented Reality. Just frame the stickers with your smartphone to listen to interviews with the old glories, review the highlights and relive the great victories of the past.

Sporting Vibes is a piece of history to keep forever, made with quality materials, thick, soft-touch cover, high resolution images and handmade illustrations: to flip through the pages of the album is a real pleasure!

Sporting Vibes, Passion to Collect





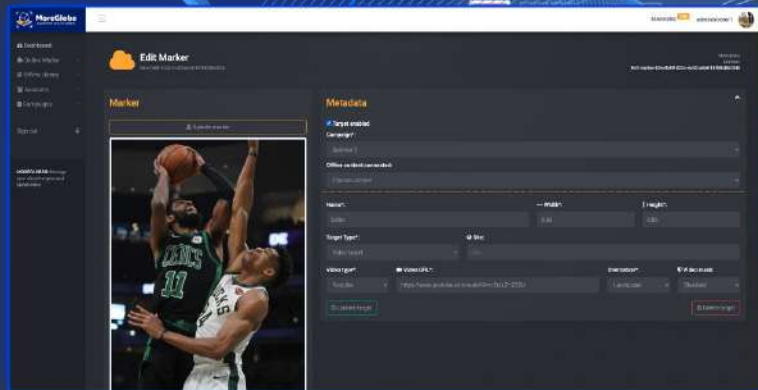
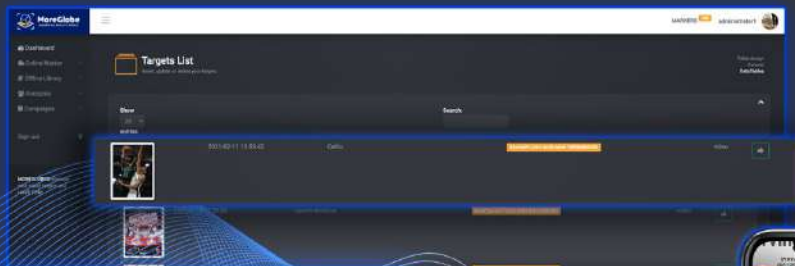
IT DEVELOPMENT |

Haven't you found any software that suits your needs? No problem: we can develop it ourselves!

Through codes and programming languages, we are able to respond to the specific needs of companies, public entities and professionals.

Our team takes care of all the IT activities necessary for the design, distribution and implementation of the software: we start from the understanding of the needs to the elaboration of the most effective strategies to achieve the goals!







We are at the forefront of new technologies! Immersive Virtual Reality helmets, touch screens, Augmented Reality goggles and IOT digital sensors are our daily bread.

We work closely with our partners to offer customized services: we focus on the project to be realized, we choose what to do based on costs/opportunities, we create effective products and we promote them to generate hype. Our goal is to exploit the full potential of new technologies, generating added value for “ordinary” services and products, both online and offline.

- **Augmented Reality Apps**
- **AR websites**
- **Customised solutions for companies**
- **Augmented Reality events and parties**
- **Interactive publishing products**
- **Digital advertising materials**





MoreGlobe® is the first web-based platform for Augmented Reality.

Our patented proprietary algorithm allows you to easily upload videos, photos and audio files to be experienced in Augmented Reality via a smartphone app! **Interactivity, autonomy, creativity: this is MoreGlobe®!**

One app for all AR contents. MoreGlobe® allows you to visualize any kind of content with just one app! It's very easy to use: just download the app from **Apple Store or Play Store** and frame the newspaper or flyer with the MoreGlobe® logo.

Thanks to Face Recognition, the app accesses your smartphone's camera, **recognises the marker and automatically launches** the associated content. Our patented algorithm allows you to customise the size of the marker. **It is possible to insert specific sizes for every need:** a t-shirt, a mug or a key ring can become a marker for photos, videos and audio tracks.



MoreGlobe

AUGMENTED. REALITY. WORLD.

AR PrintOut

TECHNOLOGY



MoreGlobe
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MoreGlobe
AUGMENTED. REALITY. WORLD.

MoreGlobe
AUGMENTED. REALITY. WORLD.



We offer marketing services that go beyond traditional proposals. We create events, routes, games and experiences with a high emotional impact to surprise every partner: the wow effect is guaranteed!

- **Events in AR.** We design **Augmented Reality events** and experiences to engage and amaze every viewer
- **Web e App mobile.** We develop custom **apps and creative websites** to meet every need without sacrificing creativity.
- **Unconventional Marketing.** We specialise in **'out of the box' activities and campaigns:** we integrate technology and a bit of madness to achieve the best results!
- **Viral videos.** We take care of every step for the realization of **viral and emotional videos:** pre and post-production, conception and writing, filming, video and audio editing, color correction.



We deal with marketing at 360 degrees. We take care of every aspect of our partners' brand identity and communication, both online and offline: from business cards to posters, from packaging to web graphics, from SEO optimization to social network management.

- **Brand Identity.** Every communication tool must tell about you, your company and your story!
- **Web Marketing.** Web presence is necessary: a fast, beautiful and mobile friendly website is an indispensable showcase for any kind of business!
- **Social Media Marketing.** Social networks are media capable of offering great visibility to companies thanks to advertising campaigns effectively tagged
- **Video Marketing.** We take care of every step for the realization of pro- motional and emotional videos: pre and post-production, conception and writing, filming, video and audio editing, color correction.





There might be different Goals and Tools, different Targets and Media of communication... There are **endless creative possibilities to promote an event, a company or a product!**

Creatiwa Studio will take care of giving an order to the Communication in the **strategic planning and in the choice of different Media.**

- **Guerrilla Marketing**

Low cost and originality of the communicative mode.

- **Media Strategy**


Strategies designed and created specifically for each Media (Online and not)

5:59

Hot 'n wholesome.

NEW DUTCHBAKER BREAKFAST SANDWICHES.

Served deliciously fresh from our oven with delicious ingredients. Try any new Dutchbaker with a medium coffee of the day. ONLY \$3.75




Events are increasingly adopted as a marketing tool, but organizing one is never easy!

In addition to achieving the objectives linked to the nature of the event itself (i.e. presence, economic return or receiving contacts), the long-term objectives linked to the Brand's authority in the territory should not be underestimated.

Creatiwa Studio deals with strategy, promotion and communication in every aspect of the event, and it is able to cover every element of the various media, both Online and Offline.

Developed and organized in a strategic perspective to the achievement of Brand's results, addressed to a more institutional audience or B2B:

- Conferences
- Congresses
- Corporate Events
- Seminars
- Workshops

Fairs or Flash Mobs will be organized in order to reach new customers or retain existing ones.



Do you need a consultation, or do you want to realize an ambitious communication project? Do you want to launch your company on the Web to open up new business opportunities? Do you want to promote your Brand to increase your turnover?

We're ready, determined. Contact us!

Where we are:

**Via privata del Gonfalone 3,
20123, Milan Via Scavate case
Rosse snc, 84131, Salerno**

New projects:

info@creatiwa.it

Telephone contact:

089 38 32 58 • 3804770815

**We answer to everyone,
always.**



Check it out.

**Everything
is conceived
by the mind**