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POLK&UNION CELEBRATES 10 YEARS AND LAUNCHES POLK&UNION HEALTH

THE ITALIAN DIGITAL COMMUNICATION AGENCY BASED IN ROME AND SEATTLE ANNOUNCES THE BIRTH OF THE NEW DIVISION DEVOTED TO HEALTHCARE AND PHARMA

*Polk&Union, the digital communication and integrated marketing agency born in the United States, though of Italian descent, and based in Rome and Seattle, celebrates its first 10 years and announces the birth of the 'Polk & Union Health' division, thus sealing the strong specialization gained alongside national and international clients in the **Healthcare and Pharma** sector.*

Since its foundation in 2007, Polk & Union has been involved in the development of digital communication projects for large companies: among them, **Pfizer, Menarini, Medac, MSD Merck, Bristol Myers-Squibb, Viatrix, European Hospital, Omikron, and Trovasalute and Menarini** are just some of them. With the Menarini Group, Polk & Union has recently launched "Infection in Focus", a cross-channel digital education project launched with the "Thanks" campaign broadcast on media, displays, Youtube and search and aimed at **raising awareness on the antibiotic- resistance by promoting proper use of antibiotics.**

In its first 10 years, the agency has contributed to the digital transition **process of companies operating in the health sector by developing innovative projects, both B2B and B2C.** The dedicated strategy outlined for each client mainly aims at working on **positioning** and brand **awareness**, by means of chatbots, digital lab consultancy, institutional and branding campaigns, social content, medical writing, online monitoring and several other tools. Now that communication is a unique ensemble between the online and offline environments, Polk&Union's activity allows customers to maximize results, **benefiting from all the opportunities offered by digital marketing and the insights resulting from data analysis to bring value to stakeholders and reach the final customer.**

Google
PartnerROMA (ITA)
Via Novara 2, 00198
Tel: +39 (06) 8971 8604
Fax: +39 (06) 4543 5165SEATTLE (USA)
904 3rd Street South,
Kirkland - WA 98033
Tel: +1 (425) 589 3331

P.IVA/C.F: 11241081006 | REA: 1289221

info@polkandunion.com | polkandunion.com

"Healthcare and Pharma form a regulated market carrying a great responsibility and requiring a team of professionals who are experts in this sector, certified and knowledgeable about the rules of Pharma Supervision", said Alessia Sersanti, Polk&Union Co-Founder & Managing Partner. "The execution of pharmaceutical health projects often requires interaction and coordination with transversal teams, located in various parts of the world, such as India, the United States, Dubai and Italy. Our first customer was precisely a multinational player in the health sector, with whose boundaries and potential we are familiar, and we are pleased to celebrate our first double-digit birthday by capitalizing on our experience in a new dedicated division. For us and for our customers, P&U Health will be the environment where we can bring together our strategic vision, creative voice and new talents".

The Healthcare unit, led by **Tiziano Vitale**, will join the other **Strategy, Digital and Content & Creativity** divisions and will be able to draw on the resources of Polk&Union's multi-specialism – a range of sectors from sports to energy, from transportation to large distribution - as well as the international mindset of its DNA.

Since its establishment, the agency has gone through a trend of progressive growth, achieving an 80% turnover **increase in the last three years 2018/2020**. The agency reacted with resilience even during the pandemic, by ensuring a positive 10% trend also in 2020, forecasting a recovery for 2021 with an estimated turnover growth of at least 20%.

Polk & Union Digital Communication Agency was born in San Francisco, California in 2007 and takes its name from the intersection of Polk and Union Street, which hosted its first office. Innovation and internationality are the hallmarks of Polk & Union. The cross-cultural mindset underlying the agency's DNA together with the know-how learned in the United States - San Francisco first and then Seattle starting from 2019 - moved to Italy, to Rome, in 2011 where the agency established itself as point of reference in the Italian market supporting companies, organizations and associations in 360-degree digital communication in the B2B and B2C sector. Among the leading services, Integrated Marketing Communication, Content, Digital Media and Digital Technology, as well as those specific to the Polk & Union Health Division dedicated to the Healthcare & Pharma sector.