



Company Profile

The agency

YAK Agency is a **communication agency** specialized in the conception, creation and promotion of high-value projects.

Our agency was borne of different yet complementary experiences: creative communication and media relations, development of digital and print solutions, management of both new and traditional media. The common ground for such different aspects is given by some fundamental points: utmost importance to quality, inclination for internationality, development and enhancement of specific skills.

Over time, these peculiarities allowed us to stand out in specific market sectors and work with companies and associations of global importance. Like the yaks, the animals we derive our name from, we are specialized in niches where we do not fear competition, we like to work hard and our task is to lift up what is entrusted to us: to be precise, the stories of our clients. In which way? Providing strategy consulting and all the operational tools that are needed for the communication and promotion of the brand.



Our experiences

One agency, two essences.
Padua as headquarters,
internationality as
ounding value.

1

POINT
*of generation
of high-value projects*

3

LANGUAGES
Italian, English, and Chinese

15⁺

PEOPLE
and specializations

65

COUNTRIES
of expansion

250⁺

COMPANIES
we have worked with

Specializations

Sport —01



We have taken part in sporting events in Europe and all over the world for over ten years, managing all their aspects: live coverage, press office, content production, social media management. We manage the communication of athletes, brands and sports federations of several disciplines, studying the best strategy for each of them.

02 — Retail



The world of retail has to face a new challenge: not only selling products, but also offering experiences. We help players of this sector to better understand their target, to position correctly and engage customers in the daily storytelling of their shopping offer.

Tourism —03



The tourism sector needs to constantly renew itself to meet the ever-changing needs of travelers. For this reason, we study innovative instruments and communication modes for accommodation facilities, tourism portals and associations.

01



- 01 Fornace Morandi, our headquarters
- 02 Our approach: commitment, listening, sharing
- 03 The team: an ever-growing group of professionals



02

03

Our method



LISTENING
understanding clients and their needs



ANALYSIS
of target, budget and KPIs



STRATEGY CONSULTING
in the management of operational tools



DEVELOPMENT
of a unique and personalized project



MEASUREMENT
of activities and optimization of results



SATISFIED CLIENT

What we can do for you

Communication strategy —01

Social media and web marketing —02

Digital solutions —03

Graphics and brand identity —04

Photo, video, and content production —05

PR and media relations —06

From creativity to media relations, we offer all the necessary services to develop high-value communication and marketing projects, using the most appropriate tools and channels.

We have worked with



Other clients:

AB ENERGY
 AMBICO GROUP
 ANTENORE ENERGIA
 ALIFAX
 ATLAS COPCO
 BASCHIERI & PELLAGRI
 BIBIONE BIKE TROPHY
 B&P
 CALCIO PADOVA
 CAESAR GUERINI
 CHEDDITE
 CIEFFEPLAST
 CIOTOLA SRL
 CLEVER
 C.N.C.N
 COBRA TIES
 COMITATO OLIMPICO
 CONCEPT ITALY
 CONFAPI
 C.S.E.N.
 FAVARETTI GROUP
 FIAP
 FIP MEC
 FITARCO
 GOALKEEPERS ACADEMY
 GRAZIATI
 GRIGGIO
 GRUPPO PROFILATI
 INTERNATIONAL OLYMPIC COMMITTEE
 KRIEGHOFF
 LAVAZZA

MARATHON DELL'ALTOPIANO
 MCFIT ITALIA
 METHIS
 MY VENICE FOODWINE
 MUNGO
 NIMS
 NON SOLO SPORT
 PAM SUPERMERCATI
 PERAZZI
 PROTEICO
 SATELICOM
 SES
 SBS MASTER
 SKYDIVE THIENE
 STEYR SPORT
 TEAM FOR CHILDREN
 TAURO ESSICATORI
 TORNADO SPORT NUTRITION
 TRIBOOM
 UDINESE CALCIO
 VARISCO
 VIRTUS PADOVA
 WALTHER
 ZAINO FOODSERVICE
 24K LUXURY DESIGN
 4 PLUS NUTRITION

**WE LIFT
YOUR STORIES
TO NEW HEIGHTS.
WE ARE
YAKS.**

Like the yaks, the animals we derive our name from, we are specialized in niches where we do not fear competition, we like to work hard and our task is to lift up what is entrusted to us: to be precise, the stories of our clients.



Shall we tell your story together?

We have told you about us,
but now we want to speak about you.

Give us a call!

YAK S.r.l.

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