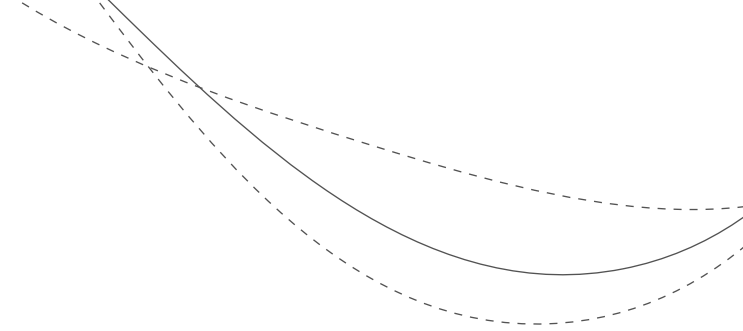


The logo for 'yak AGENCY' is displayed on a white rectangular sign. The word 'yak' is written in a dark blue, lowercase, sans-serif font. The letter 'i' is stylized with a green triangle above it. Below 'yak', the word 'AGENCY' is written in a smaller, dark blue, uppercase, sans-serif font.

yak
AGENCY



WE ARE YAK Agency

EXPERIENCE

QUALITY

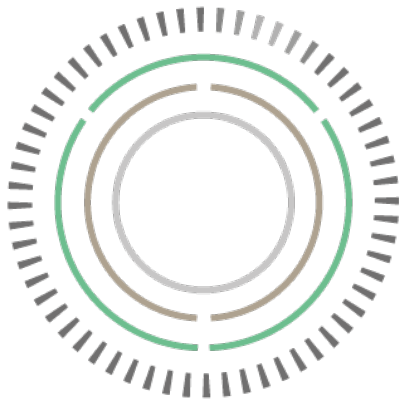
INTERNATIONALITY



IDEAS AGAINST BANALITY

YAK Agency is a communication agency specialized in the conception, creation and promotion of high-quality projects in this sector:

SPORT



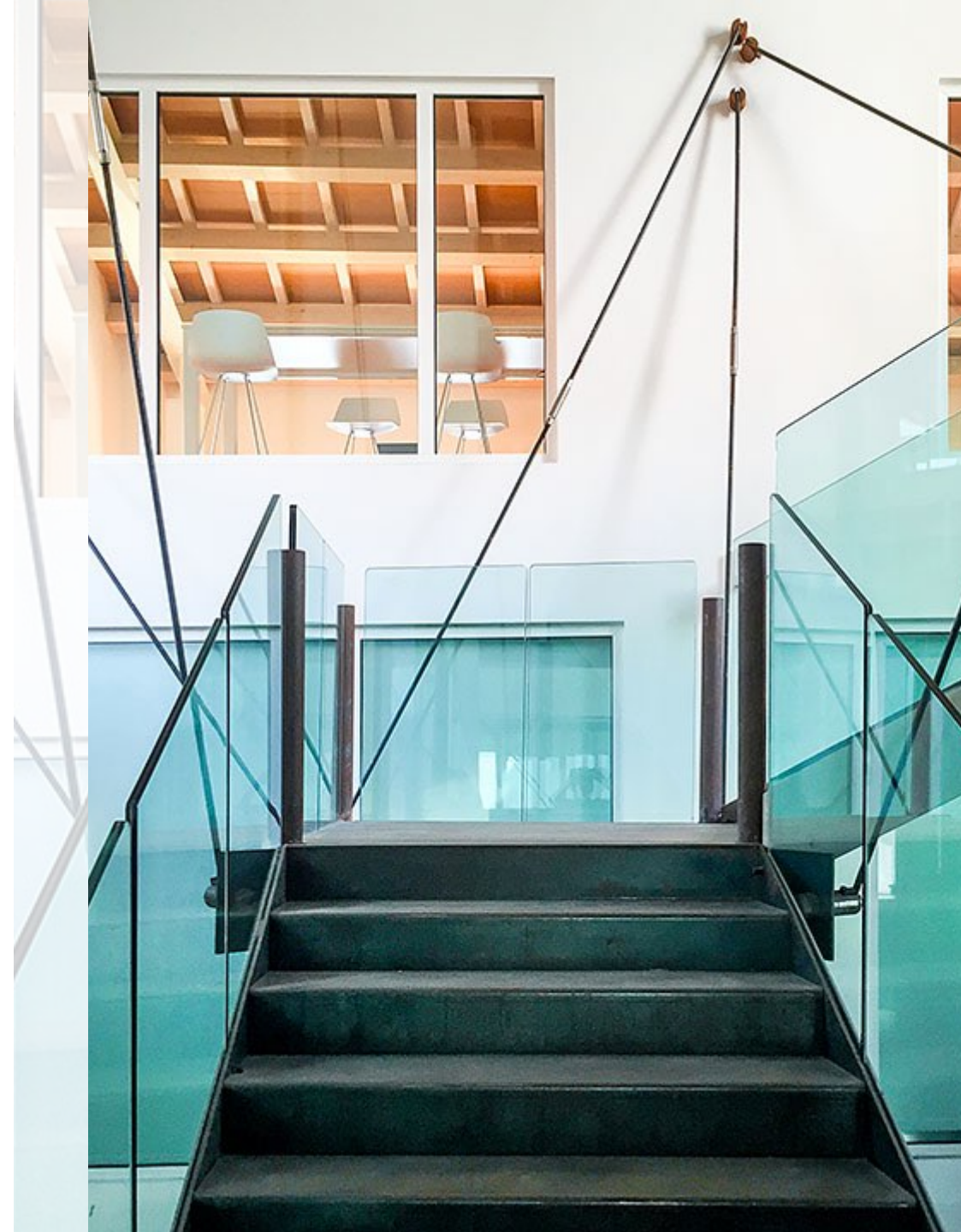
1 POINT
OF GENERATION
OF SUCCESSFUL PROJECTS

2 HEARTS: CREATIVE MANAGEMENT
AND MEDIA RELATIONS

3 LANGUAGES:
ITALIAN, ENGLISH, AND CHINESE

65 COUNTRIES OF EXPANSION

YAK Identity





YAK People



Trained and reliable talents,
with a strong experience in
communication
(traditional and digital)
and in **creativity**
(design, web and visual).



Giovanni
Cecolin



Marco
Dalla Dea



Giulia
Consonni



Enrico
Beda



Laura
Quarti



Giovanni
Cristofolletti



Elías
Vidal



Alessio
Mazzucato



Francesca
Tessarollo



Alice
Manza



Anna
Messina



Lorenzo
Pestugia



Lisa
Bortolami



Yu
Tang



Alessandra
Pavan



Claudia
Cupani



Nicolò
Zangirolami

EVERYDAY EVERIDEAS

YAK Agency supports companies and associations to achieve specific objectives in terms of branding, visibility, and sales.

OUR WORKING METHODS

1. LISTENING
and customers' knowledge
2. ANALYSIS
of objectives, targets, budget
3. STRATEGIC CONSULTING
for the management of operational tools
4. CUSTOM DEVELOPMENT
of a high performing project
5. MEASURING
of activities and optimization of results





YAK Performance

WE ARE
EXPERT
COMMUNICATORS
in the
SPORT market



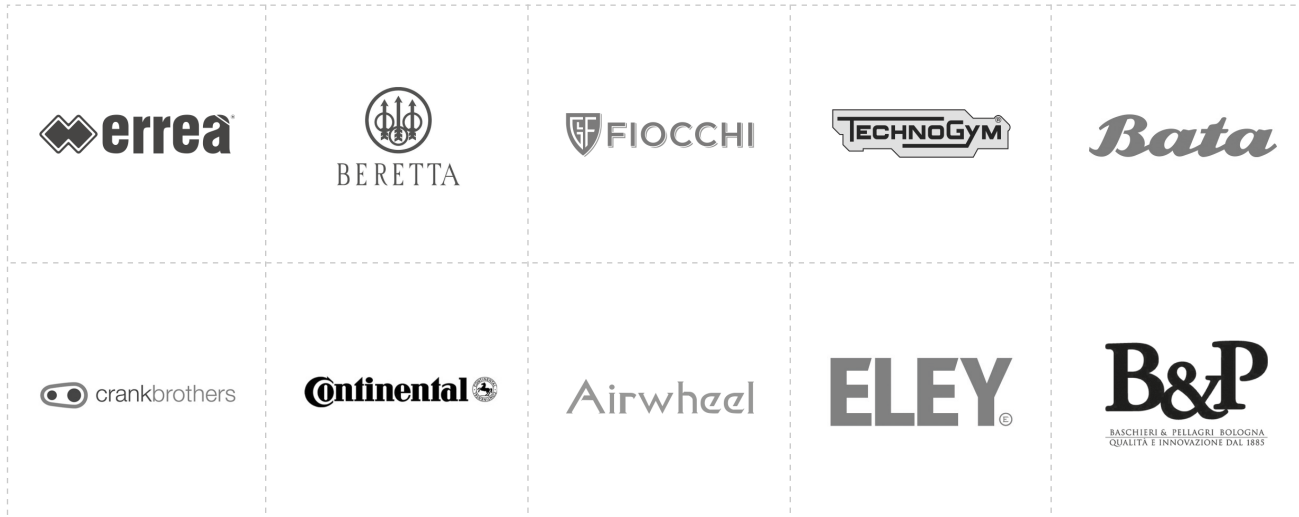
Sport Federation



Events



Brands



100+ customers
we have
collaborated with



COMMUNICATION
STRATEGIES



PR AND MEDIA
RELATIONS

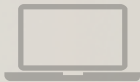


GRAPHIC
DESIGN

6 SERVICE CATEGORIES FOR PROJECTS

MULTIchannel MULTIlanguage

MULTIsuccess



DIGITAL
SOLUTIONS



PHOTO, VIDEO, AND
CONTENT PRODUCTION



SOCIAL MEDIA AND
WEB MARKETING

YAK Services



TOGETHER WITH SPORTS PROTAGONISTS to win the communication challenge

We have taken part in sport **Events** in Europe and all over the world for over a decade and we manage the communication of **Sport Federations, Brands** and **Athletes** of several disciplines.

To do this at best, we constantly keep up-to-date with the best practices and current trends, which enables us to gather high-value insights for ourselves, for our customers and for our contributions in sport magazines, events and to institutions.



Sport
Digital Marketing
Festival



YAK Sport

yak



SPORT
FEDERATIONS



BRANDS

EVENTS



ATHLETES



YAK We work with

INTERNATIONAL SHOOTING SPORT FEDERATION



PR AND MEDIA RELATIONS

- ▶ Press Office

SOCIAL MEDIA MANAGEMENT

CONTENT PRODUCTION

- ▶ Photo production and distribution
- ▶ Video production
- ▶ News and newsletters

2 LANGUAGES:
ENGLISH AND CHINESE

65 COUNTRIES

3 OLYMPIC GAMES

90+ DAYS A YEAR
OF LIVE COVERAGE

yak



INTERNATIONAL SHOOTING SPORT FEDERATION

YAK Sport Federations



ISSF WORLD CUP
Skeet Men

1st Marco **SABLONE** (ITA)
2nd Frank **THOMPSON** (USA)
3rd Paul **ADAMS** (AUS)

#ISSFWC
26 MAR 2017 | ACAPULCO (MEX)

16:43

Tweet

ISSF @ISSF_Shooting

The best score nailed in a men's 50m Rifle 3 Positions match this year belongs to [US's @MattEmmonsUSA](#) with 464.1 points. #ISSF #SeasonHighs

Lingua originale: Inglese; traduci



464.1
MATT EMMONS
50m RIFLE 3 POSITIONS
NEW WORLD RECORD
23/11/16, 14:45

Matt Emmons e altri 2

Rispondi a ISSF, Matt Emmons

26 MAY - 2 JUN 2015



YIFU WANG (CHN)
ISSF Vice President

17:21

facebook

Home Recensioni Informazioni Post

ISSF - International Shooting Sport Federation
Ieri alle 9:00




#ISSFWC ISSF WORLD CUP

Mi piace Commenta Condividi

15:02

ISSF Shooting_Sport_Federation

#ISSF世界杯# #赛季2017# 大家今年最期待 最看好哪位射击新人的表现[问号] 00后的史梦瑶、杨浩然、张梦雪、钱学超、或者其他人[问号] 欢迎大家留言你们的想法哦❤️❤️❤️



1.023 post 36,1mila follower 442 profili seguiti



ISSF WORLD CUP
Skeet Men

Marco **SABLONE** (ITA)
Carlos **SEGOVIA GONZALEZ** (MEX)
Paul **ADAMS** (AUS)
Felix **HAASE** (GER)
Frank **THOMPSON** (USA)
Antao **WAN** (CHN)

#ISSFWC
26 MAR 2017 | ACAPULCO (MEX)

ISSF - International Shooting Sport Federation

Who's ready for some Shotgun shooting? #ISSFWC



1.1k Like Commenta Condividi

Instagram


ISSF

541 post 21,7 MILA follower 317 seguiti

Contatta Segui

ISSF - Shooting Sport
www.issf-sports.org/
Bavariaring 21, Munich, Germany

ISSF JUNIORS WORLD CUP



ITALIAN CLAY SHOOTING FEDERATION



COMMUNICATION STRATEGIES

- ▶ Sport practice promotion

CONTENT PRODUCTION

- ▶ Photo production and distribution
- ▶ Video production

SOCIAL MEDIA MANAGEMENT



@federtiroavolo



ITALIAN ARCHERY FEDERATION



COMMUNICATION STRATEGIES

- ▶ Sport practice promotion and Ticketing

CONTENT PRODUCTION

- ▶ Photo production and distribution

SOCIAL MEDIA MANAGEMENT



ERREÀ SPORT



4 LINGUE:
ITALIAN
ENGLISH
SPANISH
FRENCH

BRANDING

DIGITAL SOLUTIONS

- ▶ Online contests

CONTENT PRODUCTION

- ▶ Photo production and distribution
- ▶ Video production

SOCIAL MEDIA MANAGEMENT



GOALKEEPERS ACADEMY



COMMUNICATION STRATEGIES
 ▶ Products promotion and online sales

CONTENT PRODUCTION

- ▶ Photo production and distribution
- ▶ Video production

SOCIAL MEDIA MANAGEMENT



BERETTA



PR AND MEDIA RELATIONS

- ▶ Press Office

CONTENT PRODUCTION

- ▶ Photo production and distribution
- ▶ Photo archive
- ▶ Video production
- ▶ News and newsletters





FIOCCHI



PR AND MEDIA RELATIONS

- ▶ Press Office

SOCIAL MEDIA MANAGEMENT

DIGITAL SOLUTIONS

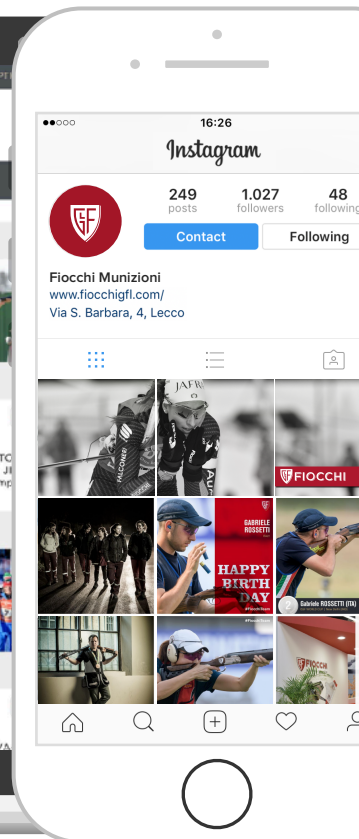
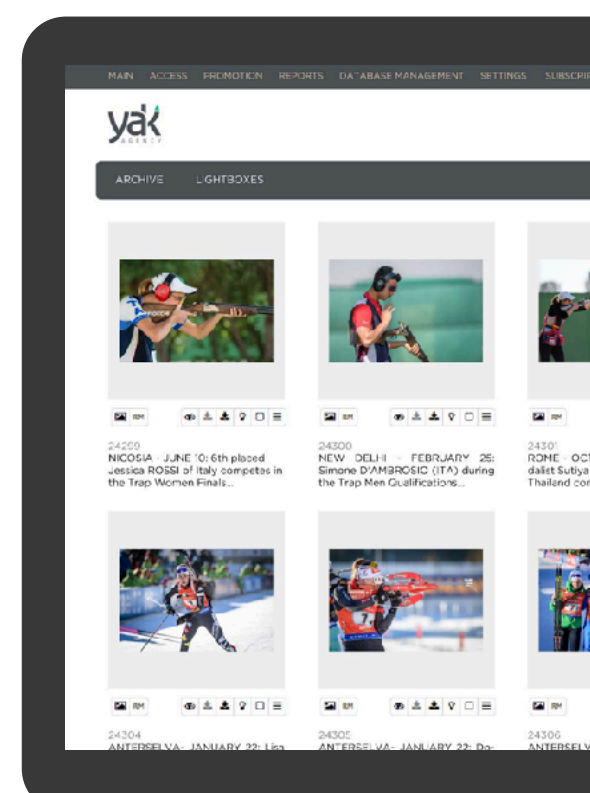
- ▶ Website development and design

CONTENT PRODUCTION

- ▶ Photo production and distribution
- ▶ Photo archive
- ▶ Video production
- ▶ News and newsletters



YAK Brands



TECHNOGYM



CONTENT PRODUCTION

- ▶ Video production

VIDEOS CREATED FOR:

- ▶ A.C. Milan
- ▶ Inter Milan
- ▶ Olimpia Milano



HYUNDAI ARCHERY WORLD CUP FINAL



ENGAGEMENT PLAN

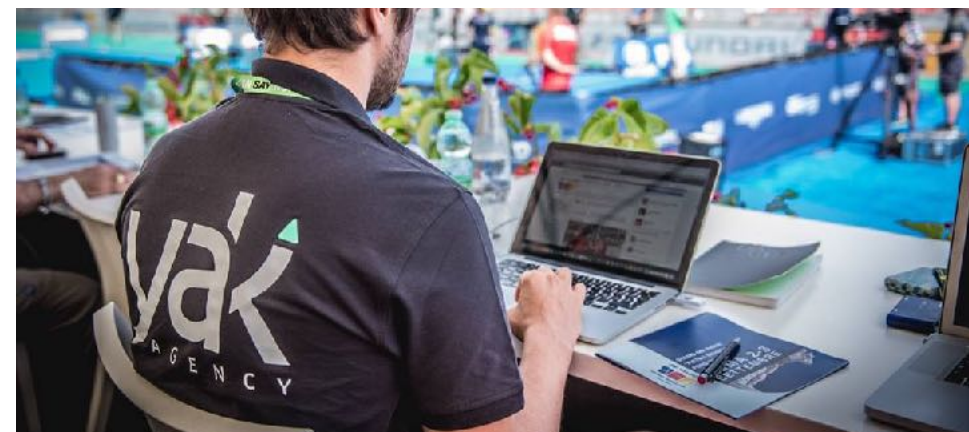
- ▶ Promotion and Ticketing

SOCIAL MEDIA MANAGEMENT

LIVE COVERAGE

CONTENT PRODUCTION

- ▶ Photo production and distribution
- ▶ Video production
- ▶ News and newsletters



HYUNDAI ARCHERY WORLD CUP FINAL



Roma 2017 Hyundai Archery World Cup Final
20 Agosto

The Tour Eiffel 🇫🇷 in 2013 was all over the Archery World Cup Final, providing a spectacular surrounding.

A great opportunity for the city of Rome 🇮🇹, that will host the event on September 2nd and 3rd at Stadio dei Marmi, between the Monte Mario hills and Tevere river.

Be there! 📍 #WCFRome17

See you in Rome 2-3 SEPTEMBER

Mi piace Commenta Condividi

hawcf 2017
@roma2017awcf - 3 set

Compound Women:

- saralopezb24
- Tanja Jensen
- Yesim Bostan

#WCFRome17

15:21 - 2 set 2017

Mi piace Commenta Condividi

Roma 2017 Hyundai Archery World Cup Final
Ieri alle 9:00

In Finale di Coppa del Mondo sarà lei a difendere i colori azzurri nell'Arco Olimpico 🏹. Ha solo 20 anni, ma non ha nessuna intenzione di farsi intimorire dalle avversarie più esperte.

Domenica 3 Settembre venite allo Stadio dei Marmi e fate sentire il vostro supporto a Lucilla Boari 🇮🇹! Assicuratevi i biglietti 📄 <https://goo.gl/CHsz12>

#WCFRome17

LUCILLA BOARI ITALY

See you in Rome 2-3 SEPTEMBER

Mi piace Commenta Condividi

Roma 2017 Hyundai Archery World Cup Final
15 Luglio

"Siamo orgogliosi di ospitare con coraggio queste Finali in una location sensazionale, tra le colline di Monte Mario e il fiume Tevere. Sarà un evento che rimarrà nella storia, del Tiro con l'Arco e dello sport internazionale. Vi aspettiamo allo Stadio dei Marmi il 2 e il 3 settembre".

Giovanni Malagò, Presidente CONI

#WCFRome17

SARÀ UN'ESPERIENZA UNICA PER GLI ATLETI E GLI SPETTATORI PRESENTI. QUESTE FINALI RIMARRANNO NELLA STORIA

Mi piace Commenta Condividi

roma17hawcfinal

#WCFRome17

10 DAYS 2-3 SEPTEMBER

See you in Rome

The countdown has started! The are only 10 days left to the World Cup Final in Rome. #WCFRome17

Mi piace Commenta Condividi

hawcf 2017
@roma2017awcf

"Ci sono due cose che non tornano mai indietro: una freccia scagliata e un'occasione perduta" JR #WCFRome17

08:06 - 7 ago 2017

Mi piace Commenta Condividi

Roma 2017 Hyundai Archery World Cup Final
8 Agosto

Avete già preso i biglietti per la Finali di Coppa del Mondo di Roma? Settembre non è poi così distante... affrettatevi! <https://goo.gl/CHsz12>

#WCFRome17

See you in Rome 2-3 SEPTEMBER

Mi piace Commenta Condividi

SÜDTIROL DOLOMITI SUPERBIKE



SÜDTIROL
DOLOMITI
SUPERBIKE

3 LANGUAGES:
ITALIAN
ENGLISH
GERMAN

ENGAGEMENT PLAN

- ▶ Promotion and registrations

SOCIAL MEDIA MANAGEMENT

LIVE COVERAGE

CONTENT PRODUCTION

- ▶ Photo production and distribution
- ▶ Video production
- ▶ News and newsletters

PR AND MEDIA RELATIONS

- ▶ Sponsors enhancement



ABANO INTERNATIONAL FOOTBALL TROPHY



**TORNEO INTERNAZIONALE
CALCIO GIOVANILE**
CITTÀ DI ABANO TERME

PR AND MEDIA RELATIONS

- ▶ Press office
- ▶ Sponsors enhancement

SOCIAL MEDIA MANAGEMENT

LIVE COVERAGE

CONTENT PRODUCTION

- ▶ Video production

GRAPHICS

- ▶ Coordinated image study
- ▶ Production of promotional materials



ITALIAN BIATHLON NATIONAL TEAM



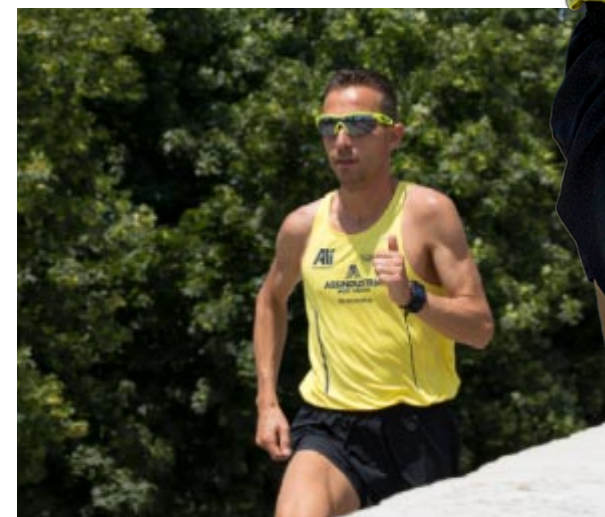
PR AND MEDIA RELATIONS

- ▶ Increase of the appeal and enhancement of the image for partnerships and sponsorships

CONTENT PRODUCTION

- ▶ Photo production
- ▶ Video production

RUGGERO PERTILE
ITALIAN MARATHONER



PR AND MEDIA RELATIONS

- ▶ Increase of the appeal and enhancement of the image for partnerships and sponsorships

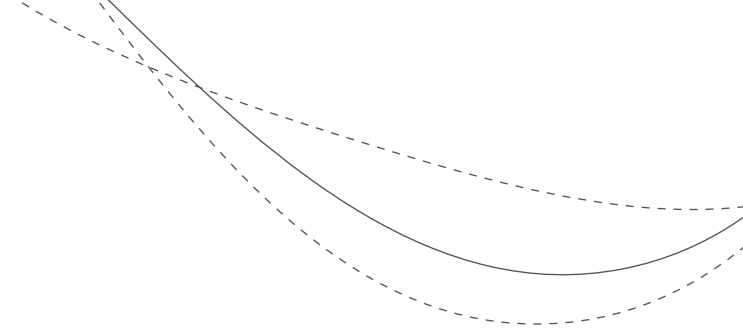
CONTENT PRODUCTION

- ▶ Photo production
- ▶ Video production

MONITORING AND ANALYSIS

For all the types of partners we work with, we **monitor** the **performance** trend of the developed activities and we periodically release clear and **complete reports** to be able to constantly **optimize performances**.





THANK YOU
FOR YOUR ATTENTION



CONTACTS

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