



Welcome to the home of **Integrated Communication.**



Choose us and get yourself **comfortable**.
You'll be backed up by a structure capable of satisfying all your needs.

“A man travels the world over in search of what he needs and returns home to find it.”
[George Augustus Moore, Il torrente Kerith, 1916]



who we are

A modern, dynamic and flexible company, born in **1992**, equipped with people, means and technologies to be competitive in a fast-evolving world of communication, which requires a quick response.

One of our missions is to synergize creativity and technology, putting them at the service of integrated communication.

We have artistic-artisanal roots. We love to define ourselves as **Multimedia Artisans**, because of the constant research and passionate care we put into our communication products.



philosophy

We believe that what's best for our customers is best for us. Our Philosophy is aimed at understanding our users' needs and developing bespoke solutions.

A flexible approach when facing issues, an appropriate head office, evolved technologies and the awareness of how precious teamwork is are the weapons that allow us to provide a "tailored-on-customer" service.

To stir up emotions, feelings, to summon memories, to amaze.

For us, communicating is not only the result of highly innovative processes, but also the product of an ever original and dynamic mix of professionalism, competence and, most importantly, passion. **Passion** for the job we love. That's why it's so easy to give our best, to improve "nice things" is one of our goals.

“Competence gets us in the game, communication makes us win it.” (Beau Toskich)

“Many a small thing has been made large by the right kind of advertising.” (Mark Twain)

“To communicate is good, good communication is better!” (Danilo Arlenghi)



team

We are a party who's able to express their individual skills.

Everyone of us holds responsibilities in a specific field, every aspect of the job is taken care of by the person who can do it better. A set can become a group and a group can turn into a team, and a team is much stronger than a simple sum of singles! We are a united staff, capable of facing challenges with grit and determination.

We offer a unique and bespoke service, an **evolving** partnership to ensure that **"little additional step that makes the difference"**.

You will find an innovative communication to give products, services and companies a voice, a soul and a personality.



home

Our home is a modifiable and modifiable structure, that can change with the needs.

We have the right space for evolved technologies, the right comfort to properly enjoy our job and worthily welcome you. Our home consists of 2200 covered square meters and 3500 uncovered square meters, all equipped to be in line with our concept of what a company should look like.

We love to call this place "home" because that's what inspired us: those who come to see us are welcomed into a familiar setting, away from the city chaos, easily accessible and with lots of parking spots. In a world where everyone talks about integrated communication, we actually offer you a structure created to achieve it.

“A company's growth is the result of the effort of every single element, even the smallest one. To carefully listen to customers' desires and request is the only way to build an everlasting, stable relationship.”



PASSION

 A perfect mechanism
that moves everything

“Very few advertising ideas come out fully formed and beautiful as Botticelli’s Venus from a shell in the painting. Even after a campaign has started there could be creative refinements. Ideas require, and deserve, investment of time and patience for them to grow. In short: you need passion.”

(Unilever Procedure for Great Advertising”, 1985)



graphic & design

*innovative ideas and
creative solutions*



corporate identity

*the sublimation
of core business*



logo
*the brand,
mean of remembering
and distinction*

An efficient marketing action can't be separate from creativity and the graphic impact your message need to make on the final user. Our graphic studio consists of brand designers, visualizers, planners, layout specialists and web designers who meet, analyze and elaborate your communication needs, translating all into pictures, marks and unique, original and impactful shapes.

It's vital that your whole company communication must follow a common graphic motif: logo; coordinated paper stuff (business card, letterhead, personalized envelope, etc); depliant, company and product brochure, leaflet; internal and external signage; vehicle customization; gadgets and company uniform.

The logo - "logotype", "symbol" or "brand" - must etch itself onto the brain of whoever looks at it, distinguish itself and, most importantly, must serve the communication needs of the client. After meeting with the client, and carefully studying their products and/or their services, our team will create unique, clear and recognizable visual symbols that tell all about the product and its essence.

“ Doing business without advertising is like winking at a girl in the dark.
You know what you are doing, but nobody else does ”

(Peter Drucker)



radio & tv ads

*half a minute
to be remembered
forever*

We create TV ads and editorial Billboards and promos, planning them into our most followed TV and Radio shows. We have at our disposal a range of talented speakers who are specialized in advertising voice acting. We finish up the product with music and effects editing.



marketing

*research &
communication
aimed at sales*

We believe that a good marketing action must stem from a direct and bespoke relationship between our client and us, and above all it must be the product of a whole set of communication techniques and an integrated use of different media. For years we've been making efficient marketing plans with solid, tangible results.



packaging & typolithography

*we dress
your products
with personality*

One of the identifying and positioning elements of a brand is its "dress". Packaging plays a vital role in a product identity, as it contains all the necessary and signifying information and is a market affirmation tool. Our team of print technicians and paper experts are highly specialized. Swiftness and quality are part of our service during designing and production.

“ Advertising is as old as the world. As a matter of fact, everyone knows how the snake was the first to advertise his fruit to Eve. ”
(Cesare Marchi)

“ Ducks lay eggs discreetly, on the other hand a chicken makes noise so the whole estate can hear.
What is the result? The whole world eats chicken eggs ”
(Henry Ford)



**serigraphy &
tanponggraphic**
*the graphic mark
on every support*

Serigraphy is an optimal solution for printing and/or personalization of: stickers, glass, methacrylates, t-shirts, hats, jackets, wood, PVC. Our **serigraphy lab** is equipped to print in monochrome, in excellent quality four-color process, on every flat surface. For concave or convex surfaces we use the **tanponggraphic technique**.



**vehicles
customization**
*your image
makes its way*

Car wrapping is an innovating customization technique with great aesthetic results. We customize cars, motorbikes, vans, lorries, buses with pre-positioned adhesive film, permanent or removable, one-way. cast. We promise quick and long-lasting graphic designing, printing and application, to add a personal touch to vehicles and companies and improve visibility through your company fleet.



engraving
*products that
leave a
mark*

Solid, reliable and highly performant, our engraving machines have their strength in their precision and the solutions they can offer: cutting, grinding, piercing, shaping, writing; different techniques applied to sign-making, furnishing, and more. These are innovative solutions to satisfy the needs imposed by an ever-evolving market.

“Advertising excites, makes one fall in love, seduces. It summons emotions. Un kilo of advertising may contain 999 grams of rationality but it will shine and be different for its gram of madness.”

(Luis Bassat)



signs
*your business
under the right
light*

With over 7000 signs produced, our technicians **know-how** is hard to match, from site inspection to installation, advice, design and production. We craft signs of every size and shape: with boxed letters, embossed, backlit, with direct or indirect lighting, 3D-engraved. Constant technological innovation, great range of materials, respect for regulations, competitive prices and punctuality with the deliveries to place your business under the right light!



**banners &
standards**
*your brand
raised up*

Practical and handy, resistant, light and of minimum encumbrance, banners, standards and flags are the cornerstone of outside communication.

We offer solutions in PVC, cloth or polyester, personalized with high definition, monochrome or hexachrome prints. We also take care of thermal bonding and installation.



**signage &
billboards**
*the joy of signalise
with taste*

Billboards and street signage improve the efficiency of advertising, and are characterised by being semi-permanent. We deal with graphic design, production and installation of signage, directional and safety signs, 3D and multimedia signage.

Our technicians accompany the customer with competence and professionalism, from site inspection to testing.

“ Stopping advertising to save money is like stopping the clock to save time. ”
(Henry Ford)

“ Advertising is the greatest form of art of the twentieth century. ”
(Marshall McLuhan)



**ledwall &
big screens**
*your company
in the front row*

Big-screen advertising is shinier, more visible, more interactive, more animated, more fun! Our screens are modular (they can be easily assembled with each other, safely and quickly) and come with a last-generation electronic control system.



**traveling
advertising**
*we put your ideas
in motion*

Good ideas must be shared as much as possible! Our mobile billboards take the street to convey a picture of a dynamic and winning brand. This is the right media to convey a message by reaching for those places where a bigger audience can be found, and that means more potential customers.



**balloons
& inflatables**
*your image
flying high*

A peculiarly shaped balloon or inflatables are hard to miss. They are ideal for an original and efficient advertising use. Particularly light, handy and easy to install, they provide a great visual impact. They come in many sizes and shapes, just like your ideas.

“ When Eschine spoke, Athene people said: “Listen how well he speaks”. When Demostene spoke, Athene people said: “Let’s unite against Philip”. We are part of Demostene’s school. An efficient communication is the one that reaches its objective. Some speakers fall in love with their own words, and the best result they reach is Eschine’s. Others with their words, their tone, their pauses, their body, their silence communicate by widening people’s vision, guiding behaviors and pushing to act. ”

(Giancarlo Livraghi)



**gadgets &
promotions**
*communicating
usefully*

Gadgets strengthen the image of the company and, at the same time, develop the feeling among the customers to be part of a selected few who deserve special attention. In our showroom we offer high quality articles, brandable through techniques such as serigraphy, tamponography, embroidery and transfer.



**stands &
tensile structures**
*architecture
to communicate with*

Variety, quality of the materials, attention to details and custom made furnishing make our structures impactful. We satisfy every need for structures quickly and safely. We rent structures and services to set up with creativity and aesthetic. We create small and big structures (from 9 square meters stands to 1000 square meters tensile structures). We take care of setup, furnishing and all bureaucratic paperwork.



**outdoor &
6x3 circuits**
*extra-large
extra-efficient*

We offer an efficient 6x3 circuit, positioned in strategic point throughout the city. Our media communication won't be ignored. We offer a "turnkey" service: poster creation (graphic, strategy and printing), installation, advertising tax and subsequent removal.

“ The very first law in advertising is to avoid the concrete promise and cultivate the delightfully vague. ” (Bill Cosby)

“ Don't tell my mother I'm in advertising – she thinks I play the piano in a brothel. ” (Jacques Séguéla)

“ Se voglio vendere del cibo per cani devo anzitutto assumere il ruolo del cane, perchè solo il cane sa esattamente quello che vuole ”

(Lella Cusato)



digital printing
*every color
every size*

Super-high quality in a super-short time.

We create prints with exachrome plotter on micro-perforated, pvc banners, adhesive vinyl film; we directly print on rigid supports as forex, alveolar, egafix on photographic paper or canvas. We print any subject on any format.

We offer high-quality personalization at competitive prices.



sponsorship
*turning relationships
into value*

We believe that sponsorship is a winning communication mean. We partnered with important sport societies, and we take care of big events. Our aim is increasing your brand's notoriety and dynamism, making people recognise your product, attracting new markets and increase your distribution.

Sponsorship must be approached strategically, carefully planned and monitored. We've been doing that for more than 20 years.



media planning
*emotions aimed at
business success*

We offer all of our competency to implement a strategic media planning:

- radio/video advertising
- posters
- advertising in sport
- printed adverts
- online adverts

Making your communication a winning one by identifying precise targets as to not disperse the budget: this is our objective.

“ All progress is due to discontent. Content people don't wish for change. ”

(Herbert George Wells)

“ Whatever you dream of starting, start it. Courage is genius, is power, is magic... ”

(Johann W.V. Goethe)

“ Try to be yourself, play your role in life! ”

(Anonimo)



web
*a window
on the world*

We specialize in creating static and dynamic websites, web portals, multimedia catalogues, e-commerce, online wedding lists, sites for associations; search engines optimization, web assistance, video production, interactive applications, online advertising. Our websites are conceived and structured to work on every actual browser and to be viewable on mobile devices.



**consultancy &
design**
*professionality
and meticolousness*

Our group is made by highly skilled professionals, able to work at many levels within all the different layer of integrated communication. Working alongside production turned our business managers into technicians, accounts who are able to masterfully offer solutions that are tailored on every customer's needs.

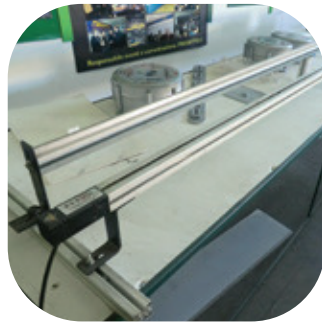


**events
management**
*make success
happen*

It doesn't matter wether it's a sport event, an exhibition, convention, trade fair or show, what's vital is being able to count on someone who can offer a turnkey service. We partner with important clients, and we take care of organizing, setting up and managing small and big events through services and supply, always well calibrated on every customer's needs. Since 1992 we turn every event into a special event!

“ In the discipline of marketing, art prevails on science. On the tight rope of the market, only the balance between science and art, between research and creation, allows us to walk without falling into the chasm below. ”

(Luis Bassat, Il nuovo libro della pubblicità , 1997)







Beauty crosses the barrier of time inside the **Progetto 5 Vintage Area**.
A space dedicated to the cult of those brands that made advertising history
and to exhibiting unique pieces, straight from the 20th century, a historical treasure of today's society.



Walking Media are innovative means of communication. Conceived to be brought in the squares, on the streets and in the major meeting areas with simplicity and elegance, Walking Media make every advert attractive, dynamic and memorable.

Walking Radio

frequencies on the move

A recording studio, a living room, a moving direction office... a true traveling radio. Speakers & dj's, Radio Touring 104 & Radio RC International, the first radios in Reggio Calabria, can arrive anywhere - anytime thanks to **Walking Radio**. Cutting edge technology on the inside, vintage radio on the outside: impossible not to notice! Radio correspondences, interviews and live broadcastings of events and shows are made possible!



Walking Video

the ad travels with you

With a hi-definition 150x200 screen, a Mercury 5000 gv video projector, audio mixer, DVD player, 400W speakers, the **Walking Video** is the ideal vehicle for live or recorded broadcasting of any media event. It is a mobile structure of great visual impact, innovative and suitable for any kind of video advertising and political propaganda: many candidates choose our Walking Video for their campaign!





Walking Risciò

your communication ... makes its way

From the Asian tradition, Reggio Calabria welcomes **Walking Ciclorisciò**. Fully brandable, Ciclorisciò can accommodate between 2 and 6 people pedaling through the flat streets of the city center, on the city's Lungomare. Fun to drive and to look at, our vehicles convey an image of a fun and involving brand.



Walking Tender

myth becomes media

The legendary Ape Calessino lives again on the streets of Reggio Calabria! The symbol of Italian "Dolce Vita", the Calessino built its charme carrying the Hollywood stars within the most fashionable locations of the Mediterranean. Progetto5's **Walking Tender**, in a limited edition, combines retro style and functionality in a modern way. A "spiaggina", a golf car, a little jewel with customizable interiors to convey, with elegance, a winning brand image.





RADIO TOURING104

INFORMAZIONE e PASSIONE

FREQUENZE

104.4 Reggio Calabria, Messina, Piana di Gioia Tauro

103.3 Taormina e Basso Jonio Reggino

103.8 Piana di Gioia Tauro

87.9 / 101.1 / 104.6 Locride

ascoltaci in streaming su:

www.touring104.it



RADIO TOURING 104 is the most followed and most listened to radio in the Reggio province, and one of the most listened to in Calabria, able to establish itself in the information, sport & musical entertainment world thanks to its unique style, it became a landmark for its listeners, so much to be considered the city and province's own radio.

MUSIC, INFORMATION, SPORT AND CULTURE: these are the main products of the "official radio of big events". Since 1976 Radio Touring 104 accompanies with passion the events happening in the province: sport, musical, cultural and touristic ones.

The journalistic editorial office follows closely and gives a voice to facts, people and characters that accompanied the political, administrative, cultural and

social life of the province, with 10 editions of local radio news and weekly live broadcastings from the city life.

Radio Touring 104 produces - first in Calabria and among the few ones in the south of Italy - three editions of VideoGiornaleRadio (Video-Radio-News), an innovative journalistic product that unites radio and video information, covering both users' days at the same time.

All that made possible for Radio Touring 104 to have a quite important audience, capable to allow amazing returns, commercial results and brand awareness to all advertisers.

Radio Touring 104 is acknowledged by the public and advertisers as authoritative, reliable, historical, a daily pleasure, but also as a fresh, innovative, self-ironic and creative brand.

Since 1976 we give voice to great national and international music, without ever neglecting young and local artists.

THE RADIO SECTOR, IN RECENT YEARS, HAS CONSOLIDATED LISTENING DATA, EMBARKING ON AN UPWARD TREND.

Other media (excluding internet) saw a downturn in users due mainly to two factors:

- too much fragmentation, as in the tv industry;
- technological progress that, through the web, has changed the way we use information, making media such as printed media obsolete.



is the most listened and followed station in the province.



It has a capillary coverage throughout the region, also reaching eastern Sicily.



92.000

The TER (Table Publishers Radio) survey reconfirmed Touring 104 as the most listened to radio in Reggio Calabria and its province. There are 92,000 weekly listeners only in the province of Reggio, in addition to those of the other provinces of Calabria and Sicily (thanks to the coverage of **VIDEOTOURING**), and also the thousands of listeners in the world thanks to streaming and mobile apps.

Compared to the second station from Reggio in the ranking, we have **97%** more listeners.

RADIO TOURING 104 weekly listeners: 92.000

Second station listeners: 47.000

THE ONLY ONE YOU CAN FOLLOW ON ALL MEDIA



FM

You can listen to
Radio Touring on FM
frequencies

104.4

103.3 / 103.8

87.9 / 101.1 / 104.6



TV

You can watch/listen to
RadioVideo Touring on TV
on channel **655** of
digital terrestrial.



WEB

You can listen to Radio
Touring world-wide on
radiotouring104.it



MOBILE

You can take Radio
Touring with you, on your
smartphone, with the
free **APP** for
Apple & Android.

ALWAYS WITH YOU. WHEREVER YOU ARE. WHATEVER YOU DO.

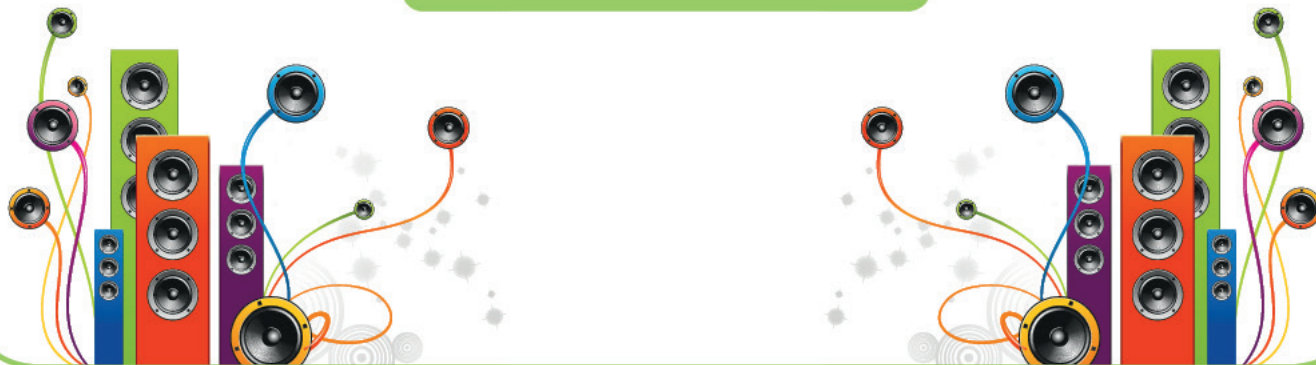


RADIO RC INTERNATIONAL

EXCLUSIVE SOUND

ascoltaci in streaming su:

www.radiorc.it



**VIDEO
TOURING**
EMOZIONE *in* AZIONE

**The
Smart-Easy
TV**

canale  RAI

655

ascoltaci in streaming su:

www.touring104.it

ARGUTA

Briosa

SFACCIATA

informata

sportiva

musicale

impertinente!

the **RADIO** you watch,
the **TV** you listen to.

THE NEW DIGITAL TERRESTRIAL CHANNEL, 655,

it's a place of crossroads. A continuous crossing between radio and video, which then interact with our audience, who mainly are listeners.

You spoiled us, constantly interacting with us. And now we want to get our face out there, literally.



IN MARCH 2015 during its 39th birthday, it managed to reinvent itself becoming also a tv channel on digital terrestrial (Video Touring 655), first radio/visual in Calabria, managing this way to achieve regional coverage.

MULTICHANNEL: with this background and in line with the communication strategies already taken in the last years Touring 104 confirm itself within the editorial market as one of the most liked and innovative broadcasters, through networks.

By using different channels it manages to better and more efficiently promote the advertisers' brand, services and products.

Our advertising is local and national, radio and digital. Investing on Radio Touring 104 will allow to promote the advertising message to reach an evolved, sensible and constantly updating target.

The space in the programming schedule that's dedicated to advertising is well calibrated, and it allows remembering the message, avoiding annoying and dispersive breaks: this formula guarantees a distinctive and efficient presence for the advertisers.

Our advertisers take special care when "packaging" the radio ads, which are always pleasant to listen to, when crafting digital banners and when writing the copy of TV, website and social adverts.

Furthermore Radio Touring 104 has always refused to air ads that could in any way offend the dignity of people, animals or institutions.

Prices are sustainable and accessible to all advertisers who wish to communicate clearly, creatively and efficiently.



RADIOVISION

VideoTouring is the **FIRST RADIOVISION** on Calabrian soil.
Our programs can be viewed on channel **655** of the terrestrial digital.

OUR ADVERTISING MAKES YOU VISIBLE

PLAN YOUR SUCCESS WITH US!

FOR YOUR COMMUNICATION

PICK THE BEST!



www.progetto5.com



www.touring104.it



www.videotouring.it



www.radiorc.it



You Tube

f facebook.

Linked in

PROGETTO 5

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