SELECTED WORK / WORLDZ

11

Worldz
making sharing count

Making social commerce make sense.
Brand and communications leadership / selected work, 2018–2023.



The human side of the software

Worldz rewards shoppers with discounts
when they share purchases on social media.
I made that idea accessible through a consistent
story across advertising, PR and social content.

MY CONTRIBUTION

Film concepts and direction
PR strategy and CEO positioning
Social content and editorial direction

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Ask a friend
A familiar human truth

To introduce Worldz to a broad TV audience, I started with something people already understood: the influence of a friend's recommendation.

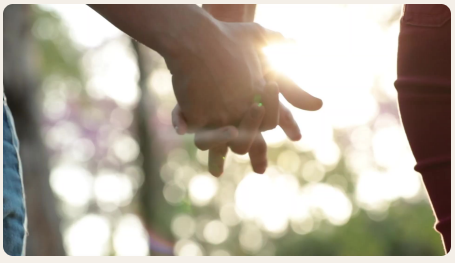


Watch the film

CAMPAIGN AIRED ON SKY TG24

An idea strong enough for stock

I conceived and wrote the film, selected the stock footage and handled the edit and copy. A consumer-first story explained the benefit, with a second point of relevance for merchants.



Extended film shown. Stock cost a few hundred euros, excluding creative work and media.

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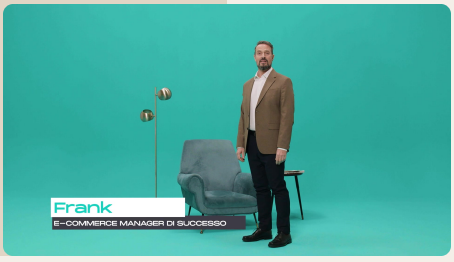
A new audience.
A different kind of film.

For the 2022 digital campaign, I developed a dedicated production, with a dedicated Agency, designed to support merchant lead generation.



PRODUCTION / 2022

Put the benefit in the merchant's world.



Watch the ad

From script to final cut

I supervised the concept, script, casting, graphics and voice-over, working with the production company on the film and its Italian and English versions.

Built for online use

A main film and shorter cuts gave the campaign assets for different digital formats.

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Editorial angles, *earned attention*

I developed editorial angles and directed the PR agency's work across business, technology and mainstream consumer media.

la Repubblica

Social commerce with users at its heart

Read the article

VANITY FAIR

The role of relationships in shopping

Read the article

GQ

Technology explained to consumers

Read the article

Il Sole 24 ORE

Business and innovation

Read the article

Give the founder a clear voice

I shaped topics, reviewed releases and interviews, and prepared messages and presentations for radio, podcasts, webinars and events.

Many stories. One position.

The founder's journey,
the role of sharing,
the opportunity for brands.

Recognition through continuity

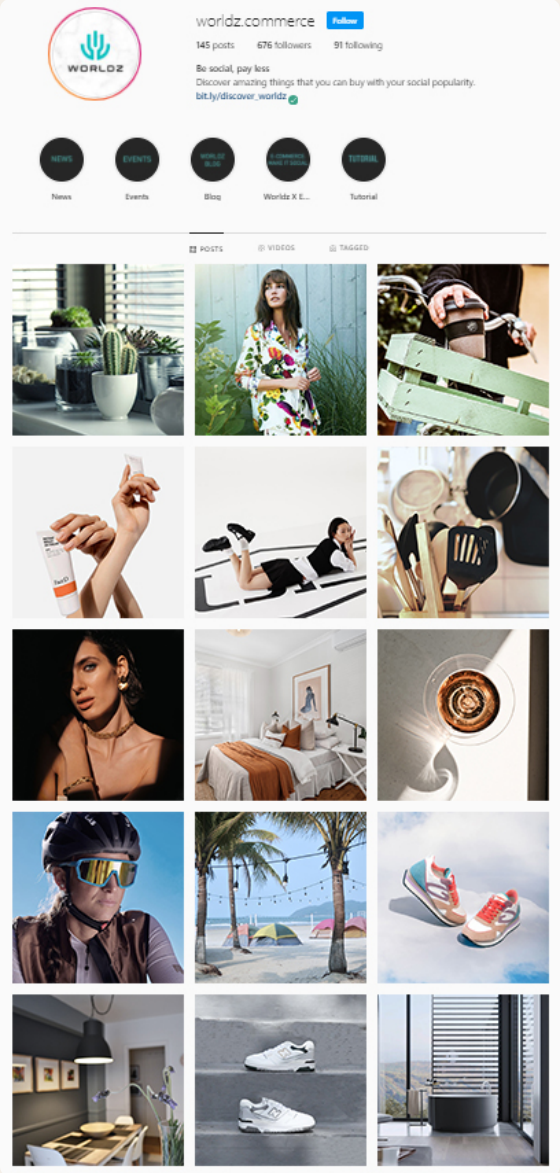
The value lay in sustained visibility: different stories reinforcing the same brand.

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A shopping edit *with a purpose*

I turned partner products into a lifestyle-led Instagram edit, connecting desirable purchases with the Worldz discount benefit.



A CONSUMER LANGUAGE

Lead with desire. Explain the benefit.

Fashion, beauty, home and leisure. I selected the products and visual direction to make the platform relevant to everyday shopping.

A consistent editorial hand

I set the product selection, creative direction and publishing plan, with a designer responsible for visual execution.

The bigger contribution

I connected campaigns, media stories and daily content into a sustained brand presence within social commerce.