



company
profile

WE SAVE THE WORLD FROM THE EVILS



WITH THE
STRENGTH
OF 100
ARMS

ABOUT US

“Desain, Pecaging, aidentiti maid in Itali”

nju:comunicazione (that is “new communication”) is a creative agency based in Eboli, province of Salerno, in Southern Italy. The name plays with the English language (“nju” is the phonetics of the English word “new”) without taking it too seriously.

We are many, but not too many and for someone we will never be enough. If more is more, many are even more and so to our experiences and professionalism we also add a whole range of freelance collaborators to support our customers in every moment of communication.





WE BREAK
YOUR
IDEAS
IN PIECES

WHAT WE DO

We deal with Branding and Strategic Design, in other words we take an idea - even only an intuition - we break it down and we study its potential, its risks, its target audience and its context.

When everything is clear, we build around it an entire visual universe that becomes its home and identity and makes it recognizable in the whole world.

Whether on physical or digital places, we give our customers the most effective tools to communicate with their audience.

assets

PACKAGING
ADVERTISING
SOCIAL MEDIA
ACTIVITIES
PRODUCT DESIGN
IDENTITY
COPYWRITING

BRANDING
WEB
BOOK DESIGN
ILLUSTRATION
VIDEO
PRODUCT
STRATEGY

sectors

FOOD & WINE

Madonna dell'Olivo, Maida, Italianavera, Aurelio De Laurentiis, Montevetrano, San Salvatore 1988, Sabino Basso, Librandi Farms, Mustilli, Gennaro Esposito chef, Coop (Switzerland), Giuseppe Iannotti Chef and the Kresios Project, Luigi Maffini, Cantine Mustilli, Barlotti Cheese Factory, CBcotti, Solania, Santomiele, OP Altamura, Villa Raiano, Select Legumes, Lario (Australia), Disposizioni del Pacifico (Australia), De Conciliis Wine Growers, Casa Setaro, Buonanno Winery

EVENTS

Cultural, Le Strade della Mozzarella, Festa a Vico, Pozzuoli Tra Terra e Mare, Paestum: Urban requalification, Notte di Stelle, Pianeta Bufala

INDUSTRY & SERVICES

Cooperative Credit Bank of Capaccio Paestum, FG, Nuceria Group, Sarim, Convergenze spa, Bennato Construction Industry, Filmauro, Orangerie Darmstadt Restaurant (Germany), Da Zero, Mammà Capri Restaurant, Torre del Saracino Restaurant

ARCHITECTURE & DESIGN

Sabrina Masala Designer, Sol-R (Canada), Fornace De Martino, Delbasso Parquet

PUBLISHING

Il Sole24ore, Caffeorchidea

CULTURE & ARTS

Salerno Province, Presidency of the Council of Ministers - Agency for Innovation, Sasu Consortium Paris and Cultural project (France), PAC - Porto Arte Contemporanea, Alfonso Mangone

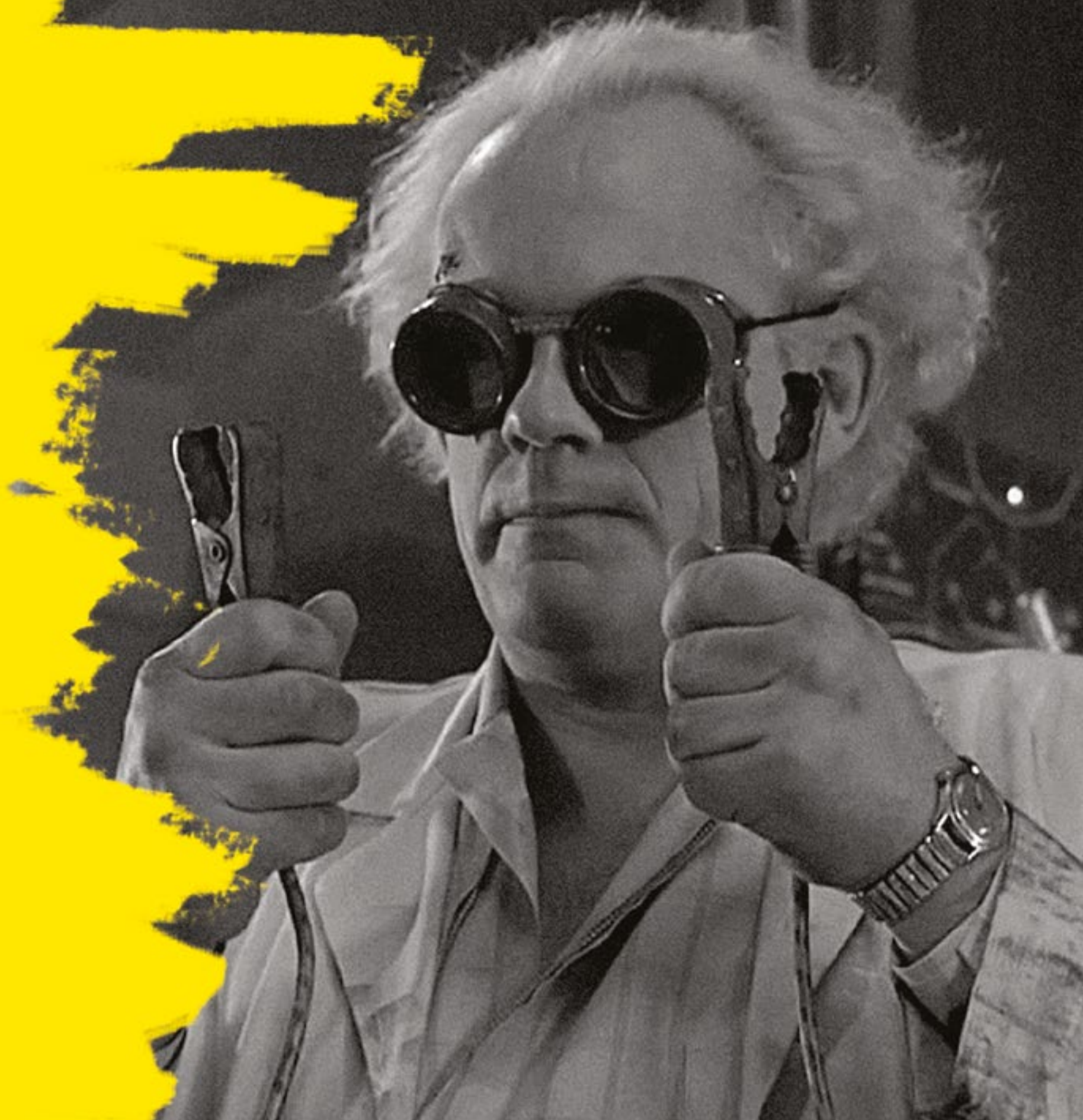
LINE ON
LINE OFF

HOW WE DO IT

It all starts from a point that becomes first line and then form. The form, then, becomes a starting point and so on.

The perfect visual identity is a continuous search for the most refined detail because it's the smallest details that transform an ordinary design into something unique, an experience for the final consumer.

**THE
CLIENTS
INVENTED
THE TIME**



WHEN WE DO IT

We are ahead of the times because sometimes it seems that we are late. Our tailored approach requires the right period of maturation to give the best.

And as you never bathe in the same river, the river of creativity is never the same and there is no unique creative process for everyone.

The strength of a project is given by its personality, and the cost of personality is time.

CASE

HISTORY

A picture is worth a thousand words,
but the story of a project is worth even
more. And if it's the customer himself
to tell about it, then the story becomes
even more precious.

case history

CANTINE MUSTILLI

strategy, branding,
packaging



**"THE
LABELS
OPEN
A DIALOGUE**

Paola Mustilli,
Cantine Mustilli
with us since 2015

**PEOPLE
STOP TO LOOK
AT THEM
THEY ATTRACT"**

Time

Since we follow the advice of nju:comunicazione, now three years, our world has been positively revolutionized. There was immediately an empathy that led to winning choices to communicate our winery. They immediately took our needs and turned them into results. It is an agency that works with great professionalism, we have recommended it to other companies and we will continue to do so. Sore point are the long waiting times, but then the results pay back, so nju:comunicazione is our choice.

Choice

On important things they were able to understand, and often even to anticipate, our desires. The elaboration, the discussion with them, was only related to some details of the project, not to the essence. This did not happen with other professionals with whom we talked and with whom we had to discuss the whole project to rebuild it from scratch. With nju:comunicazione this did not happen, thanks to their ability to interpret what the customer wants, to codify it and to make it concrete.

Perception

Thanks to the new image that nju:comunicazione has tailored for us, we found an improvement in our brand perception. The young people were very impressed by the new image given to our company. Our company is an historic company, so we needed a radical change while but still maintaining traditional parameters. nju:communication has been able to interpret well our identity; for the new selection line they used elements of our history, family portraits, and this has been very appreciated by us and our customers. The labels start a dialogue, people stop to admire them like if they were a painting. The classics line labels are very immediate, easily readable, and extremely recognizable both on the shelves and on the tables. They intrigue. Labels make people talk about them, they inspire curiosity. They are living elements that stimulate the person who sees them.

Growth

The restyling of the brand of our winery and of the labels has led to an increase in turnover and to a new positioning on the market. We have had an excellent response from the new image that nju:comunicazione has been able to give our wines and our winery. Customers appreciated, the labels are very loved, the result has impressed us.

BEFORE



AFTER



case history: **Cantine Mustilli**

[> see more](#)



case history

NUCERIA GROUP

strategy, branding, web



soprattutto guarda il caos
e senti il ritmo
when you look at the chaos
and feel the rhythm

sorridi anche solo
a te stesso
smiling even if it's only
at yourself

“THE UNIQUE
ABILITY
TO
CONNECT

Paola Iannone,
Nuceria Group
with us since 2013

WITH
THE
CLIENT”

Time

We started working with nju:comunicazione in 2013, first with a small restyling of the brand, then a small advertising campaign and so on. Today they take care of all our communication and, more than a customer-supplier relationship, we are partners on many projects and this has brought to both of us many advantages.

Growth

In our world where everything moves at the speed of light, it is important to have an image that is both strong and dynamic, capable of responding to changes without losing identity. They have helped us to have a coherent corporate identity and a more effective communication management, and so our brand awareness has gained a lot.

Choice

We have chosen them because we had seen their work on various high-end food products and we immediately liked them. At the beginning it was not easy to find the right balance between ours and their vision of communication, but then all went well.

Perception

They are very professional, but they are creative and sometimes they must be “controlled”. They have their own flaws (like everyone else), but they have the unique ability to get in tune with the customer and for this we even preferred them to other bigger and nobler agencies. Of course they have to work better on time management, but as we said “they are creative” and often time and creativity do not go hand in hand.

BEFORE



AFTER



finiture di stampa

oltre

10

colori di stampa combinati
anche reverse per realizzare
i seguenti effetti:

vetrofanie e stampe
serigrafiche
per effetti no label look

metallizzazioni, anche con testi
microlettering e inchiostri
wood per speciali soluzioni
anticontraffazione

applicazione di ologrammi
con stampa a caldo, a freddo
ed embossing con lamine
fino a 3 colori

applicazioni
con tecniche ibride
convenzionali e iv
di ogni tipo di vernice:
iridoliniche, deep off
con glitter e per
effetto scratch off

braille
fino a 5 righe
di carattere

case history

TENUTE LIBRANDI

strategy, branding,
packaging, web



Michele Librandi,
Tenute Pasquale Librandi
Farms
with us since 2014

“
WE HAD A VERY
GOOD
PRODUCT
BUT SOMETHING
WAS MISSING

NOW WE HAVE
A VERY
GOOD PRODUCT
THAT IS
BEAUTIFUL
ALSO”

Time

For four years we have entrusted our company in the hands of nju:comunicazione; they do an high quality job, with great expertise, even if they could improve a bit on "time". The enhancement of the human aspect is one of the elements that has attracted us more and more; the possibility of facilitating personal contact and debate has been a determining factor in our choice.

Growth

The growth of our company in this time has been quite considerable, we have received many compliments for nju:comunicazione work. A stylistic choice which at the time was very innovative for us; they proposed just one thing, and this surprised us a lot. After all this time, we are still very happy with our choice.

Choice

We have chosen nju:comunicazione because it is an excellence of our South. It is an agency specialized in food communication, some of their work we saw in some trade fairs impressed us a lot. Thanks to their professionalism, we achieved successful results.

Perception

The perception of our business has definitely improved in these four years, both from the point of view of the image and in terms of the presence of the product on the market. Our customers give fundamental importance to the quality of the product but if before we had a product that was very good but aesthetically it lacked something, now we have a product that is very good and also very beautiful.

BEFORE



AFTER

case history: **Tenute Librandi**

[> see more](#)



case history

SAN SALVATORE 1988

strategy, branding,
packaging, web



AZIENDA AGRICOLA
SAN SALVATORE

1988

“
AN
IMPACTFUL
VISUAL
IDENTITY

Peppe Pagano,
San Salvatore 1988
Farms
with us since 2007

THAT
REFLECT
OUR WAY
TO BEING
”

Time

We confided in nju:comunicazione when the farm was just an idea and the agency still small. We bet on their abilities and they did the same with us, drawing a Buffalo that became our identity, our battle buffalo. The common accord has strengthened more and more over time, and for us this is an extremely important factor.

Choice

The relationship with them is always professional, and the discussion/confrontation is direct and daily. A choice based on trust that has allowed us to give substance to our ideas. The ability to read our intentions and turn them into signs, symbols and identity, has allowed us to position ourselves positively in a market that at the same time is both new and stimulating for us.

Perception

Thanks to the new image designed for us by nju:comunicazione, the perception of our brand was immediately immediate and recognizable. Our brand identity has received a positive feedback from both buyers and final customers. The labels of our wines have become a real reference on the territory and often also for our direct competitors. The power of a sign has allowed us to position ourselves in the minds of consumers in a direct and simple way, but above all in an indelible way.

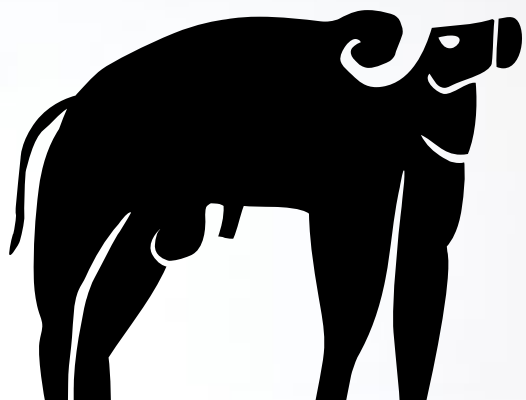
Growth

Our entry into the wine market, one of the most representative products of Made in Italy and Cilento, was immediately a success. But it was possible thanks to an original communication work, which accurately reflected our being. Over the years the San Salvatore project has grown and branched out, but they have always managed to give communication the right nuance depending on the specific needs of each company division.



case history: **San Salvatore 1988**

[> see more](#)



awards:



2013
merit award
2016
outstanding
achievement



2017
nomination
2018
nomination



2018
golden label



2009
3° place
2015
3° place
2017
2° place
3° place



2014
1° place
2017
1° place
category: labels
2018
1° place
category: labels

best functionality
awards



2018
gold medal
category
“series”



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