

H»ART

A DREAM COME TRUE



PEOPLE IN THE FOREFRONT

“

I wanted to create a new creative agency model; to approach marketing and communication in a holistic, multidisciplinary way. Placing people at the heart of the project.

Massimiliano Ventimiglia
Founder & CEO

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HELLO WE ARE H»ART

**A NEW INTEGRATED
MARKETING AND COMMUNICATION
AGENCY MODEL**

H-ART IS A NEW MARKETING AND INTEGRATED COMMUNICATION AGENCY MODEL

A company where strategies are based on merging the different disciplines, holistically: consumer insights, creativity, contents, interaction and visual design, video production, technology, media, metrics; these important areas of expertise must seamlessly converge in any sort of modern, cross-media marketing design.

H-ART IS A FULL SERVICE MEDIA HOUSE

It can support the marketing and communication management of major international brands to develop special activities and real time contents on all platforms connecting brands and consumers, with shared goals and business KPIs.



2005

+FI

2009

+MI

2010

+RM

2011



2012

WPP

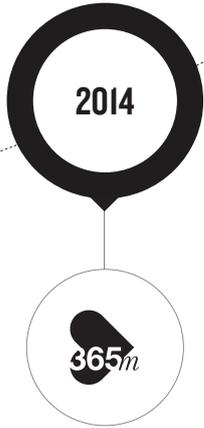
groupm

M&E

media club

maxus

MEDIACOM



A PASSIONATE STORY

Set up in April 2005, in the Ca' Tron – Treviso H-FARM venture incubator, four years later H-ART became part of GroupM, media holding company of the WPP Group.

Evolving continuously, it now goes beyond marketing and integrated communication and can react to the smallest market variations, developing innovative, creative, measurable, technological ideas and projects.

150  87  63 

THE BEST PLACE TO BE

H-ART has grown continuously since the year it was founded. In 2005, there were only eight specialists handling agency projects. Then the number of H-ARTists doubled year after year. Over the last three years, despite the

economic situation, it has grown at a rate of about twenty new entries per year.

The agency's core is its young professional talents aged an average of 32. The number of offices has

increased too: four in Italy and two abroad.

Today H-ART is located in Treviso, Milan, Rome, Florence and London.

5 1 H»»ART

#lightness
#humilty
#uptodate
#ambition
#innovation
#leadership

#carefordetails
#simplicity
#respect
#dream
#vision





OUR VISION

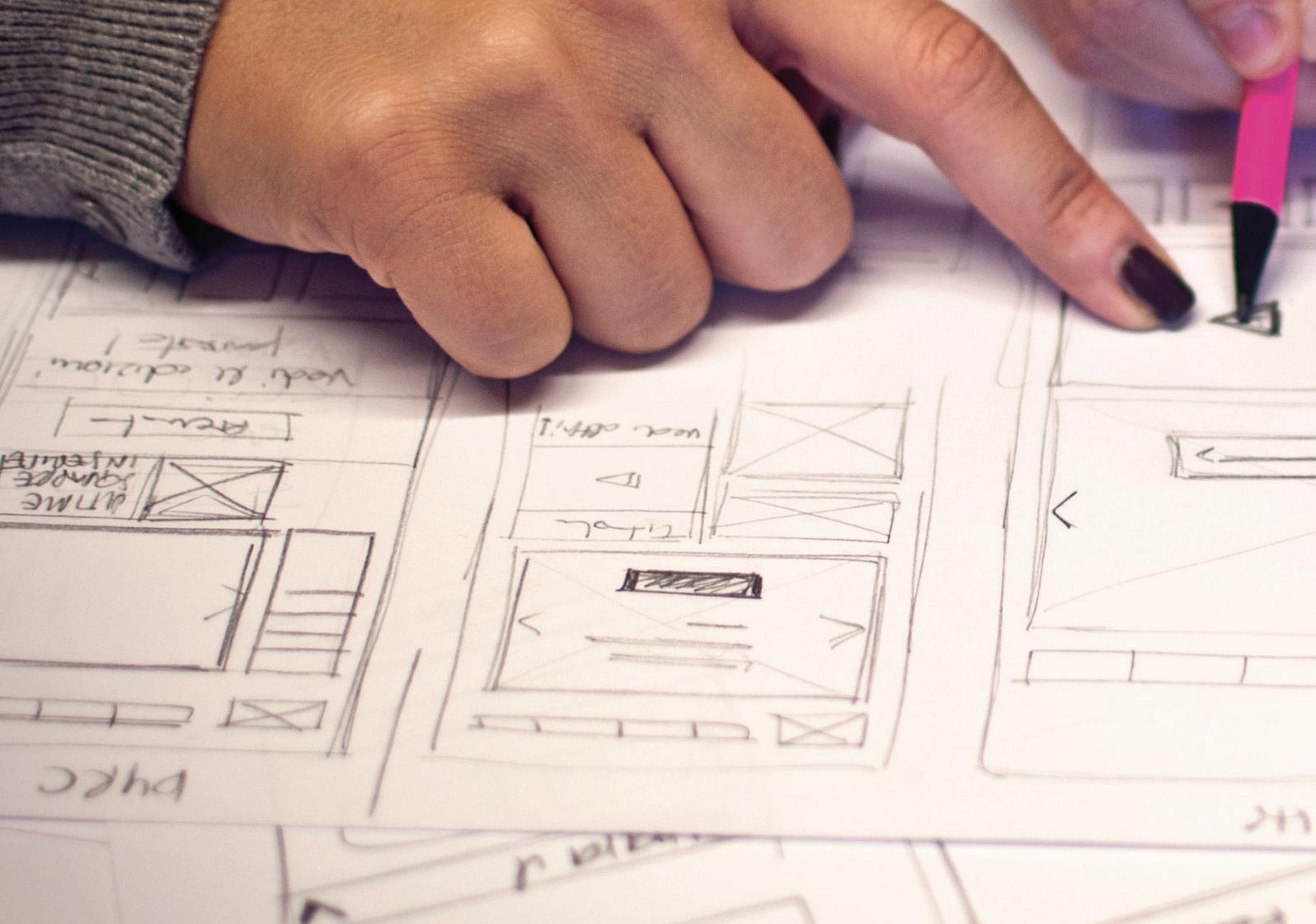
EVERY BRAND NEEDS A HEART



Brands need to evolve the way they
communicate towards people, through

**emotions,
meaningful content,
transparency,
velocity,
omnichannel reach.**





Vedi la edizione
paragrafo 1

Result

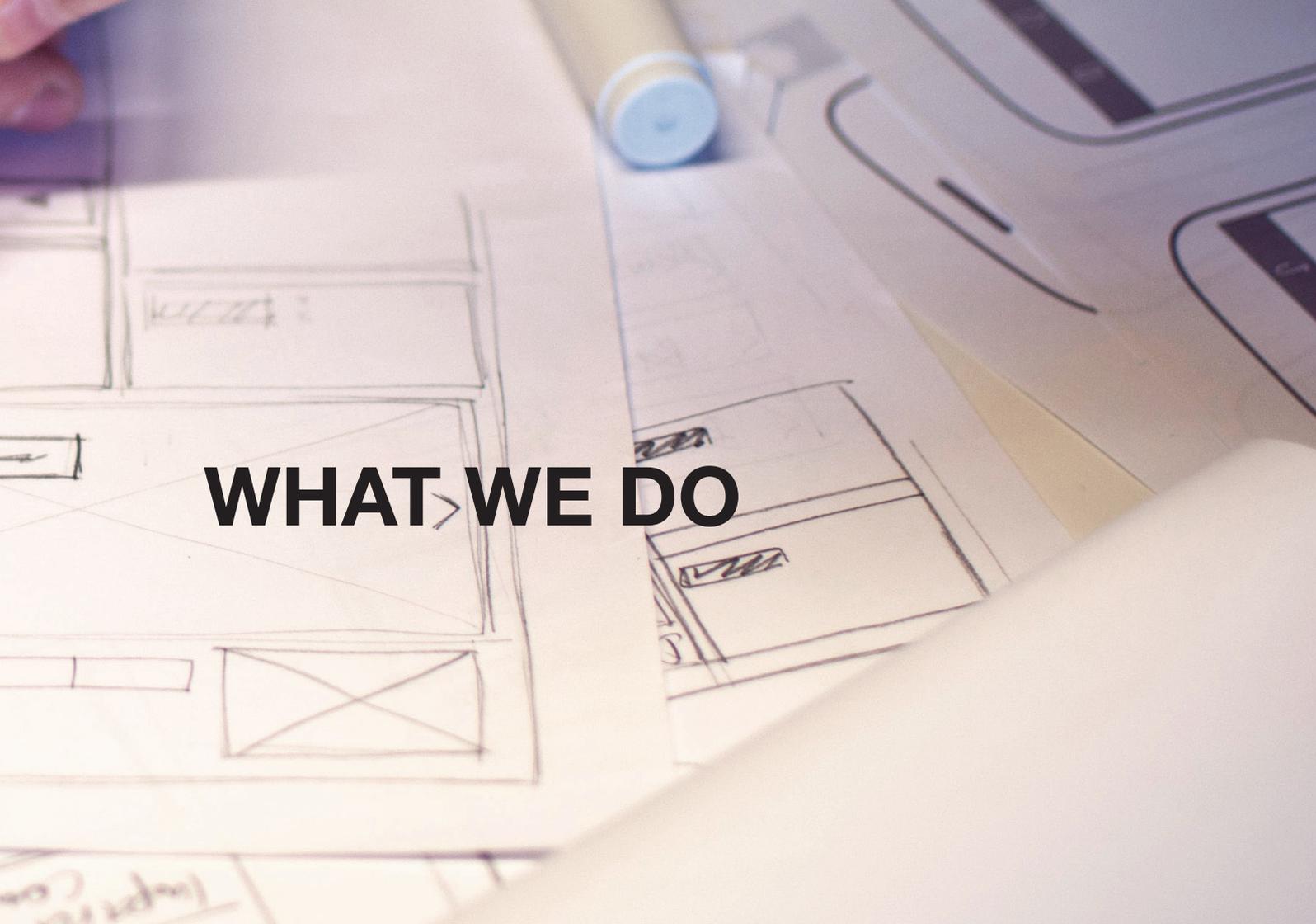
ULTME
SOURCE
INSERIRE

veut affi...

titolo

DyRC

M

A close-up photograph of a hand-drawn architectural sketch on a piece of paper. The sketch consists of several rectangular frames and lines, some of which are crossed out with an 'X'. A blue highlighter is visible at the top of the page, and a hand is partially visible at the top left corner. The text 'WHAT WE DO' is overlaid in the center of the image.

WHAT WE DO



POSITIVE, SHAREABLE, IMMERSIVE RICH BRAND EXPERIENCES

Bringing creativity, content and media together.

H»ART.

DEVOTED TO EMOTIONS
AND IMPACT.

**H-ART'S EXPERTISE SYSTEM IS
BUILT TO CREATE PROJECTS
THAT WORK ON THE HUMAN
RELATIONSHIP BETWEEN BRANDS
AND CONSUMERS.**

In H-ART we believe that every brand should figuratively adopt a heart. A heart with a transparent, true, people-oriented approach, to establish an honest dialogue relationship. That's why contents and modern multichannel contact models play a major role in every project.

H-ART is 'devoted to emotions and impact' because it tries to convey creative, service projects, pulling on emotional levers and bringing real benefits into consumers' lives.



CALZEDONIA



FENDI



Red Bull



GEOX



INTESA  SANPAOLO



H-ART communication projects create emotion
and capture people's attention



ALESSI





“

Ours is a future where strategic thinking, understanding consumer behaviour, knowledge of all contact channels and specialization on vertical markets becoming increasingly decisive for our competitiveness.

Massimiliano Ventimiglia
Founder & CEO

www.h-art.com

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pinterest.com/hartboard

www.linkedin.com/company/h-art

