

## Company Profile

### Polk&Union Digital Communication Agency

**Polk&Union**, a digital communication agency with offices in Rome and Seattle that specializes in integrated marketing, developing campaigns and creative content that connect brands with their audiences by means of communication projects and digital strategy.

It was named after the crossroads of the Polk and Union streets in San Francisco, where its first head office was located. Polk&Union was born in California in 2007, established by former Googler Christian Fasulo and former BCGer Alessia Sersanti. In 2011 the agency moved to Italy, where it opened its head office in **Rome**, then in 2019 it resumed operations in the United States with a new office in **Seattle**.

**Innovation, progress and growth:** these are the three keywords that distinguish Polk&Union's history and approach. Digital by vocation, thanks to its international DNA, since its outset Polk&Union has represented the crossing between strategy, creativity and storytelling, a virtual bridge between present and future, between Italy and the United States. From Seattle, one of the most advanced cities as regards innovation, creativity, big data, robotics and artificial intelligence, Polk&Union absorbs news and ideas directly at the source, **anticipating changes** and conveying them into its strategies to operate in the constantly evolving field of communications.

The agency became an established reference point in the Italian market, supporting companies, organizations and associations in **360-degree digital communications within B2B and B2C**. Among its main services, Polk&Union offers Integrated Marketing Communication, Content, Digital Media and Digital Technology, in addition to those specific to the **Polk&Union Health Division** centered on the Healthcare & Pharma sectors.

Polk&Union has partnered with several companies for the purpose of managing complex strategic and digital communication projects, such as **FIGC, SACE, Sapienza University of Rome, the Holy See, Coop, among others**. For over ten years, the agency has worked alongside major Italian and international companies operating in the field of healthcare, like **Pfizer, Medac, Menarini, Viatrix, MSD Merck, Bristol, Myers-Squibb, Alfasigma, Guidotti, Malesci, Gapmed, Domedica, European Hospital, Omikron, TrovaSalute**.

## Services by Polk&Union Digital Communication Agency

Polk&Union offers strategic consulting, creative ideas, original content and digital skills. Its strategic consultants develop integrated digital communication plans, building on scenario analysis, creating road maps, producing messages, and finally spreading and amplifying communication campaigns.

The digital services provided by Polk&Union Digital Communication Agency are grouped into four macro-areas:

**Integrated Marketing Communication:** Integrated digital strategies, brand strategy and positioning, competitor analysis, intelligence online, crisis management.

**Content:** Concept and strategy, social media management, editorial plans, storytelling, web authoring.

**Digital Media:** Media plan, Digital Advertising, SEO, Web Analytics.

**Digital Technology:** UX Research, UX Design, UI Design, Web development and applications, interactive units, video production, artificial intelligence, virtual theater.

## The Healthcare & Pharma Division

### Polk&Union Health

To consolidate the significant experience built up over time at the service of the biggest names in Healthcare and Pharma, in September 2021 the agency launched the **Polk&Union Health Division**.

For over ten years Polk&Union has supported the path towards digital transformation undertaken by the major companies in the Healthcare and Pharma sector. The new business unit is made up of **communication professionals experienced in the Health sector and in pharmaceutical digital marketing, who are certified, have deep knowledge of the rules of pharmacovigilance, are integrated into the CEP (Customer Engagement Platform)**

processes, and are capable of working in this highly regulated field, which requires specific skills, certifications and constant updating.

## Polk&Union Health Division specific services

In addition to the services provided by the agency, the Polk&Union Health Division offers **specific services focusing on companies in the Health sector**, aiming to hasten their digital transition and support every creation and development stage of a specialized omnichannel communication aimed at multiple Healthcare audiences.

**Video productions:** An entire team dedicated to video content production for corporate communication and storytelling of pharma, medical and healthcare industries.

**Media Placement:** Digital communication plans, for push and pull marketing, integrated both online and offline, implemented in browsers and by means of mobile and social advertising campaigns.

**Medical Writing:** A network of journalists and editors, highly qualified in the medical field, having experience in various clinical and therapeutic areas and who can speak to HCPs and patients with the right tone of voice.

**Creativity:** Original online and offline content allowing the brand to communicate along every touchpoint of the customer journey, offering users an interactive, original and engaging experience.

**Social Media:** Social strategies for physicians, patients or sectoral bodies, production of editorial content that inform and entertain by promoting a culture on health and prevention.

**Digital Innovation:** Design, creation, distribution and promotion of podcasts and innovative digital services.

## Contacts

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