



Two Years Of Growth And Success For Seigradi Plus A New Website

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Seigradi, a public relations and marketing communication agency, is presenting its new website and uses the opportunity take stock of two years' work.

PR9.NET June 26, 2006 - Milan, Italy - The new Seigradi website (www.seigradi.com) was created by the firm's communication and digital strategy consultants and reflects the Seigradi "style", which can be summed up as "natural, simple and familiar" communication.

To illustrate these values we have developed a representation strategy in which every page corresponds to a picture reproducing one of the six steps in the famous "six degrees of separation" theory after which Seigradi was named.

The "six degrees of separation" theory was formulated by the sociologist Stanley Milgram in the 1960s and claims that anyone in the world can reach anyone else via just six intermediary passages of acquaintance.

We have also tried to convey the Seigradi mission, spheres of operation, values and work method clearly and simply in the texts, condensed into six specific "essentials": experience, an eye on investment, customization, creativity, client focus and synergy.

The presentation of our new website also offers an opportunity to take stock of matters two years after Seigradi was established.

"The evaluation of these past two years can only be positive", says Barbara La Malfa, partner and CEO of Seigradi. "I believe that having reached where we are today, in just two years, is a true success and rewards us for all our work to make a name for ourselves on what is a very competitive market".

A close-knit team of experts in public relations, event organization, marketing and digital communication, a dynamic and versatile structure that adapts to specific Client needs, a consolidated work method combining the best corporate communication techniques and effective work patterns with an aptitude for innovation, for working in challenging conditions without neglecting quality, details and the customization of every product: these are the factors that have helped to make Seigradi a success.

This success is demonstrated by the agency's Clients, Italian and foreign companies working in telecommunications, information technology, electronics, professional services, consumer goods, sport and tourism, who have entrusted Seigradi with their public relations, event organization, the planning and execution direct marketing campaigns and corporate image projects.

All these companies have turned to Seigradi for many reasons: our ability to understand and fully adapt to the rules governing their markets, our thorough knowledge of the media world and our flexibility in meeting specific client requirements, communication investment budgets and business objectives and our ability to flank and assist newcomers to communication with media training, PR background, experience, enthusiasm, pro-action and rapid implementation, plus the tenacity to pursue objectives.

On the international front, Seigradi works in the United Kingdom, France, Spain, Germany, Benelux, China, India, Ireland, Scandinavia, South America and the United States via a number of partner but totally independent agencies so as to offer consultancy and coordinated services at global level with focus on the needs and specific attributes of the local market.

"I am pleased and satisfied with the results attained so far by Seigradi and trust that our work experience, expertise and quality will, in the coming years, allow us to become trusted communication partners with companies operating on still more markets and to further establish ourselves on those where we are already present", says Barbara La Malfa.

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About Seigradi

Based in Milan, Italy, Seigradi (that means 'six degrees') is a young public relations and marketing communication agency with a very innovative approach. A close-knit team of experts in public relations, event organization, marketing and digital communication, a dynamic and versatile structure that adapts to specific Client needs, a consolidated work method combining the best corporate communication techniques and effective work patterns with an aptitude for innovation, for working in challenging conditions without neglecting quality, details and the customization of every product: these are the factors that have helped to make Seigradi a success. This success is demonstrated by the agency's Clients, Italian and foreign companies working in information technology, electronics, professional services, consumer goods, fashion, sport and tourism, who have entrusted Seigradi with their public relations, event organization, marketing campaigns and corporate image projects.

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