



manuela  caminada  
UFFICIO STAMPA



# Communicating!

At the right time, in the right way, in the right place. This is our main goal, our raison d'être, our know-how.

At a time in which communication represents the largest industry, we have so many amazing tools to use. So that we can be everywhere at once. So that we can create an image, put it out there and, above all, **make it real**.

Information travels simultaneously via daily newspapers, countless periodicals (weeklies, monthlies, and specialist publications), TV, radio, and the Internet.

Our job is to manage these communication channels.

We tie up all the different threads to create a circulation network that reaches the final user through the media.

The most important phases of our work include selecting the most suitable resources, analysing the market targets, and then approaching and informing these targets.

# Structure

A streamlined, dynamic structure enables us to achieve the quickest time between decision-making and performance, this structure plays an active role in the company we can communicate “from the heart” in order to touch people and get them involved.

The transition from the strategic to the operative phase is done with the utmost drive and maximum flexibility, thanks to efficient teamwork and continuous monitoring of the requirements of the project in progress. So that we can achieve our goal with **enthusiasm and determination**.

Through the collaboration with specialized partners, our company offers 360° communication instruments and projects:

Web solutions

Below the line support

Events (organization)

Product launching and promotion

Audio and video presentations

Media buying

Copywriting for websites and catalogues

# Team Manager

Manuela Caminada graduated in Public Relations from the IULM University of Languages and Communication and went on to work for the French multinational Richmond, which deals with illustrious luxury brands such as Cartier, Piaget and Baume&Mercier; here she had the opportunity to gain extensive experience in press office, product-based and corporate work. Five years later she began working as the international press office manager for Frette.

Manuela Caminada has been working in the industry for five years now as a press officer for important brands in fashion/accessories, sport, tourism, food and wine, prestigious sport and cultural events and clients like Australian, Kiton, Fiat Freestyle Team, Golden Skate Award, Alfa Romeo.

The friendly, welcoming showroom, in the centre of Milan, is the ideal place to display products and receive journalists. Manuela Caminada and her team regularly organise theme-based open days, which provide the perfect opportunity to meet the press and show off the clients' new collections on display in the showroom, meeting time between companies' management and a very specific type of public: the press. The team often visits editorial offices to meet journalists and assess with them the possibility of any special initiatives.

Around 20 years have passed since Manuela Caminada first started to get involved with press releases and editorial offices, but she still tackles every working day with the exact same enthusiasm that she has always had.

# Aspects of the Communication Programme

Analysing the market

Brand positioning and recognition

Identifying the reference target and the most suitable communication medium

Extensive exposure for the client's products, services, initiatives, characteristics and style in key national and international media

Creative and press office support and assistance for conferences, events and exhibitions (invitations, press packs, post-event press releases, follow-up work)

# The Press Office Focuses On

Ad hoc mailing

Writing press releases

Preparing presentational “corporate” press packs

Preparing supporting photographic material

Sending material to editorial offices

Telephone recalls

Identifying the right publications and journalists for specific editorial initiatives (e.g. photo shoots, interviews and also advertorials, competitions, inserts and specials)

Media monitoring and press reviews

Organising open days to present products c/o the showroom

Identifying opportunities for product placement



# Ufficio Stampa Manuela Caminada

Via Leopardi 2 (MM1 e MM2 Cadorna)  
20123 Milano

Cell: (0039) 333 6217082

Tel: (0039) 02 45487485 tel e fax 0245487544

✉ [manuela@manuelacaminada.it](mailto:manuela@manuelacaminada.it)  
[www.manuelacaminada.it](http://www.manuelacaminada.it)

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