

lape

communication
concept



WHO WE ARE

Why Lape? Where do we start..?!

Lape stands for the Italian word for “bee” –a pure and hard working insect able to create a sweet and clear product. It is really cute and reliable and with its distinctive *buzz* it captures information.

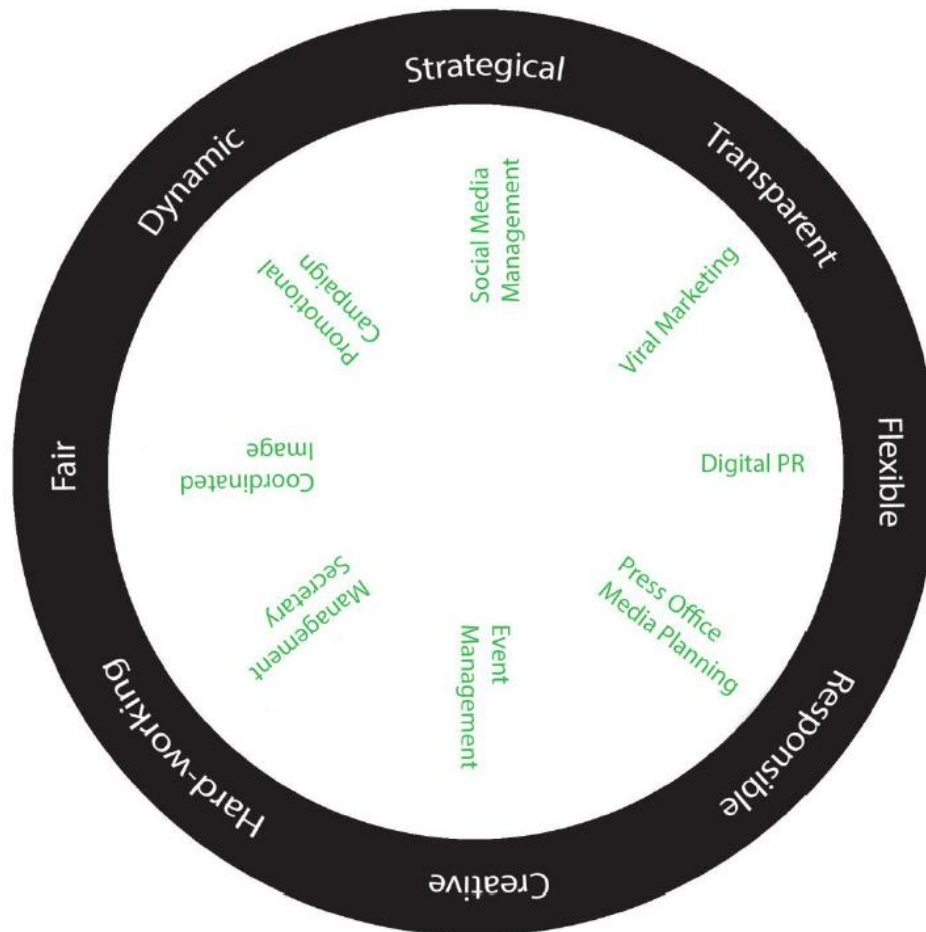
It works well alone but even better in collaboration with the the other bees. Here we are, this is Lape: a team of four young and dynamic women with a passion for fashion and a strong experience in communication. According to the situation Lape consults the proficiency of other bees and creates a real beehive-network.

We are not only hard working, we represent a Communication Concept and we believe our brain and our wits are our strenghts. Strengths which we apply to every project and communication release that we make.

Would you like to put us to the test? Here it is a preview of our work.



SERVICES



MEDIA RELATIONS



PRESS OFFICE

Fashion, accessories, lifestyle: to us they are not simple terms but keywords in the contemporary age.

In this overview, the creativity and proficiency of Lape Press Office work together with the Client to promote the brand “stylishly”.

This work requires daily attention, personal relationships with the press, new methodology and technical communications. Here, the logistics and the plots of the fashion system mix and match.

Through all the complexity and new adventures, Lape learns and grows every day because it is a young, flexible entity able to reinvent itself.

Are you curious about our “honey” service? Here’s some taste of it...

ELEGANCE

IS THE ONLY BEAUTY
THAT NEVER FADES

Audrey Hepburn



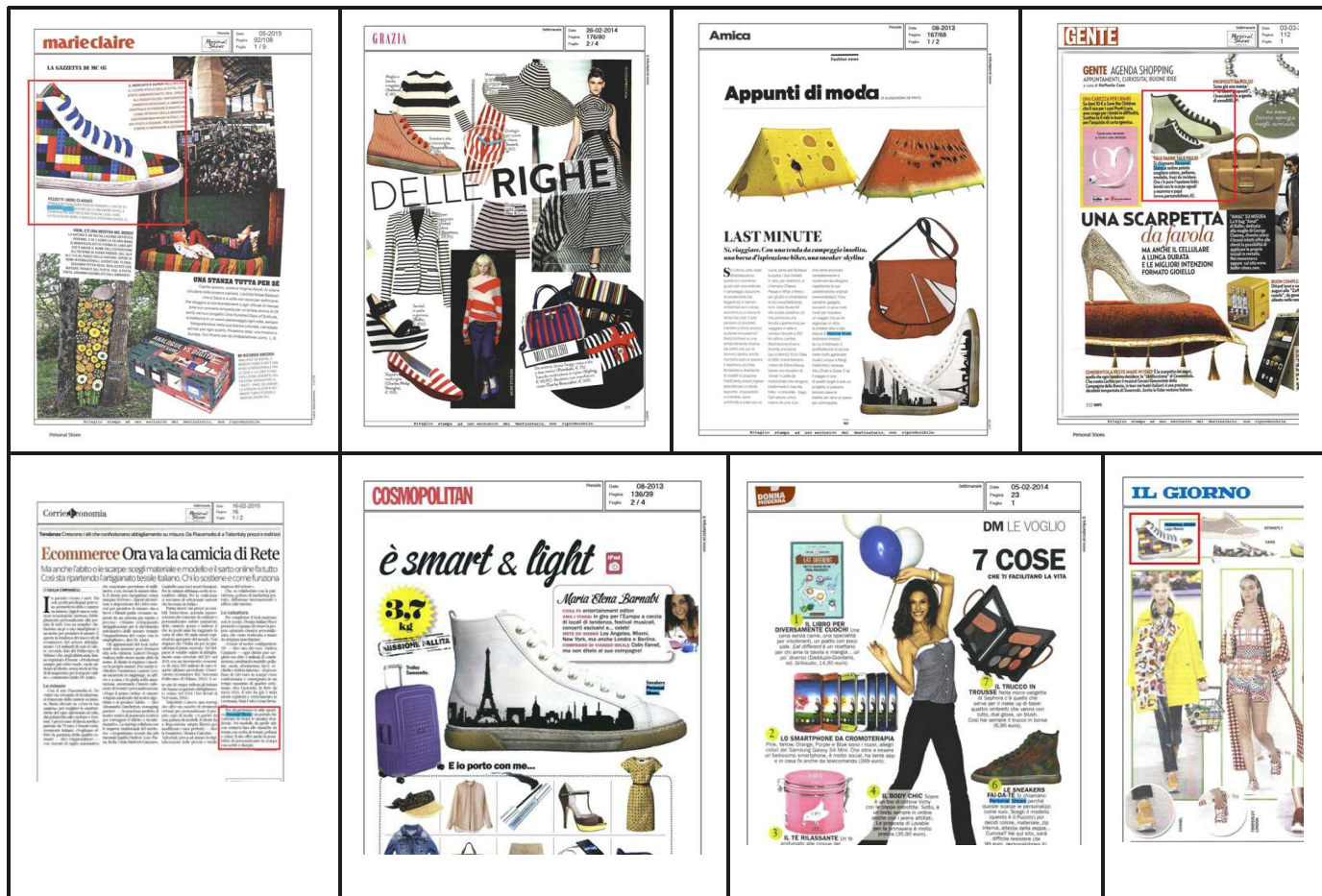
CAPOBIANCO



EL LA



PERSONAL SHOES



LENORA SCARPE DI LUSO

Natural Style - N.138 - Dicembre 2014
(diffusione 103745, tiratura 141765)

natural
NATALE

Coltata in legno e oro giallo. A. 140mm

REGALI ECO
GLI CON IL CUC

Dall'abbigliamento al design, passando per i prodotti di bellezza e i pensieri gourmand. Tante idee ecofriendly da mettere sotto l'albero (rigorosamente green)

Foto di Jason Lloyd- Evans. A cura della redazione

Niente da meno anche come etichette: in legno e colori naturali. Doccia di Willy. Garden (6,73 l'anno)

Bracciali regali in oro. Lenora Scarpe di Lape (299 euro)



MF
Personal
Investire nella Qualità della vita

Accessori

Per la primavera, il marchio Lenora si ispira a uno degli elementi naturali per eccellenza, il legno. Il boot in stile rock e la décolleté bon ton, il sandalo basso e quello open toe, hanno tacchi in legno chiaro. Il modello Elvira è argenteo, perfetto per le feste. Prezzo: 250 euro. Info: scarpenora.it



25/02/14 Vogue - 11 Marzo 2014 - Accessory
(diffusione 103745, tiratura 141765)

The Latest Finds

La sfilata di New York design. E' la collezione di primavera che si presenta in un'occasione che non è solo una sfilata di moda, ma anche un'occasione per scoprire le ultime tendenze. Ma questa volta è la sfilata di New York che si presenta in un'occasione che non è solo una sfilata di moda, ma anche un'occasione per scoprire le ultime tendenze.



22/10/2014 Vivi Milano - N. 34 - 22 Ottobre 2014
(diffusione 14335)

TRENDY / LA COMMISSA CONSIGLIA

Le maxi pochette

Le pochette, sempre perfette per una serata elegante, sono sempre più pratiche da usare anche di giorno per via della ridotta dimensione. Ma questo autunno-inverno le pochette tornano in grande moda in versione maxi. Per chi ama, invece, un look più di tendenza e moderno, c'è il modello in velluto blu (130 euro).

BARBARA LAMARCA L'AMICA

BARBARA LAMARCA



21/09/2014 Fashion - N.21 - 17 Settembre 2014
(diffusione 103745, tiratura 141765)

NORA SCARPE DI LUSO

Tutte le scarpe sono in legno. Lenora Scarpe di Lape, marchio prodotto da Lenora Scarpe, scarpe che sono, per loro stessa natura, un'opera d'arte. Le scarpe sono realizzate in legno, con l'uso di materiali naturali e con l'uso di tecniche artigianali. Le scarpe sono realizzate in legno, con l'uso di materiali naturali e con l'uso di tecniche artigianali.



31/05/2014 Io Donna - N.23 - 31 Maggio 2014
(diffusione 103745, tiratura 141765)

Matrimoni(ate)

A cura di Giorgio Alexandri
Ha collaborato Ariana Albano di Matrimoni.it

Mandate le vostre segnalazioni (o richieste) a: lettere.iodonna.it

RETRO DÉCOR

Semplice sì, ma fino a un certo punto. Perché basta mostrare la schiena agli invitati, durante la cerimonia nuziale, per vedere il lato nascosto di abito e personalità. Visto davanti, questo vestito di Pastore Bridal è minimal, con bustier, silhouette a sirena e una leggera laccatina in organza. Ma, dietro, la

SPOSA COUTURE

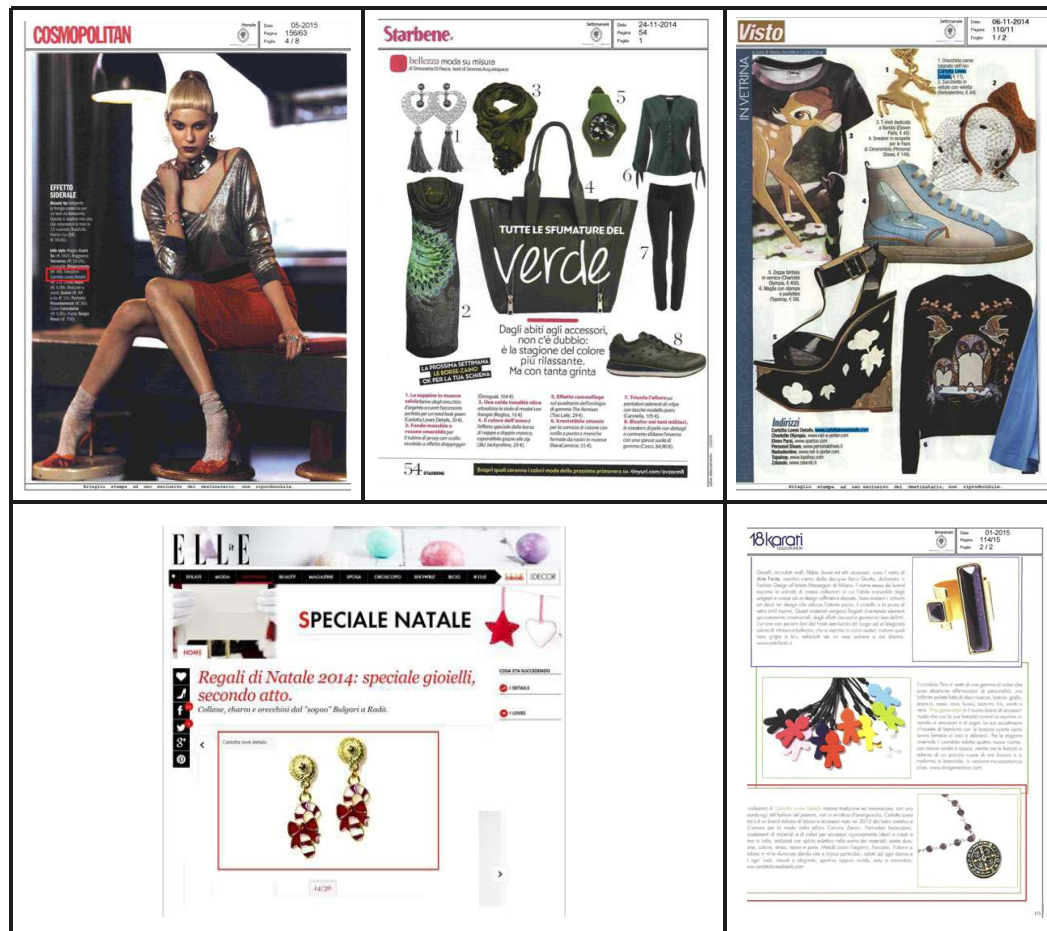
La giovane stilista Mary Katrantzou ha creato il suo primo abito da sposa. L'occasione è stata il matrimonio dell'attrice Carolina Costanzo-Bianchi, per la quale ha ideato un vestito con ampia gonna realizzata con ben 120 metri di chiffon e ritzina.

SCARPETTE BIANCHE

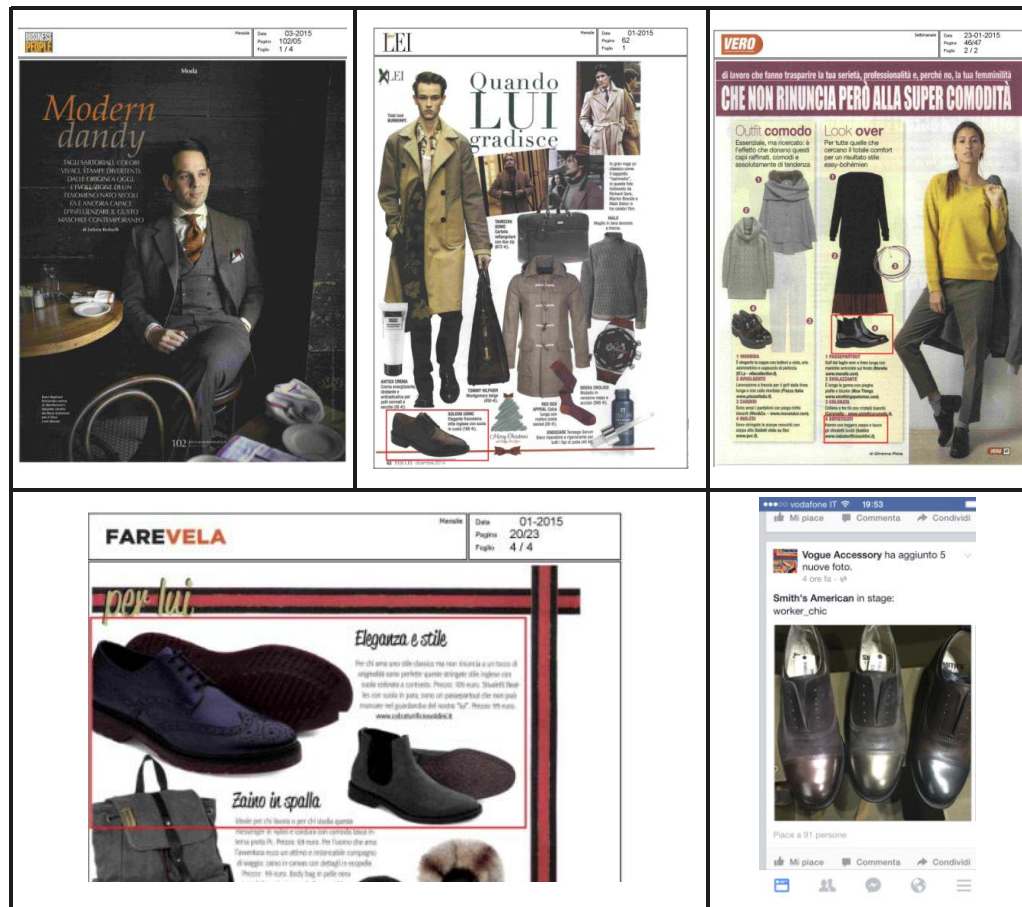
Coturni di giorno o di sera? Il problema non si pone con la collezione luxury shoes del brand Nora. Dal modello da sposa in pizzo laccato alla mule con tacco alto e non più in vista, fino alla stivaletta ipermoderna. Tutte le scarpe sono prodotte in Italia e fatte da artigiani esperti. Anche personalizzati. Info: scarpenora.it



CARLOTTA LOVES DETAILS



CALZATURIFICIO SOLDINI

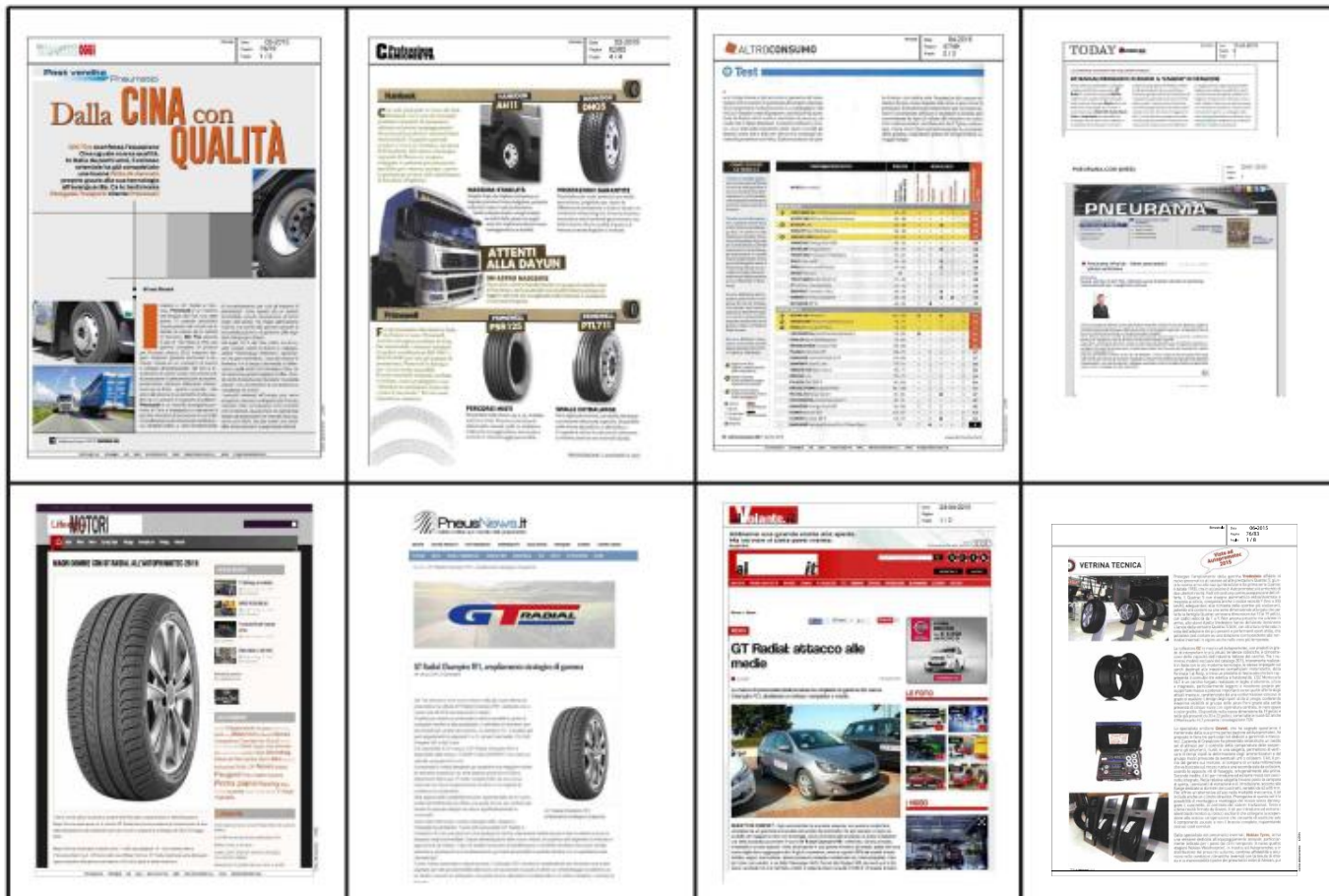


TRANSPORT AND LOGISTICS

TUNNELS ARE EXCAVATED
ON BOTH SIDES
MEETING
IN THE MIDDLE

Anonymous

GITI TIRE

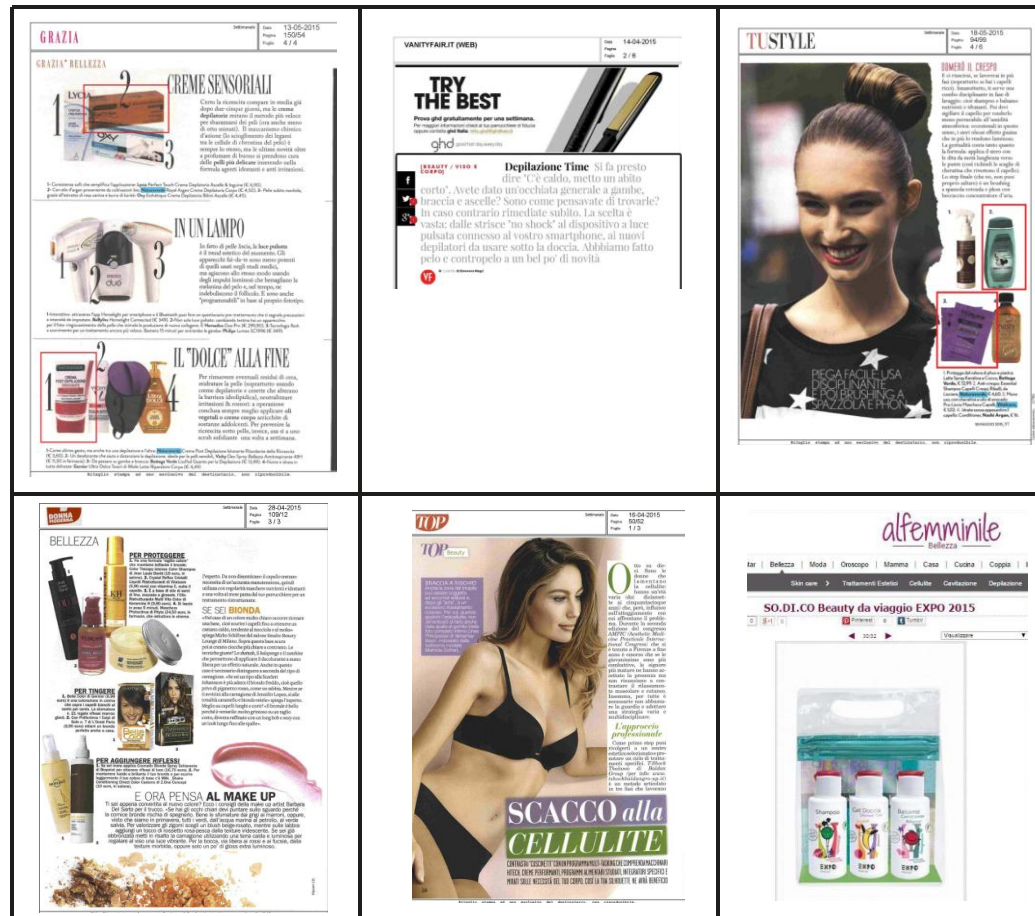


BEAUTY

THOSE WHO LEAD
AND DRAW THE WORLD
ARE NOT LOCOMOTIVES,
BUT IDEAS.

Victor Hugo

SO.DI.CO



DIVAGE



NON PROFIT

YOU'LL NEVER FIND
RAINBOWS
IF YOU'RE LOOKING DOWN

Charlie Chaplin



DIGITAL STRATEGY



SOCIAL MEDIA

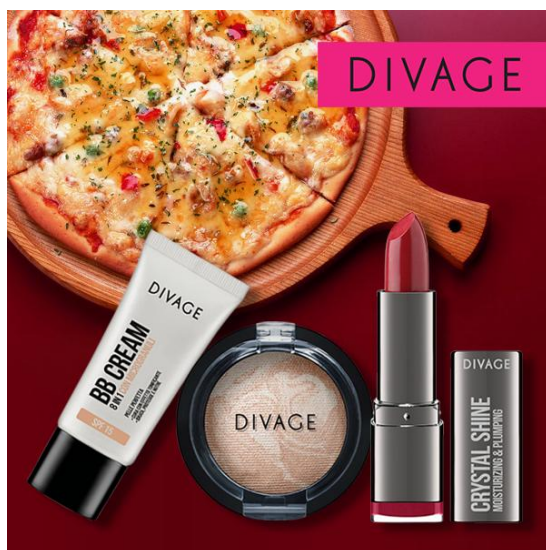
The Social Medias are fundamental component of the Digital Communication: Facebook, Instagram, Twitter, LinkedIn, Google+, YouTube and Snapchat are several platforms, each with its peculiarities because of language, interaction and content. Being present to one or more social is essential for companies that want to increase their business communications with the audience and having a direct traffic on their website. Lape arises a sidewall customer identifying project, more creative, effective and visibility through series of actions designed specifically by the social channel.

It may seems as trivial job, but the reality is quite different.

The Lape social strategy includes:

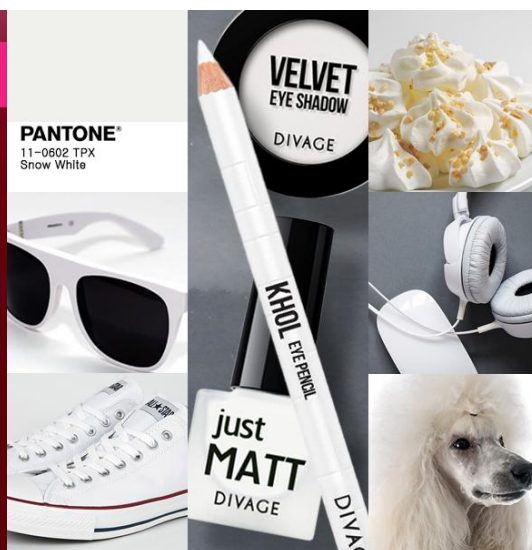
- ✓ Audience Analysis: talking about who? What kind of tones uses our target?
- ✓ Analysis of competitors: you can learn from others
- ✓ Analysis of the social, those already active and from those who are potential: not all the social adapts well
- ✓ Possible revision of existing profiles in iconographic terms, creativity, language and content: should be in line with the Company's values and with the platform on which you are working
- ✓ Identification of a concept and related keywords, formulation of a project that guides the identification of the contents of the editorial plan: strategic moment crucial to the success of the work
- ✓ Drafting of an editorial weekly plan with exclusive content: this is definitely one of the most important step
- ✓ Daily management of the page: comments, responses and publication mail. We take care of everything, so quickly
- ✓ Study and creativity of social campaigns: our SEO support us in every phase that is always shared with the customers
- ✓ Reporting: you can assess any progress made, and any changes that are to be made

DIVAGE – EDITORIAL PLAN



#ddreammadly

Bella e buona, noi italiani alla pizza non sappiamo rinunciare! Oggi ci ispiriamo alla sua genuinità made in Italy e vi proponiamo i nostri ingredienti @Divage per un make up da veri gourmet: BB cream, la crema idratante ...



#ddreamcolorsofDivage

Soffice e delicato è il colore—non colore che si abbina a tutto. Questa settimana vi proponiamo un'elegante selezione di prodotti nella nuance più soft e coccolosa che ci sia, lo snow white: Velvet Eye Shadow N.7303, Eye Pencil Khol White



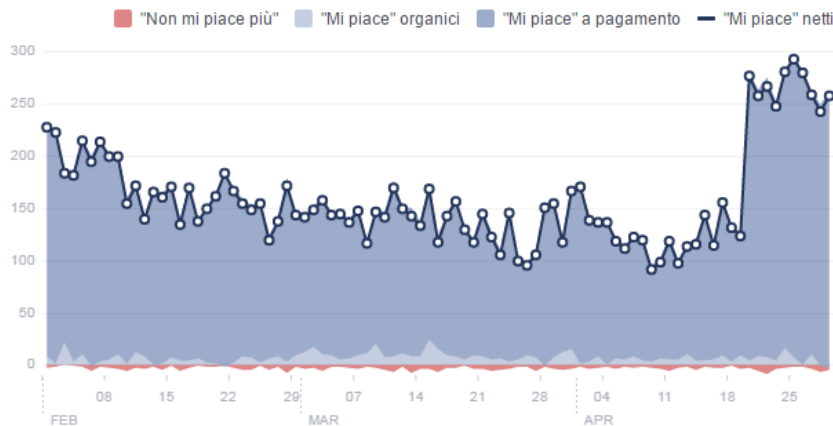
#ddreammakeupartist

Labbra effetto specchio, un po' glossy e un po' smalto? E' il trend dell'estate in materia di make up e con @Divage il risultato è più brillante che mai grazie al Mirror Gloss della nuovissima collezione #stayglam, disponibile in

DIVAGE - REPORTING

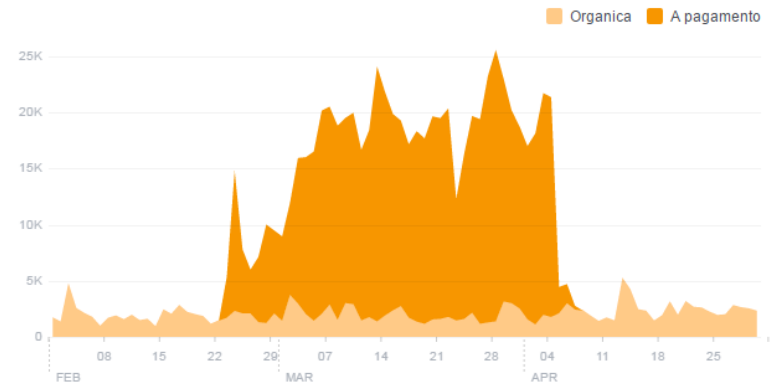
"Mi piace" netti

"Mi piace" netti mostra il numero di nuovi "Mi piace" meno il numero di "Non mi piace più".



Copertura dei post

Il numero di persone a cui i tuoi post sono stati mostrati.



The campaign has gained visibility into an ultra qualified audience, with a result of 15.829 fans acquired.

Based on the Facebook statistics, some posts and videos were selected in these recent months that have been able to generate more interaction with users (likes, comments and shares) and we have been sponsored in order to reach and engage a target audience who are interested in the topics covered.

This strategy has resulted in well, 484 interactions with sponsored posts and 35.682 views of videos sponsored.

EVENTS



EVENTS

What is the main characteristic of our events? Lape uses wits!!

Our payoff concept revolves around this idea: in order to leave the mark in a world where uniformity prevails, we make our distinctive feature available to all clients, our thinking.

Strategy is our starting point. Lape stands for “the bee” and the mission of our bees on every project is to identify a box concept in which we can develop each detail, from biggest to smallest.

Product launches, company meetings, unconventional events, team building, dealer sales promotions:
Lape achieves all this by mixing creativity, freshness, flexibility and proficiency.

CONVENTION

Project for Askoll

Presentation of a new range of aquariums



Concept

Fluid Emotion, thinking and living the aquarium in a new way. Thanks to an animated projection, the guests could experience the aquarium from a different point of view: the inside.



CORPORATE EVENTS

Project for Giti Tire

Institutional dinner held during a fair/exhibition period



OPENING

Project for Le Pandorine

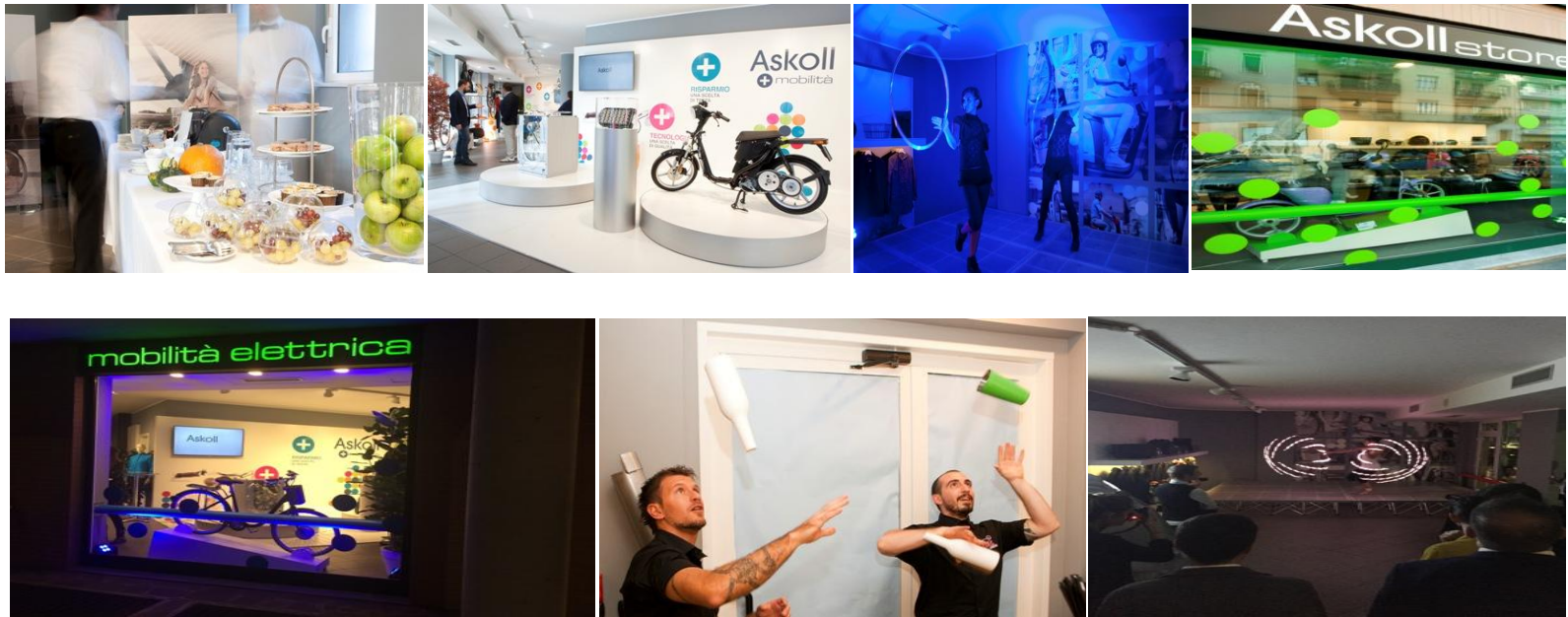
Opening flagship store in Milan



OPENING

Project for Askoll Mobility

Opening flagship store in Milan



SPECIAL EVENTS AND EXHIBITIONS

Project for Giti Tire

Participation in the Misano Weekend Trucker event, the only Italian stage of the FIA European Truck Racing Championship, with a dedicated stand in the paddock and a hospitality room in the building of the circuit box.



SPONSORSHIP

Project for Le Pandorine

Sponsor of the most important beauty contest in Italy



GUERRILLA MARKETING

Project for Carlo Pazolini

Guerrilla Marketing for a flagship store opening event



STREET MARKETING

Project for Terravision

Launch of a new shuttle service between Milano Centrale and Orio al Serio.

Concept

The holiday starts when you leave the house.

You need to choose a reliable, comfortable and advantageous partner for your transfer to the airport, which could welcome clients with a personal concierge service, like the girls who dress/function as tickets!



IN STORE PROMOTION

Project for Dentadent

Promotion for the opening of a new store in the Orio Center Shopping Centre.

Concept

Smile with us, a new way of thinking about oral health.

The activity is determined to:

- **CREATE suspense and curiosity** towards the new service
- **SHOW** the opening of the new clinic through **teasing** materials without revealing too many details.
- **LET the public feel** as though something important is about to happen.



ORGANIZING SECRETARIAT



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1.500 people**

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from 200 to 5.000
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✓ **Database qualification**

✓ **Invitation sending**

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Secretariat, from
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simultaneously**

**Organizing
Secretariat for
one day or more,
contemporaneous
or consecutive**

**Duration of
service: from 2
weeks to 6
months**



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