



LDLCOMeta

SPORTS AGENCY FOR MEDIA & SOCIAL RELATION

The PR agencies for sport and outdoor life



Portfolio



Case Study

Corporate



About us

Product



What we offer

Athletes



Contact us

Events

Partnerships

ABOUT US



..... **Specialisation**

Media relations activities targeting the “active outdoor” world because sport is in our DNA. We create synergic relationships between different sectors, spanning the spectrum from sport to tourism, technology to wellness, via sustainability.

Live the brand

Continuously improving and honing your brand's identity demands exactly the kind of focus and passion we bring to each project thanks to a dedicated team that will plan your communications strategy with meticulous attention to the tiniest detail.



Relationships

We only feel we have really achieved a goal when we create a complete meeting of minds between the four central figures in each project: Company, media, consumer and agency.



We build positive and, importantly, enduring relationships that create interest in brands and then keep it high.

WHAT WE OFFER



media kit
photo shoots
sending products for testing
press day
Interviews
EVENTS
Visits to editorial offices
press office
public relation
media measurement
social media
Press releases
educational

TARGET MEDIA

PRINT



WEB



RADIO



TV



SOCIAL



Success stories!
Stories that inspired us, thrilled us, fired our imaginations and also helped both our clients and their brands grow and flourish.

CASE STUDIES

The six pillars of our communications strategy

Corporate

Product

Athletes

Events

Partnerships

Races



CASE STUDY



London – Beijing –
New York



Feb- Dec 2008

PROJECT

The 2008 LZR RACER Launch – The space age swimming costume

TYPE OF EVENT

Press event

TARGET

B2B / B2C

COUNTRIES INCLUDED

Italy

PEOPLE INCLUDED

Staff: 1 person

Journalists: Gazzetta dello Sport,
Mediaset, Il Corriere della Sera,
Repubblica, MF Fashion

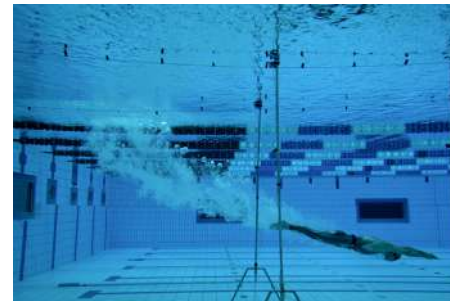
NUMBERS

KPI with a 17 minute infographics TV
Broadcast, Rai channel 5 e Sky with
an audience of over 20 million +
10 million on the Radio; 894 printed
articles: REACH 882.140.118 and ADV
EQUIVALENT 17.729.274 Euro, with
68.590.059 Certified Readers on the
web.



IT'S A HABIT OF MINE TO WIN...

A revolution for all swimming pools on the planet on the eve of the 2008 Beijing Olympics: Speedo's LZR Racer swimming costume makes an impressive media showcase, with thanks to a very strategic launch with a holographic video of Michael Phelps seen simultaneously in London, Sydney, New York and Tokyo. The company worked very closely with the viral effect on the web and then amplified it further in conferences, company launches, articles both in national newspapers and fashion magazines and also via interviews on the tv and radio. A winning presentation that also led Italy to being awarded with the 2008 International Speedo PR LZR Racer Launch Award.



Corriere della Sera



La Gazzetta dello Sport

CASE STUDY

POWERED BY MICHELIN TECHNICAL SOLES



WorldWide



Nov 2015
Dec 2018

PROJECT
MICHELIN Soles

PRODUCT
Shoe soles

TYPE OF EVENT

Press trip, press event, product seeding, product test, press conference, trade kick off meeting, Exhibition

TARGET

B2B / B2C

PARTNER

Northwave, Shimano, DMT e Gaerne, TCX, etnies, Columbia, Hanwag e Marmot, Nordica, Ride Snowboards e Quiksilver, Under Armour, Millet, Mizuno, Diadora Sport e Salming, Marmot e Ride, oltre a Camper ed Everlast. Wild Country, Aku, Hi-Tec, Garmont, Salewa, Boreal, Kodiak, Columbia, Viking e Icebug. Wild Country, Diadora Utility, Dickies, Garsport, Magnum, ToWorkFor, Chaud Devant, Kapriol, Airtex e iTurri. Oltre a Fulltilt, Georgia Boots, le Chameau, Klim, SIR, Orvis e VM Footwear.

PEOPLE INCLUDED

Staff: 4

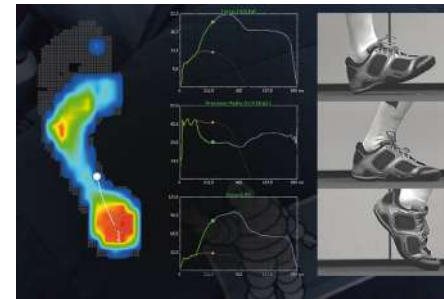
NUMBERS

Over 2000 articles with 20 Million of Reach and 3 Million of ADV equivalent



GRIP, GRIP, HURRAY!

With the Michelin Soles project, the French giant has applied its expertise, technology, scrutiny and innovation to the production of technical and specific shoe soles, co-designed together with the best footwear partners. Over sixty participants were involved in more than three hundred projects in ten different product sectors. The company has joined up with Michelin as a worldwide reference hub for an international network service for communication agencies. Furthermore, it has been used to join the customer and the management of the partner brands for events, demos/tests and for the most important exhibitions for the sector in the world.



Outdoor Magazine



Saz Bike



Textile Insight



World Footwear

CASE STUDY

CARINZIA

Villacher Skiberge
Gerlitzen Alpe
Dreiländereck



Villach, Carinzia (AUT)

29 november -
2 december 2018

PROJECT

Villacher Advent 2018

PRODUCT

Tourism offered with regards to the
Christmas Markets

TYPE OF EVENT

Press Trip

TARGET

B2B

COUNTRIES INCLUDED

Austria

PARTNER

Tourist Office for the tourist region of
Villach, City Marketing in Villach, Atrio
Shopping Centre, KärntenTherme

PEOPLE INCLUDED

Staff: 3

Journalists: 13

Guests: 3



THE MAGICAL CHRISTMAS IN VILLACH

A press trip to raise awareness of what is offered to tourists at the traditional Christmas Markets in Villach in Carinzia, Austria. Various activities are on offer in order to offer a wide range of things to do for tourists in the winter: skiing and other snow sports, typical local dinners, active-life at the spa including an Aqua Aerobics lesson at the fitness centre of the Kärnten Spa. As well as the possibility to go for a swim in a natural swimming pool located directly on the thermal spring. There is also room for culture, with the possibility to visit parts of the town with historical and traditional interest, including the participation in the Krampus masks parade. Not forgetting some Christmas shopping seeing as it's the Christmas period.



Sportweek



Il Giornale di Vicenza



cosmopolitan.it



ansa.it

CASE STUDY



GORE W.L. Workwear



Castel San Pietro
Terme (BO)
Golf Club "Le Fonti"



Sep 2018 - Mar 2019

PROJECT

The comfort grows with Gore Stretch Technology

PRODUCT

Gore Stretch Technology

TYPE OF EVENT

Evento marketing /sales
Creazione Case Study

TARGET

B2B

COUNTRIES INCLUDED

Italy, EU

PARTNER

Kaama and Jolly Scarpe

PEOPLE INCLUDED

Staff: 2

Guests: 60

NUMBERS

10 articles in the top magazines from
the sector



A STORY TO TALK ABOUT

Maximum freedom of movement and total protection from the elements: A challenge that WL Gore & Associates, a leading company in technical fabrics has faced with the "GORE-TEX Stretch Technology", an innovative solution that has brought the 'workwear' sector the possibility of producing garments with a high elastic component in the areas of greatest need. A fabric that has been used for the uniforms of the Local Police Forces in Italy. Especially after the International Police Training System, an association that is dedicated to the specialized training of Police personnel, tested the fabric for over two years. The company has collected the information from numerous practical demonstrations to create a Case Study to be shared

with the Italian media, based on true testimonies backed up with photos and videos. An analytical job that WL Gore in turn got international recognition for its work.



Crocevia

112 Emergenze

Protezione Civile

CASE STUDY

Julbo



Finale Ligure



30th September 2019

PROJECT

Press Event Quickshift - Trophy of Nations

PRODUCT

Presentation of the Quickshift goggles

TYPE OF EVENT

Presentation and product test

TARGET

B2C media

COUNTRIES INCLUDED

Italy, France, Germany and Ukraine

PEOPLE INCLUDED

Staff: 1

Journalists: 8

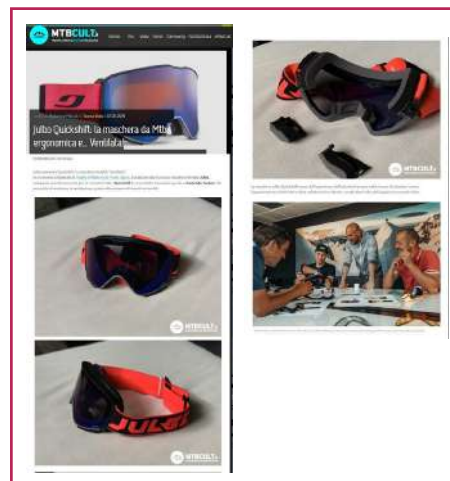
Guests: 3 athletes



SEE IN THE DARK

In occasion with the 2019 Trophy of Nations in Finale Ligure in Italy, Julbo requested a Media Event to present the new "Quickshift" mountain bike goggles.

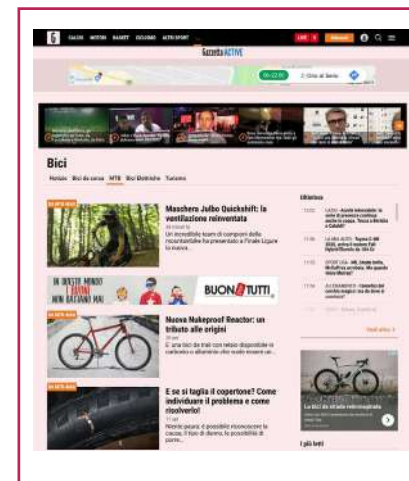
After selecting some journalists from the sector, the company welcomed them with a coffee and then went on to the technical presentation of the product. A sample was then given to each guest that was there for an immediate personal test together with some Julbo sponsored athletes and a team of local guides on the trails in Finale Ligure. The company also organized a professional photographer to capture the outing and also provide all the guests with a personalized photo shoot. The event ended with an informal lunch by the sea.



mtbcult.it



VTT



gazzetta.it



CASE STUDY

CARINZIA
It's my life!



Milano

23rd may 2019

PROJECT

Press conference for 'For Forest'

PRODUCT

A presentation of artwork

TYPE OF EVENT

Press Event

TARGET

B2C

COUNTRIES INCLUDED

Italy, Austria

PARTNER

Hotel Magna Pars Suite Milano

PEOPLE INCLUDED

Staff: 9

Journalists: 23

Guests: 7



creator of the masterpiece.

THE TREES TAKE CENTRE STAGE

In the autumn of 2019, the Swiss artist Klaus Littmann signed his piece of artwork named "For Forest". It was a temporary piece of artwork with which he collected 299 trees and placed them inside the Wörthersee stadium in the city of Klagenfurt in Carinzia (Austria). The aim was to raise awareness of the relationship between man and nature. A project with a strong emotional impact that has transformed the artist Max Peinter's graphic artwork "The Unending Attraction of Nature" into reality. It was the largest art project ever staged in Austria in a public space and got international media coverage in more than eighty countries worldwide. In Italy, the presentation to the media was done with particular attention to detail: the choice of the location capable of conveying the perception of a forest with simultaneous translations and personalized interviews with the man himself, the



Oggi

domusweb.it

viaggi.corriere.it

ilsole24ore.it

CASE STUDY



Parigi-Roubaix



April 2019

PROJECT

HiRide test in the wild North

PRODUCT

HiRide electronically controlled front and rear suspension

TYPE OF EVENT

Press trip and test

TARGET

B2B/B2C

COUNTRIES INCLUDED

Italy, Germany, Nederland, Belgium

PEOPLE INCLUDED

Staff: 2

Journalists: 5



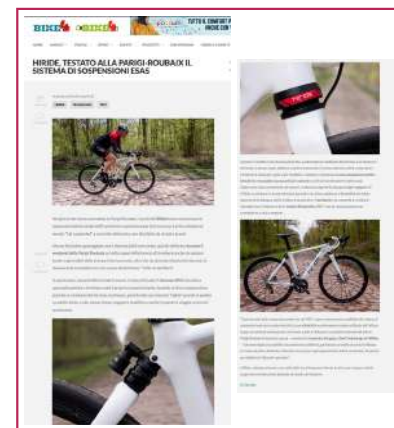
THE FOREST IS CALLING

In the days preceding the Paris-Roubaix cycling race, a company from Milan from the e.Novia group called HiRide who are specialized in the development of adaptive suspension for bikes presented the "eSAS" system (Endurance Smart Adaptive Suspension). The world's first electronically controlled full suspension. At the event, the company had a 'Press Test', journalists from the sector, opinion leaders and influencers were given the possibility to test this innovative product in the most definitive and severe location for the world of cycling: The Arenberg Forest, an iconic point in the famous race on the cobblestones. The outcomes were unanimously positive and in some cases even surprised the users themselves to how good

the innovative system works.



cyclinside.com



bike4trade.sport-press.it



hdmotori.it



radsport-news.com

blubrake



 22-23rd October 2019

ABS Blubrake

Press Trip

B2B / B2C

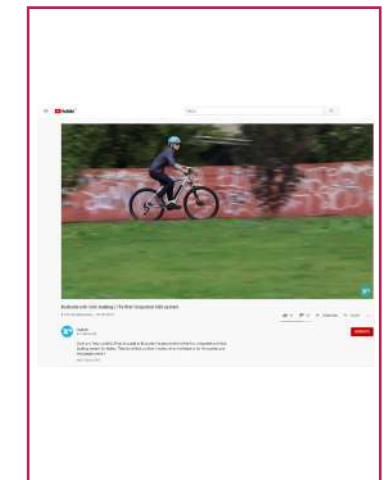
Italy, Germany, UK

Journalists: 9

All journalists have published articles in all the various ways possible: printed, on the web and also with videos on youtube channels and on newsfeeds on social networks.



A visit to the company headquarters to experience first-hand a new technology. Journalists from Italy, the UK and Germany visited the BluBrake headquarters, the company that developed and patented the first and only ABS system for light electric vehicles (the Anti-lock Braking System). Guest were able to test the BluBrake ABS system for the first time and it's the only product in the world that is totally integrated into the chassis. The guests could see for themselves the safety on the road offered by the device. The system is extremely versatile and can be configured on any type of e-bike from city bikes to trekking bikes, mountain bikes and e-cargo bikes.

Il Sole 24 Ore 

velomotion.de 

bike-bild.de road.cc 

CASE STUDY



Lecco

23rd July 2020

PROJECT

A presentation of the collection at the shop, an occasion to go out climbing and the presentation of the book by the mountaineering group 'Ragni di Lecco'.

TYPE OF EVENT

Press event

TARGET

B2B

COUNTRIES INCLUDED

Italy

PARTNER

Sport Hub shop in Lecco, Italy.
Mountaineering group 'Ragni di Lecco'

PEOPLE INCLUDED

Staff: 3 Rock Experience + 4 LDL COMeta
Journalists: 5

Guests: various members of the 'Ragni di Lecco' mountaineering group



ALWAYS AIM HIGHER

In the summer of 2020, an evening event was organized outdoors at the Sport Hub shop in Lecco, Italy, which is also the Rock Experience clothing brand sales point, to present a short book that tells the story of the "Ragni di Lecco", the prestigious mountaineering group from Lombard, Italy. For the occasion, the agency organized an introductory press event in which it planned a visit to the headquarters for the journalists from the sector and subsequently a climbing session at a crag with expert mountain guides, while wearing Rock Experience clothing. Following this the journalists took part in seeing the presentations of the new book, which talks about more than seventy years on the wall.



gqitalia.it



ilgiorno.it



actionmagazine.it



CASE STUDY



Canazei (TN)



6-9th September 2020

PROJECT

Cycling and Dolomites in Summer 2020

TYPE OF EVENT

Press Event

TARGET

B2C media

COUNTRIES INCLUDED

Belgium, Nederland, Germany, Austrian & UK

PARTNER

Basso Bikes, Santini

PEOPLE INCLUDED

Staff: 2

Journalists: 6



offers as well as the integrity of the bike tours offered. The guests who attended, in turn, wrote about their experience in various specially dedicated articles that were generally spread over several pages.



MUCH MORE THAN JUST A BIKE HOTEL

Cycling is the new in thing for the hotel industry, especially in areas with a strong cycling culture like for example the Val di Fassa in Trentino, Italy. Here the Croce Bianca Leisure & Spa Hotel offers cycling enthusiasts all kinds of different services to enjoy a worry-free cycling holiday. To become internationally known, in addition to the well known routes around the village of Canazei and in the Valley, the hotel invited some journalists from the most commonly known newspapers from around the world for a press trip. Through which it was able to bring to light, in the midst of many similar offers and proposals, the real advantages of the Roadbike package holiday that the hotel



Grinta!

Sport Aktiv

Wieler Revue

CASE STUDY

selleitalia



Asolo (TV)
Sede Selle Italia



2nd September 2020

PROJECT

Media invitations for the President Bigolin's 80th Birthday party

PRODUCT

The President Bigolin's 80th Birthday party + the presentation of the new logo

TYPE OF EVENT

Corporate event

TARGET

B2B

COUNTRIES INCLUDED

Italy, France, UK

PEOPLE INCLUDED

Staff: 3

Journalists: 6

Guests: numerous Selle Italia guests

FOLLOW UP

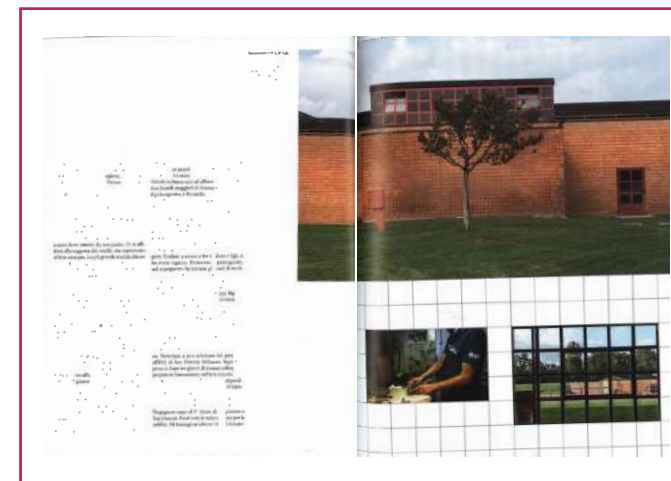
Best clippings

Social network visibility



EIGHTY YEARS OLD AND STILL ON THE SADDLE

On the 2nd of September 2020, Selle Italia celebrated the 80th birthday of the president Giuseppe Bigolin at their headquarters in Asolo (Treviso, Italy). A corporate event that the agency, as requested by the client, combined the birthday party with the presentation of the new company logo. Many guests were present including several former pro cyclists and Davide Cassani who was at the time the manager of the National Cycling Team. Six journalist from the sector were also present and the following day a bike tour on the Prosecco hills was organized for them.



Alvento



CASE STUDY



Bolzano
Studi Fiera Messe
Bolzano e Online

12th April 2021

PROJECT

Prowinter Digital

PRODUCT

B2B exhibition dedicated to the world of mountain equipment rental

TYPE OF EVENT

Exhibition

TARGET

B2B

COUNTRIES INCLUDED

Italy

PEOPLE INCLUDED

Staff: 3 PWI + 2 LDL

Journalists: 16

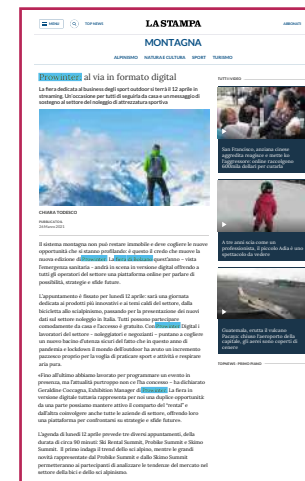
NUMBERS

387 online participants



THE MOUNTAIN GOES VIRAL

How can an exhibition be organized in the midst of the Covid restrictions? Simple, the event needs to go online. The annual B2B meeting dedicated to the world of mountains has been renamed a "One Day Digital Edition". The day was divided into three distinct focuses (Ski Rental Summit, Skimo Summit and Probike Summit), in order to explore all topics relating to the running of a resort, ski hire shops, companies and retailers. In total, 20 experts were involved, 150 innovative products were presented and a 1000 retailers and hire shops throughout the whole of Italy were involved. The participants were actively present with the possibility for direct involvement and scrutiny throughout the day.



Outdoor Magazine

gazzetta.it

lastampa.it

TGR Bolzano

CASE STUDY



Arabba (BL)



16-19th september 2021

PROJECT

Press Trip Sellaronda Bike day
Autumn edition

TYPE OF EVENT

Press Trip

TARGET

B2B / B2C

COUNTRIES INCLUDED

Belgium, Holland, Germany

PARTNER

Basso Bikes, Santini

PEOPLE INCLUDED

Staff: 2

Journalists: 5



DISCOVERING THE VILLAGE OF ARABBA

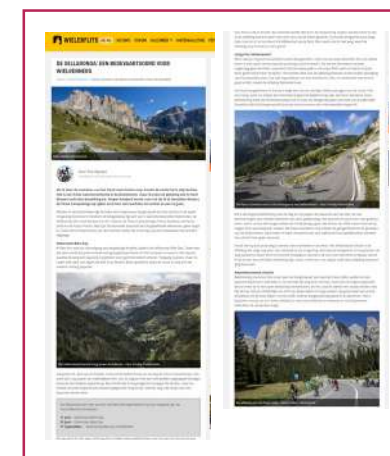
The aim of this press trip: Bringing the little village of Arabba with its peculiarities to the international stage. Five European journalists from the sector were invited to discover the culture, traditions, stories, craftsmanship and values from the upper Val Fodom in the Dolomites. Through the participation of the 'Autumn Version' of the Sellaronda Bike Day. During the day the journalists that were present were able to take advantage of the road closures to discover the unique scenery that the Dolomites have to offer, UNESCO heritage on the so-called 'Giro dei Quattro Passi' (including Campolongo, Gardena, Sella e Pordoi). The village of Arabba's hospitality made it possible to live the experience on a human scale: clean air, unspoilt nature and zero stress.



wielerverhaal.com 



Gravel Fun 



wielervlits.nl 

CASE STUDY

Santini



Francia



14-17th April 2022

PROJECT

Paris-Roubaix Media Event

PRODUCT

A presentation of the Santini / Paris-Roubaix collection

TYPE OF EVENT

European press trip

TARGET

B2C media (+ B2B trade)

COUNTRIES INCLUDED

Italy, Austria, France, Spain, UK, Holland, Belgium

PARTNER

A.S.O. + Polartec

PEOPLE INCLUDED

Staff: 4

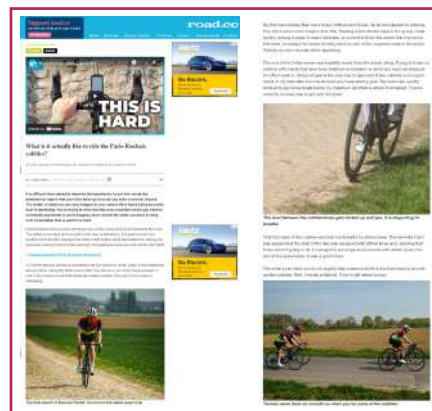
Journalists: 11

Corporate guests: 8



A COLLECTION FIT FOR A QUEEN

An international Media Event organized for the 2022 Paris-Roubaix Challenge, to present the new Santini collection dedicated to the famous "Queen of the Classics". A sportswear line has been designed as a tribute to the partnership with ASO (the organizer of the competition) and Polartec (the strategic supplier of Santini). At the press conference, all the technical specs were presented to the eleven journalists from the sector that came from all over Europe. Subsequently, they were taken on a filed test with the possibility to ride on nine sections of the iconic cobblestone race course despite the imminence of the race. The guests were then able to watch the pros compete.



road.cc



sportaktiv.com



Ciclismo a Fondo

CASE STUDY



Milan
MV Agusta flagship store



10th May 2022

PROJECT

Routes of BuonVivere

PRODUCT

ebike AMO RR

TYPE OF EVENT

Press conference and product test

TARGET

B2

(Media, cycling, tourism, food & wine)

COUNTRIES INCLUDED

Italy

PARTNER

Ente Turistico Langhe Monferrato Roero

PEOPLE INCLUDED

Staff: 9

Journalists: 23

Guests: 2



NEW BOUNDARIES FOR SOFT MOBILITY

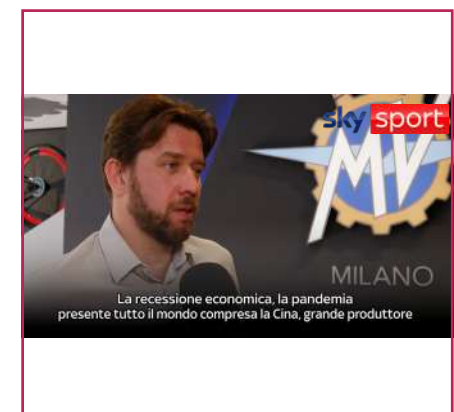
To present the collaboration between MV Agusta e-bikes and the Langhe Monferrato Roero local committee aimed at discovering the area on soft mobility. A press conference was organized in which the strengths and the advantages of the Varese e.bikes were highlighted and also suggestions and the productiity in the Albese area in Cuneo, Italy was touched upon. On top of this, the "Routes of BuonVivere" prize competition was proposed, with the possibility to be picked to win a weekend among the buyers of an MV Agusta e-bike. At the end of the event, the company outlined a short urban tour for the journalists who had attended to test the MV Agusta e-bikes and also the chef Alessandro Boglione was on-site to conclude the meeting with a buffet based on local food and local wine from the Langhe Monferrato Roero area.



D La Repubblica



sportmediaset.mediaset.it



Sky Sport

CASE STUDY

GARMIN



Milano
Casa Lago



19th May 2022

PROJECT

"Casa Garmin"

PRODUCT

Smartwatch Venu 2 Plus
Hybrid watch Lily
Garmin Neo Smart Bike

TYPE OF EVENT

Press Event

TARGET

B2B / B2C

COUNTRIES INCLUDED

Italy

PARTNER

Lago

PEOPLE INCLUDED

Staff: 6 Garmin + 4 LDL
Journalists: 48
Guests: 2

FOLLOW UP

Best clippings
Social visibility



attendance throughout the day based on the size of the location (Casa Lago) and with a focus on the relevant target group.



HOME FIT HOME

No more sitting on the sofa watching TV, but a healthy and dynamic place to live: this is the concept of "Casa Garmin", which, with its products that can be perfectly integrated into any domestic environment can transform your home into its very own personal 'well-being' centre. To present this new way of thinking, the company organized a one day experience, divided up into 4 parts: a group yoga lesson, a group meeting with a stylist to discover the latest trends in colour harmony, a "Corporate" lunch with the CEO and another group meeting to discover the concept of the synergy between satellite technology, design and home training. It was a particularly successful event, with thanks to the well calibrated rotation of



gqitalia.it



igizmo.it



esquire.com



myfitnessmagazine.it

CASE STUDY



Member of
SKYLOTEC



Valle d'Aosta
Forte di Bard



7-9th June 2022

PROJECT

International Outdoor Kick Off
meeting 2022

PRODUCT

SS23 product presentation / first face to
face meeting after the acquisition by
Skylotec (team building)

TYPE OF EVENT

Kick Off meeting

TARGET

B2B

COUNTRIES INCLUDED

Italy, France, Germany, Spain, Austria,
Switzerland, Netherlands , South Korea,
Poland, Chile, UK, Czech Republic

PEOPLE INCLUDED

Staff: 2 LDL COMeta + Forte di Bard staff
members and restaurant staff
Guests: About 47: CT and Skylotec
managers, directors and sales
representatives and mountain guides.



BEING AT THE TOP OF YOUR GAME

Skylotec is the leading German brand for protective equipment, after the acquisition of "Climbing Technology", an Italian brand known throughout the climbing and mountaineering world. Skylotec's request was as following: A team Building experience in a fitting environment involving various managers on a worldwide level. The company organized the event at Fort Bard in Aosta, Italy. Chosen to facilitate the first meeting between the managers and the sales force of the two brands: invitations, visual material, a triangulation of information and messages and collateral activities. On top of the presentations of the new Climbing Technology SS23 collection, the company presented the communication strategy and then moved on to the tests

done by the guests in three different activities (at the crag, adventure park and walking) together with the local Mountain Guides. All was caught on camera by the film crew and photographer.



A video after the event was posted on YT, FB, IG, Lin

CASE STUDY



March - July 2022

PROJECT

B2B Catalogue

TYPE OF EVENT

B2B catalogue editing

TARGET

B2B

COUNTRIES INCLUDED

Italy

PEOPLE INCLUDED

Staff: 3

Fotographer: 1

Models: 2



IDENTITY CATALOGUE

The newborn brand of TRS sports socks and underwear requested the creation of a catalogue exclusively intended for B2B promote the entire range that the brand has to offer. The agency is well aware of the strategic importance of the product for the customer and therefore has designed a well-structured layout to show the entire range in the most simple and orderly way possible. Particular attention was paid to the choice of colours to be selected in concordance with the illustrated garments and with the concept of the TRS brand. Because of the importance of the images, every single photo shoot was entrusted to a team of professional models and professional

photographers who knew how to best interpret the necessary photographic material needed by the brand.



CASE STUDY

AIROH



Almenno San
Bartolomeo (BG)



7th September 2022

PROJECT

A visit to the company by the athletes from the 2022 Motocross Championships

PRODUCT

Participation by the AIROH sponsored athletes from the 2022 Motocross Championships

TYPE OF EVENT

Press Event

TARGET

B2C

COUNTRIES INCLUDED

Italy

PEOPLE INCLUDED

Staff: 5 (2 LDL + 3 AIROH marketing)

Journalists: 12

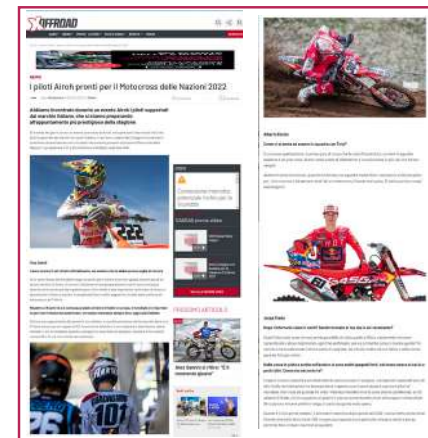
Guests: 7 (riders)



(i.e. the sponsored riders representing Italy), together with Jorge Prado, Simon Langenfelder and Stefano Everts.



Social Radio24



xoffroad.dueruote.it



sportal.it

CASE STUDY

IBF | ITALIAN BIKE FESTIVAL



Misano World Circuit
Marco Simoncelli



9-11th September 2022

PROJECT

IBF 2022

TYPE OF EVENT

Exhibition
Granfondo

TARGET

B2B / B2C

COUNTRIES INCLUDED

Italy

PEOPLE INCLUDED

Staff: 3

Over 400 journalists, bloggers and
accredited influencers

MEDIA PARTNER

4Bycicle, Biciadastrada.it, Rouleur,
Scannellatori seriali, MTB Magazine,
CT Cicloturismo, Bici.pro, Bike Channel,
BS BiciSport, MTBcult.it e Triathlete



different activities (at the crag, adventure park and walking) together with the local Mountain Guides. All was caught on camera by the film crew and photographer.



sport.sky.it

ilsole24ore.com

sazbike.de

Studio Aperto

CASE STUDY



Cittiglio (VA)



6th November 2022

PROJECT

DINAMO Cuvì Climb

PRODUCT

Permanent signposts

TYPE OF EVENT

A non-competitive cycling event

TARGET

B2C

COUNTRIES INCLUDED

Italy

PARTNER

Elmec Informatica – EOLO – Comune di Cittiglio – Soc Ciclistica Alfredo Binda – Comunità Montana Valli del Verbano

PEOPLE INCLUDED

Staff: 1

Journalists: 8



DINAMO CUVI CLIMB

A non-competitive ride to inaugurate the new road signs sponsored by DINAMO for the ascent of the Cuvignone pass starting from the Binda museum in Cittiglio. Guest of honour Ivan Basso was present at the event. The journalists present were given a starter kit with a selection of all the DINAMO products designed for endurance performance.



Il Giornale Ed. Milano

ciclismo.it

cyclinside.it

Rai 2 - Radiocorsa

CASE STUDY



Jesolo (Italy)



14-16th October 2022

PROJECT

DINAMO Travel Cycling Camp

PRODUCT

DINAMO Travel and DINAMO Supplements

TYPE OF EVENT

Press trip

TARGET

B2B

COUNTRIES INCLUDED

Italy

PARTNER

KASK&KOO, SIDI, AURUM, GOBIK

PEOPLE INCLUDED

Staff: 2 LDL + 4 DINAMO + 2 video makers and 1 photographer

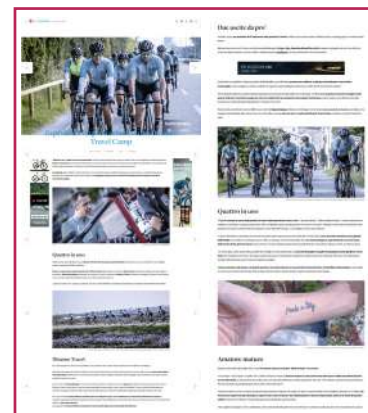
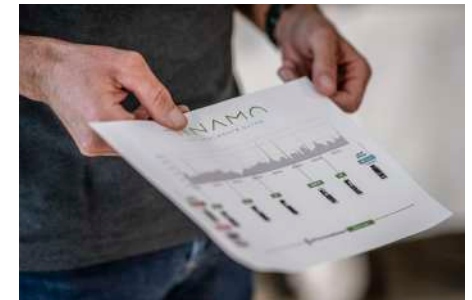
Journalists: 8

Guests: Ivan Basso, Team Eolo-Kometa, Valentina Rocchetti from Kask and nutritionist Alessandro Bonetti.



DINAMO TRAVEL

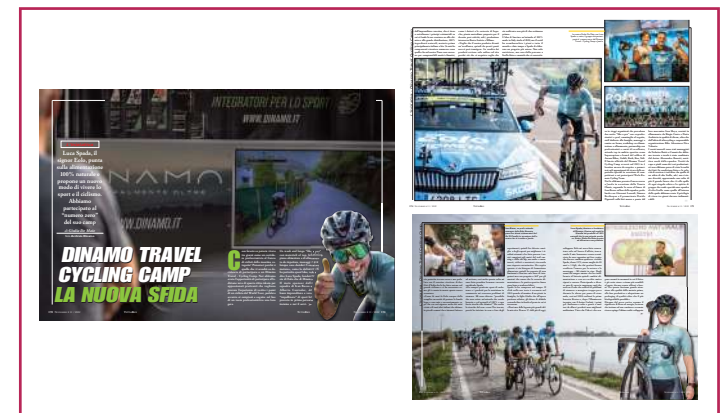
The zero edition of DINAMO Travel, a road cycling experience to experience it like a pro. The journalists present for three days of training and time to share experiences received an entire set of top equipment (a bike, clothing, a helmet, sunglasses and shoes) and were able to ride with Ivan Basso and the Eolo-Kometa athletes, followed closely by the team technicians. They were also able to try the entire range of the DINAMO supplements and were invited to participate in some meetings dedicated to the brand and nutrition.



bici.pro



ciclismo.it



Tutto Bici

CASE STUDY

AIROH



Milan
EICMA 2022



8-13th November 2022

PROJECT

AIROH & AUTOLIV: helmet concept with an integrated airbag

TYPE OF EVENT

Exhibition

TARGET

B2B/B2C

COUNTRIES INCLUDED

World wide

PARTNER

Partner companies involved: AUTOLIV, a safety systems company in the automotive industry

PEOPLE INCLUDED

Staff: 4

Journalists: 83



HELMET CONCEPT WITH INTEGRATED AIRBAG

AIROH was created to guarantee quality, protection and avant-garde for a helmet designed for on-road and off-road champions for everyone who lives on two wheels. With this spirit and to celebrate the 25th anniversary of its foundation, AIROH in collaboration with Autoliv presented the first motorcycle helmet in the world with an integrated airbag. The project that was inspired by the intuition of a brilliant young girl with a doctorate in engineering and was presented at the EICMA 2022 international fair as a completely new concept in the motorcycling sector. This new creation aroused the curiosity of the media from around the world. Over 180 articles have been published and numerous interviews including TV interviews were

made. A solution to offer greater head protection that will probably redefine the perception of helmet safety in the motorcycle industry.



[gazzetta.it](https://www.gazzetta.it)



[ilsole24ore.com](https://www.ilsole24ore.com)



[motociclosmo.es](https://www.motociclosmo.es)



[SkyTG24](https://www.skytg24.it)

CASE STUDY



Lecco
Ferrata Gamma 1

20th June 2023

PROJECT

Press event to climb the renovated via ferrata Gamma1 - Lecco

PRODUCT

Rock Experience clothing
(Re.Rainer 2.0 T-shirt, Zip Off trousers and spare cotton T-shirt)
Garmont boots (Vetta Tech GXT)

TYPE OF EVENT

Press event

TARGET

Mountain journalists

COUNTRIES INVOLVED

Italy

PARTNER

Garmont & Gruppo Alpinistico Gamma

PEOPLE INVOLVED

Journalists: 7
Mountain Guides: 3
Staff Rock Experience: 1
Staff LDL COMeta: 2

FOLLOW UP

Best Clippings



ON THE RENEWED VIA FERRATE OF LECCO WITH ROCK EXPERIENCE

LDL organised the Media Event on the via ferrata Gamma 1. Seven journalists from SI mountain publications were invited and accompanied on the route by the mountain guides of the Gamma group who had recently restored it. Appointment at Sport Hub in Lecco; once in the shop, the journalists were dressed in Rock Experience gear and put on the Garmont boots previously sent to them, and we moved on to the departure point of the cable car that leads to the Plans d'Erna. From here we walked to the start of the via ferrata, put on the necessary equipment and set off. Once on the summit, we went to the nearby refuge for a beer and some noodles, and then took the cable car down to the car park where we said our goodbyes.



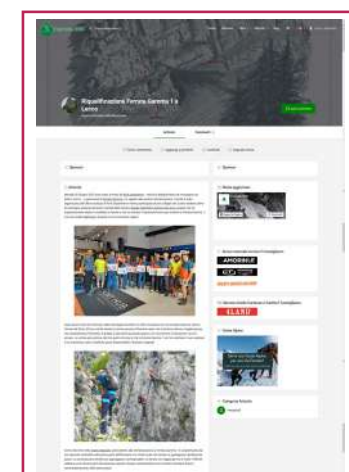
L'Eco di Bergamo



Outdoor Magazine



up-climbing.com



ferrate365.it

CASE STUDY

X BIONIC



Showroom
X-BIONIC in Milan



11th May 2023

PROJECT

X-BIONIC Running Experience

PRODUCT

Line TWYCE

TYPE OF EVENT

Press event

TARGET

B2B / B2C

COUNTRIES INVOLVED

Italy

PEOPLE INVOLVED

- Staff: 4
- Journalists: 10
- Guests: 2

FOLLOW UP

Best clippings
Social visibility



X-BIONIC RUNNING EXPERIENCE

Ten journalists from the specialized and general press were invited to get to know the running products of the TWYCE line. After a short presentation by Migidio Bourifa, Product Manager of X-Technology, the group went for a 6 km run in the Navigli area to test the products. After returning to the showroom, refreshments followed, which also kicked off the press day.



sportoutdoor24.it



blog.ilgiornale.it



runnersworld.it



ilsole24ore.it

CASE STUDY



Sardinia



17-19th April 2023

PROJECT

Lucky Explorer Experience Sardegna

TYPE OF EVENT

Press Trip

TARGET

B2B / B2C

COUNTRIES INVOLVED

ITA-SPA-GER-UK-FRA-BEL-EU

PARTNER

Ajoha & Interreg Sinturs

PEOPLE INVOLVED

Staff: 1

Journalists: 9

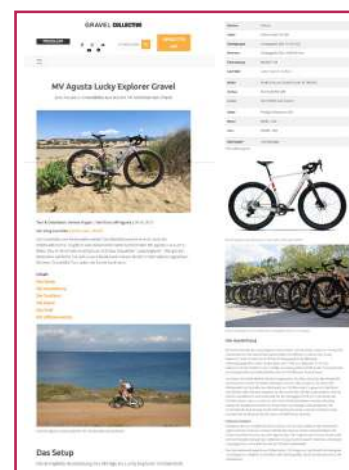


SARDINIA IN E-GRAVEL

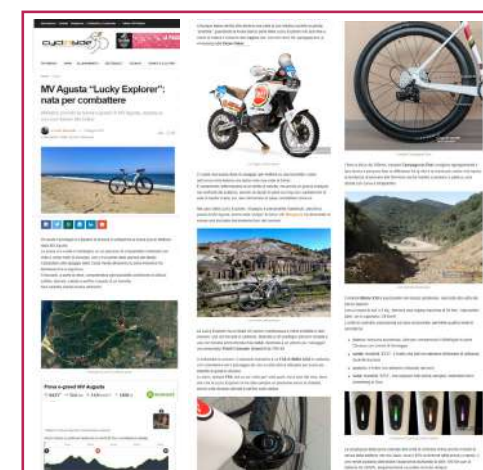
Edition Zero of the Lucky Explorer Experience, an MV Agusta travel format inspired by great adventures in the desert, discovering extraordinary places. On this occasion the new MV Agusta e-gravel model was also presented to journalists.



topbici.es



gravel-collective.com



cyclinside.it

CASE STUDY

Santini



Santini Headquarter
Via Zanica, 14 (BG)



9th November 2023

PROJECT

New Headquarter Presentation Event

TYPE OF EVENT

Media Event

TARGET

B2B / B2C

COUNTRIES INVOLVED

ITA

PARTNER

Architect Marco Acerbis

PEOPLE INVOLVED

- Staff: 3
- Journalists: 31
- Guests: 1 (Architect Acerbis)

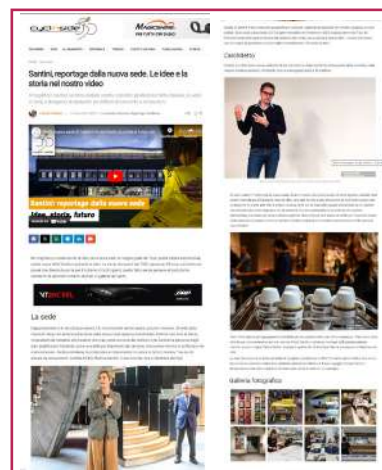


SANTINI HEADQUARTER : A NEW CHAPTER IN THE LONG HISTORY OF THE ITALIAN BRAND

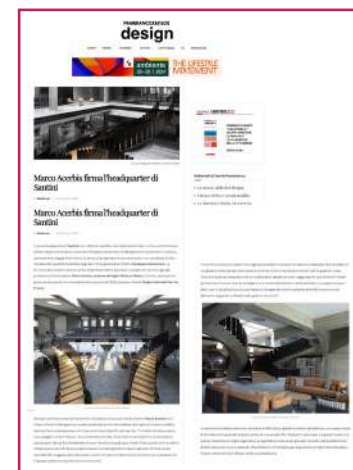
Media event presenting Santini's new headquarter in Bergamo. The event was attended by journalists from the world of design and architecture, cycling, and economics. The program included an initial presentation of the company, followed by a guided tour of the production and office buildings. The architectural aspects and the project were explained by Architect Acerbis, while the production area tour was led by Paola Santini, Monica Santini, and Fergus. Afterward, following a light lunch, interviews were conducted with Paola, Monica, and Architect Acerbis.



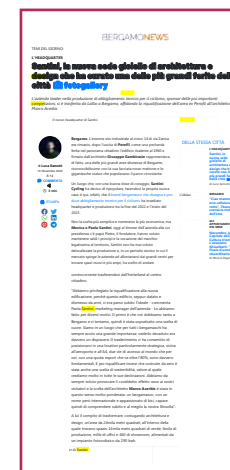
L'Eco di Bergamo



cyclinside.it



pambianconews.it



bergamonews.it

CASE STUDY

AIROH



Milano
EICMA 2023



7-8 November 2023

PROJECT

EICMA 2023

PRODUCT

Launch of the new helmet's
collection 2024

TYPE OF EVENT

Fair - Event/Party

TARGET

B2B / B2C

COUNTRIES INVOLVED

Italy and Europe

PEOPLE INVOLVED

- Staff: 4 LDL + 5 AIROH
- Press: 85
- Guests: 12 (pilots)



ON TWO WHEELS

At EICMA 2023, the Milanese appointment with international motorcycling, AIROH presented itself with a completely renewed collection to which new models aimed at both on-road and off-road motorcycling were added. For the occasion, AIROH also organized an exclusive party. In the weeks leading up to the fair, in addition to creating a media kit with descriptions and images of each model present at the stand, we proposed, set up, and managed an advertising campaign to support AIROH's presence at EICMA. The countries involved were Italy, France, Spain, and Germany. In addition to this, journalists were invited to the stand with the organization of one-to-one presentations and interviews with the company management.



Gazzetta dello Sport

Sportweek

motorradonline.de motomag.com

CASE STUDY

Santini



Bergamo
Santini Headquarter



16-17 November 2023

PROJECT

A.S.O. Event for the Maillot Jaune collection

PRODUCT

Maillot Jaune winter collection

TYPE OF EVENT

Press Event

TARGET

B2C

COUNTRIES INVOLVED

France

PARTNER

A.S.O. Press Office

PEOPLE INVOLVED

Staff: 2 LDL

Journalists: 4

Influencer: 5

Guests: 2 people from A.S.O



pro.



A.S.O. AND SOME FRENCH MEDIA WITH SANTINI TO DISCOVER THE MAILLOT JAUNE COLLECTION

A two-day event organized by the A.S.O. press office in collaboration with Santini and LDL COMeta. The event saw the participation of French journalists and influencers, to experience a dedicated event at the Santini headquarters. Objective? To test the Maillot Jaune winter collection and discover the Santini headquarters with its production process. The program included a welcome and a light lunch, a guided tour of the company and production, during which guests could also witness the customization of their own Maillot Jaune jacket. On the second day, a bike ride was organized - with product testing - in the hills of Bergamo, accompanied by Alessandro Vanotti, former road



CASE STUDY



Milano /Tirano

21-23 november 2023

PROJECT

Crazy Fashion Show + Press Event

PRODUCT

FW24/25

DISCIPLINE

Press event

TARGET

B2B / B2C

COUNTRIES INVOLVED

ITA - AUT - GER - CZE

PARTNER

Garment – n. 8 of 9.81 Pulse for runway
(models + dancers)

PEOPLE INVOLVED

Staff: 4

Giornalisti - Fashion show : 18

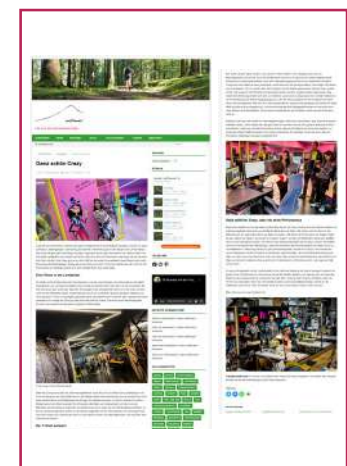
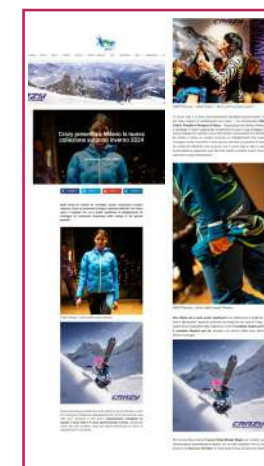
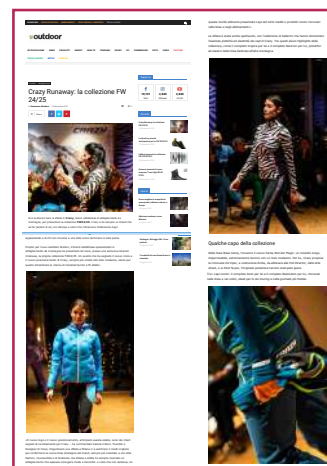
Giornalisti - Press event: 9



THE NEW STRATEGIC POSITIONING OF CRAZY

In the exclusive Milanese location of the rooftop of Hotel Bianca Maria, Crazy presented the FW24/25 collection. The brand's aim was to showcase to dealers and press the brand's change of pace, emphasizing the company's inclination to approach fashion atmospheres.

In addition to the fashion show, Crazy invited 9 journalists to the renovated headquarters in Tirano to showcase the creative process behind each piece of the Italian brand. This was followed by a mountain experience along a stretch of the Valtellina Wine Trail, a visit and tasting at the Nino Negri winery, and a typically Valtellinese dinner at the historic San Carlo restaurant.



4actionsport.it

outdoormag.sport-press.it

discoveryalps.it

auffimuasi.at

OUR CLIENTS

(March 2024)

PORTFOLIO



These are the brands that have availed of our know-how, enthusiasm and dynamism in developing their communications strategies.

KNOW-HOW



Take a look on the **complete timeline** of our clients:

CLIENTS ARCHIVE



Carlo Brena
Founder and
Chief Operating Officer



Laura Pendesini
Graphic designer



Ilaria Carisconi
Expert Account



Martina Merisi
Expert Account



Roberta Piantoni
Assistant PR Coordinator



Mirella Schiavi
Co-founder and
Chief Financial Officer



Ilaria Messa
Senior Account



Gabriele Celeri
Expert Account



Luca Vallati
Expert Account



Irene Faggioli
Social Media



Manuela Masera
PR and Plan Coordinator



Alessandra Kaiser
Senior Account



Giada Gotti
Expert Account



Gabriele Bonfatti
Graphic Design



Carlotta Cortese
Social Media Manager