



R&J

Rota&Jorfida
Communication and PR

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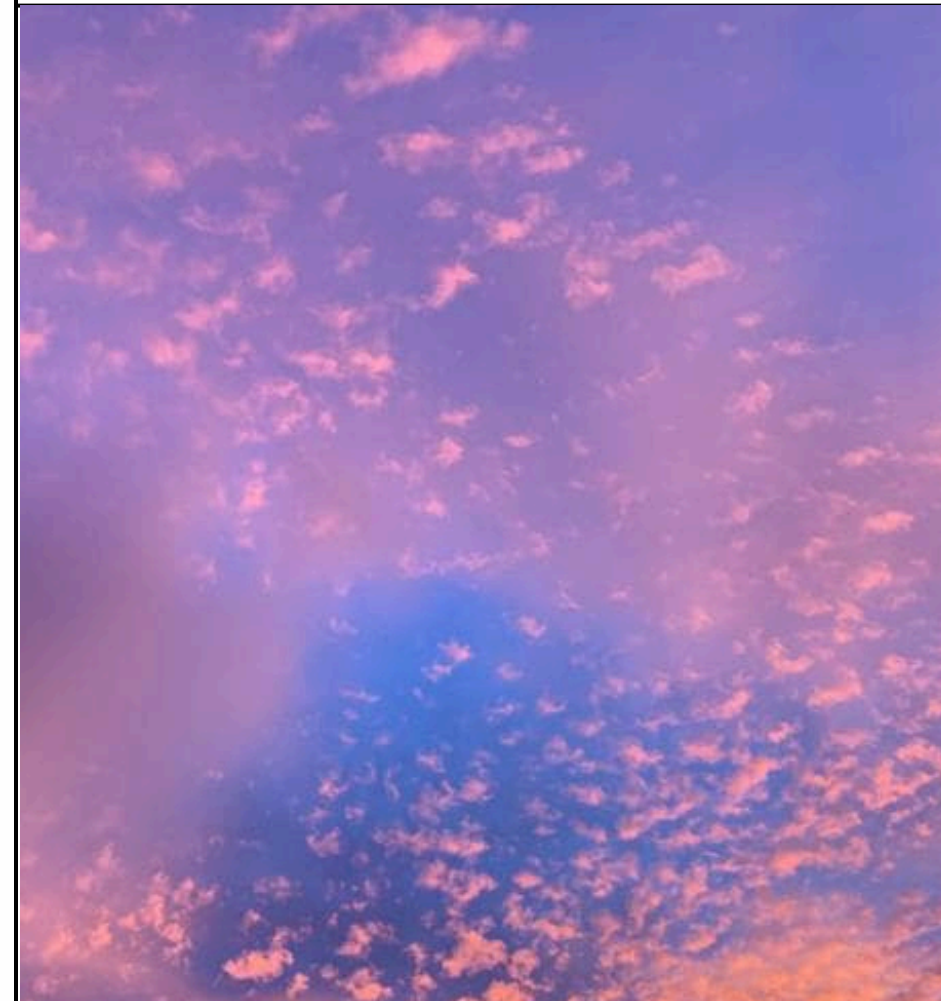
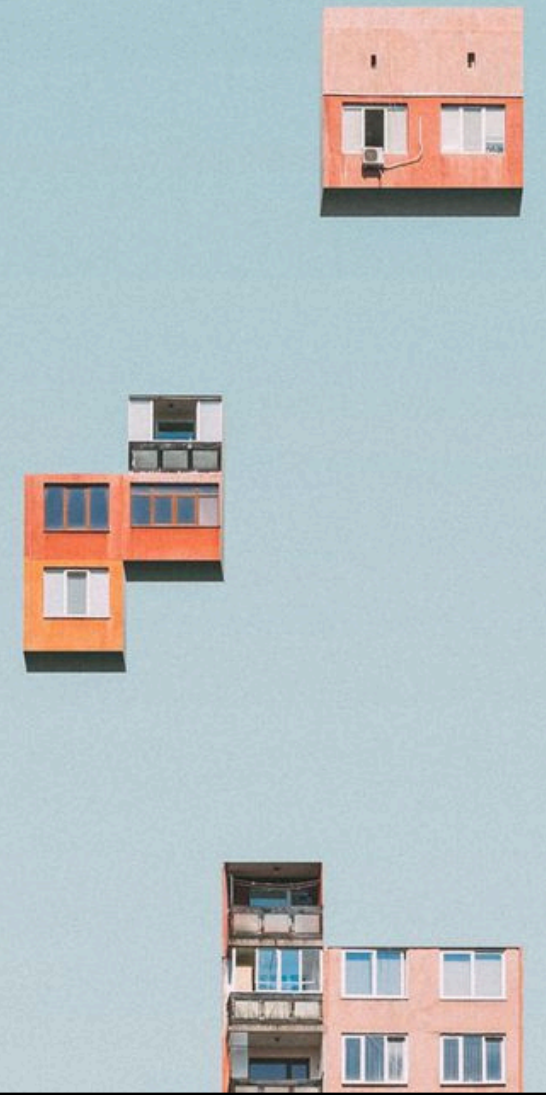
Who we are

TAILOR MADE

STRATEGIC THINKING

NETWORKING

CREATIVE



Who we are



Rota&Jorfida | Communication and PR, established in Milan in 2010 and thereafter extended to Paris in 2011, is a leading agency in the field of international public relations and corporate communications.

Our mission is to **redefine the landscape of communication** by converting corporate narratives into **captivating experiences** through cutting-edge communication channels.

With a focus on **Design, Architecture, Art, Music, Food and Lifestyle**, we facilitate connections between diverse entities, forging distinctive synergies. The communication strategy is characterised by creativity and innovation, leveraging an extensive array of resources to attain tangible goals.

B corporation



B corporation



As of 2021, Rota&Jorfida | Communication and PR has repositioned itself by becoming part of the international network of **Benefit Corporations**.

Interaction with partners is a fundamental pillar of our business model. We place creative collaboration at the core of our operations, working closely with our clients; we create innovative communication strategies and tailor-made solutions that can grow their brands.

The **vision** of Rota & Jorfida Communication and PR is to redefine the benchmarks of communication and public relations, with a distinct focus on a business model that emphasizes **sustainability, physical and mental well-being**, and **dynamic and creative engagement with our partners**.

Our integration into the Benefit Corporation network marks a significant stride in our journey towards a more sustainable, equitable, and inspirational future. We are excited to collaborate with companies to attain fresh objectives and actualize meaningful projects.

Press & PR



We are a highly specialised team committed to crafting **innovative** and precisely **targeted communication strategies**.

We maintain an extensive network of journalists, trend-setters and professionals working across multiple platforms, including **traditional print, digital media** and television. This network ensure heightened visibility for our clients on both local and global scales.

Our approach involves a **complete immersion in the client's narrative, enabling us to fully comprehend and convey it.**

The result is a customized strategy, articulated through original and impactful initiatives that optimize brand awareness for each individual brand.

Branding & Strategic Consulting

In an intensely competitive business environment, strategic brand consulting is imperative for the success of any company.

- **Brand Positioning:** We collaborate with companies to define market positioning, establishing a coherent and consistent vision.
- **Business Opportunities:** We identify growth opportunities by spotlighting and creating effective partnerships to foster business expansion.
- **Strategic Partnerships:** We establish relationships that amplify the company's market presence.
- **Managing Creative Projects:** From planning blog tours, video productions, photoshoots, to product placements, we conceive engaging projects that leave a lasting impact.

In a highly competitive world, strategic brand consulting is essential to the success of any company.

Digital Strategy

In an ever-evolving landscape, communication serves as the driving force behind change, often acting as a precursor to it. Today, content is spread through multiple channels and media, extending beyond traditional mass media

Our services encompass the following:

- **Tailor-made Digital PR Strategies:** We establish strong connections with prominent online platforms, bloggers, influencers, and web publications to enhance online visibility.
 - **Tailor-made Digital Media Strategy:** We analyse the online presence, structuring customised strategies employing an omnichannel approach to ensure a cohesive corporate image across various digital platforms (websites, Facebook, Instagram, Twitter, LinkedIn).
 - **Customised Editorial Plans:** We create editorial content to achieve the set communication objectives, formulating creative content that conveys the brand values.
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Events

Planning, organising and managing events such as press conferences, product launches or store openings are some of the services that the Rota&Jorfida team organises with the aim of delivering an remarkable and unforgettable experience.

Our ability to craft bespoke guest lists ensures an audience that aligns perfectly with the brand and the objectives of each event.



Labó Cultural Project 2023



Fondazione Prada, opening La Torre, 2018.



Pop Air, Balloon Museum 2022

LABORATORIÆ

LABORATORIÆ è una piattaforma che mette in relazione **creatività e impresa** nel settore della progettazione: una sofisticata selezione di figure professionali del nostro contemporaneo che si esprimono con le **parole**, con le **immagini**, con i **suoni** e le **forme**.

È la **creatività strutturata** per dare un servizio sinergicamente strategico alle imprese per la realizzazione della propria comunicazione e immagine.

Grafici, fotografi, copywriter, architetti e designer, videomaker, illustratori supportano lo sviluppo delle attività per la realizzazione di siti web, cataloghi, campagne pubblicitarie, video clip, shooting fotografici e comunicazione integrata.

**YOU
WILL
BE
IN
GOOD
COMPANIES**



CULTURE INSTITUTIONS AND EVENTS

*belgium
design*

 BIENNALE®
INTERIEUR


CONFINDUSTRIA CERAMICA

coop

D THE
DESIGN
PRIZE

Fondazione Prada

ISTITUTO
italiano
DI CULTURA
PARIGI

ITA®
ITALIAN TRADE AGENCY
ICE - AGENZIA


LA TRIENNALE DI MILANO


LEONARDO
HORSE
PROJECT
PRODUCTION TEAM 2011-2012

 Lighting Innovation
Design Center

LOVET^hESIGN

 **MIA**
PHOTO FAIR

**Milano Design
Film festival**

 Ministero
dei beni e delle
attività culturali
e del turismo

MOSCAPARTNERS


MUSEO BAGATTI VALSECCHI

 MUSEO
PALAZZO
REALE
GENOVA

**MY
OP**

 PALAZZO
LiTTA
CULTURA

CULTURE INSTITUTIONS AND EVENTS



POST
MILLENNIUM
DESIGN

PORTO
DESIGN
BIENNALE



sid[®]
scuola
italiana
design

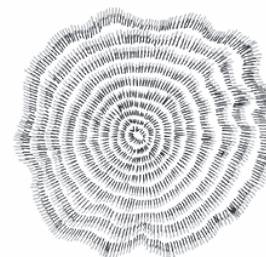
VIDEO
SOUND
ART *festival*



ZERO



SECOND LIFE



DESIGN LEADING COMPANIES

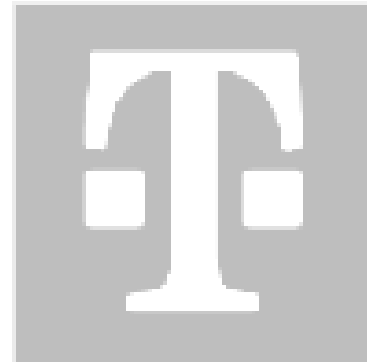
3M

AMINI
CARPETS

AZZURRA®

BITOSSI **Bufalini**
HOME

de cluz



egoitaliano®

F/ART



FARAM

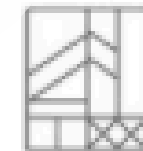


FORIS® **forma&cemento**
L'ORIGINE DELLE IDEE

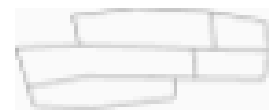
Fortuny



CASAMANIA



HÜTTE
pure textiles



JACOBSROOM **JAIPUR RUGS**
EDITIONS

JAN
KATH

kdln

LA CORNUE

LAGO

DESIGN LEADING COMPANIES

Marsotto **MARAZZI**  MÉTAPHORES *relaxdesign.*


rubinacci
n a p o l i

 **SCIC**
Italia

 **Valcucine**

zanotta:

 **YAAZ®**
ENJOY BEING OUTSIDE

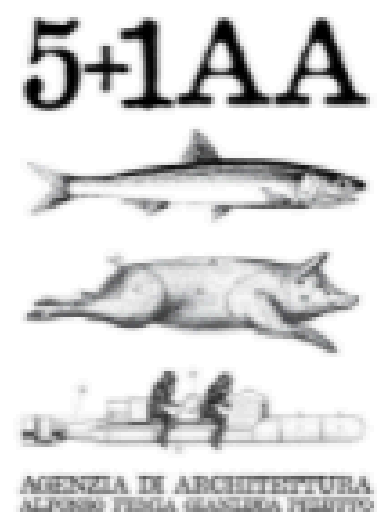
bredaquaranta


MIDSUMMER
MILANO

monitillo₁₉₈₀

ORNARE

ARCHITECTS AND DESIGNERS



favaretto/partners

StudioNotte.

MARIO TRIMARCHI

Studio
MILO

THiRTYONE
Design + Management

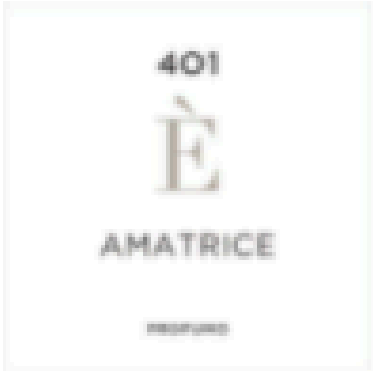


VITO NESTA

AquaArida
Jacopo Lupi + Fabrizio De Gaetano

FASHION, BEAUTY AND FOOD

ALIITA



HOGAN



WE R FOOD

