ENGLISH

Creativity built to scale.

Senior creative direction, AI-native production, social intelligence and digital platforms in one system.

BVG Group — Creative Agency
Part of Fancy Capital SRL

THE POSITIONING

Not another content agency.

BVG designs the system behind content and digital products.

We connect strategy, production, distribution, performance data, product thinking and engineering into one continuous process. Technology makes the operation faster. Human direction makes the result relevant.

Technology accelerates the process.
Human judgment protects the brand.

WHAT WE BUILD

01 — 02

01

Content Engine

An end-to-end content operation for expert-led businesses.

- Audience and content analysis
- Editorial strategy and topic development
- Scripts, concepts and production planning
- On-site or guided content recording
- Video and visual post-production
- Publishing, scheduling and paid amplification
- Performance reporting and continuous optimization

From expertise to consistent, publishable content.

02

Creative Intelligence

Social data transformed into actionable creative direction.

- Social account integrations
- Performance analysis and audience insights
- Organic, paid, monthly and campaign reporting
- Best-performing content analysis
- Trend and competitor analysis
- Editorial recommendations
- Presentation-ready strategic outputs

Not more dashboards. Better decisions.

WHAT WE BUILD

03 — 04

03

Creative Projects

Focused creative support for launches, campaigns and strategic moments.

- Campaign concepts and content launches
- Social-first creative development
- Visual direction and brand storytelling
- Editorial frameworks
- Multilingual content adaptation
- Bespoke creative projects

Senior creative thinking, applied where it matters most.

04

Digital Platforms

Digital products engineered rapidly, from the first idea to a robust operating platform.

- Corporate websites and editorial ecosystems
- E-commerce, subscriptions and marketplaces
- Customer portals and private areas
- Custom CRM, ERP and management software
- Industrial, logistics and field-service platforms
- Dashboards, data products and AI-enabled tools
- Configurators, workflows, automations and integrations
- Complex products with multi-role environments

Complexity, translated into an intuitive product. At exceptional speed.

DIGITAL PLATFORMS

From complex logic to a working product.

BVG combines product thinking, interface design and engineering in one accelerated process: from a high-impact website to the infrastructure that runs an entire operation.

01 COMMERCE & PRESENCE

Corporate websites, editorial ecosystems, e-commerce, subscriptions and multi-vendor marketplaces.

02 BUSINESS OPERATIONS

Custom CRM and ERP systems, management software, private portals, approval flows and document platforms.

03 INDUSTRY & COMPLEXITY

Production, logistics, field service, advanced configurators, monitoring and multi-role environments.

04 DATA & AUTOMATION

Executive dashboards, AI-enabled tools, data products, system integrations and automated workflows.

THE METHOD

A more intelligent creative process.

01 Understand

Brand, objectives, audience, content and performance.

02 Design

System, priorities, direction and operating flow.

03 Produce

Technology for speed; senior human supervision.

04 Improve

Data translated into decisions for the next cycle.

AI-native. Human-directed.

TECHNOLOGY ENABLES

- Faster analysis
- Structured brand knowledge
- Scalable adaptation
- Automated reporting
- Workflow consistency

HUMAN DIRECTION ENSURES

- Strategic relevance
- Creative quality
- Brand sensitivity
- Cultural context
- Final accountability

SELECTED EXPERIENCE

Creative systems built for real business.

01 International Beauty & Haircare

Social intelligence, editorial planning, reporting and creative proposals.

02 Medical Expertise & Personal Brand

Strategy, on-site production, video, publishing and paid amplification.

03 E-commerce & Consumer Services

Brand communication, campaigns, content and digital acquisition.

Detailed case studies available on request.



ABOUT BVG

Creative direction with an operator’s mindset.

Founded by Barbara Valentina Grimaldi, BVG combines creative sensitivity, strategic discipline and a modern approach to content operations. It works with a selected number of brands and professionals, building systems around their objectives, audiences and internal processes.

As part of Fancy Capital SRL, BVG operates within an entrepreneurial ecosystem focused on technology, digital businesses and scalable operating models.

START A CONVERSATION

Tell us what you want to build, improve or scale.

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