

D

D

M

ADVERTISING  
PR  
BRANDING

COM  
PANY  
PRO  
FILE

MIAMI

NEW YORK

LOS ANGELES

MILAN

VERONA

# WHO ARE WE

---

Thanks to the insight of the Italian-American **Daniilo Di Michele** who **created a bilateral connection between the United States and Italy**, exporting and importing from American and Italian creativity and advanced communications services, DDM ADVERTISING was born: a boutique of creativity and of International Relations **specialized in luxury and services**. Thirty years of experience gained by the founder in the United States and Europe, combined with the versatility and international experience of the architect **Giorgio Canale**, makes DDM competitive and ahead in the industry of **ADVERTISING, PR and BRANDING**, by **continuously managing clients both in America and Italy**.



**DANILO DI MICHELE**

*Founder & President*

FERPI Italian Public Relation Federation  
member n.1618



**GIORGIO CANALE**

*Executive Creative Director & V President*

Order of Architects of the Province of Verona  
member 2024

# OUR MISSION

---

**DDM ADVERTISING goes beyond the concept of an agency and turns into a business partner. Transparency, mutual understanding and common goals are the basis of cooperation with clients.**

*Few essential guidelines and core values characterize DDM projects:*



## **CHECK-UP**

An analysis of the company's history and objectives provides the agency an overview of the context in which it will operate. An investment of time and energy that DDM believes is essential to begin any communication.



## **BUDGET**

The optimization of budget, time and human resources is the guiding principle of every strategy promoted by DDM, with the main objective of achieving a proper balance between investment and efficiency.



## **TEAM**

DDM is a team of professionals that supports the daily activities of the company. Unity of purpose between the company and the agency and a common vision allows achievement of established objectives.



## **IDEAS**

Creativity - understood as a value and not as a "personal taste" - is the preferred way to create a base for all communication and marketing strategies DDM signs, and like other disciplines requires continuous updates and the constant search for styles and trends.

# TAI LOR MADE

---

THANKS TO  
AN ARTICULATED  
STRUCTURE  
BASED ON  
INDEPENDENT  
DIVISIONS  
OPERATING  
IN FULL SYNERGY,  
DDM IS ABLE  
TO PROVIDE ITS  
CUSTOMERS WITH  
CONSULTING  
AND 360°  
COMMUNICATION  
SERVICES.

# WHAT WE DO

---

## CREA TI VITY

## PUBLIC RELA TIONS



DDM is a creative and experimental laboratory of communication, the ideal place where creativity is expressed as a merging of the marketing plan, strategic objectives, and budget.

### ADVERTISING

- Advertising Campaign
- Media Planning

### BRAND MANAGEMENT

- Corporate Identity
- Brand Awareness



DDM develops international relationships between companies and their target audience (end users / institutions / press / media), it contributes to the creation of a specific identity, reinforcing the perception of the company or product.

### LOBBY

- Brand Ambassador
- PR and Mailing List

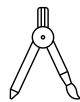
### PRESS OFFICE

- Institutional and Commercial
- Product Placement

# WHAT WE DO

---

## DESIGN



DDM creates continuity between the graphic language and the architectural, strengthening the coordination of the image and the brand identity. The harmony between advertising and design amplify the results in terms of brand awareness.

### EXHIBIT DESIGN

- Concept and Turnkey
- Graphic Design and Events

### PRODUCT DESIGN

- Concept and Industrial Design
- Customized Furniture



DDM responds to the need to communicate in a topical way and with instruments that are always effective. Due to its international overview, DDM becomes a trendsetter in the world of communication by offering a range of services, which are constantly updated.

### AUDIO-VIDEO

- Concept and Storyboard
- Audio and Video Productions

### WEB

- Website, Newsletter, App
- Social Media Marketing

## DIGITAL

D

D

M

ADVERTISING  
PR  
BRANDING

# NET WORLD WORK

MIAMI

NEW YORK

LOS ANGELES

MILAN

VERONA



## MIAMI

169 E Flagler Street, Suite 820 | MIAMI, FL - 33131  
T +1 305 674 9336 | M +1 305 986 8690  
miami@ddmadvertising.com

---



## NEW YORK

47 Perry Street, Suite 1B | NEW YORK - 10016  
T +1 646 645 7145  
newyork@ddmadvertising.com

---



## LOS ANGELES

305. N Sweetzer Ave | LOS ANGELES, CA - 90048  
T +1 310 595 8613  
losangeles@ddmadvertising.com

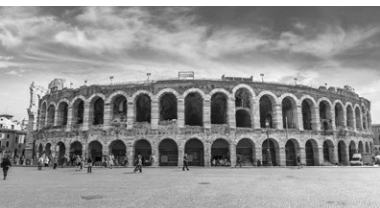
---



## MILAN

Via Spartaco, 36 | MILANO - 20135  
T +39 02 39843613  
milano@ddmadvertising.com

---



## VERONA

Via Tito Speri, 5 | VERONA - 37121  
T +39 045 8013139  
verona@ddmadvertising.com

---