



Portfolio

Francesco Zanetti

Copywriter | Journalist | Screenwriter | Content Creator

+39 346 682 54 00

francescogiuseppezanetti@gmail.com

LinkedIn | Instagram



Copywriting

In this section some of the copy, voice over and works for Double, SG Company Group's creative division, and used for TV and radio commercials, internal use and social networks.



Wind Tre

- Public Speech
- Storytelling
- Motivational

Treatment

Wind is one of the leading phone operators in Italy. I wrote this speech for a corporate event where the CEO of Wind was going to announce a partnership with 3, another major telecommunications company.

The copy was intended to be a motivational speech for a presentation of WindTre but was replaced by an emotional video - which is not available as it was sold to the company for internal use only- due to the Covid-19 outburst and the cancellation of the related event. The text is based on the idea of circularity, historicity and progressive growth.

Copy: It is 1968 when Paolo, a young student from Calabria, invents the wireless phone, in the middle of the summer of love, calling his mother Rita to tell her he would be late for dinner.

5 years later, the first mobile phone call was made by Martin Cooper, a former soldier in Korea, from the roof of the Hilton in New York on April 3rd, 1973. The idea of creating devices that combine telephony and computers was born that day but we have to wait until 1997 to see the first smartphone.

Its name was Simon and it had scramble installed in its first version. In the same year, in Rome, Wind was founded, and in less than 3 years it became one of the main operators in the country, focusing on digital evolution and integration of services, really making the world "closer".

At the end of the millennium 3 was born, a company that in a short time has developed an unmistakable pioneering style, thanks to commercials with iconic testimonials and its famous punchline "videochiamami", which has made history in the communication business.

On December 31st, 2016 Wind Tre S.p.A. became reality, and in a few years it has grown into the leading mobile phone operator with 30% of market share.

A lot has happened in the past 4 years, the world has become increasingly digital, social networks have created a new vocabulary and, with the arrival of the new decade, Wind Tre has decided to change, in order to create an increasingly interconnected world, providing the next Paolo and Martin with the opportunity to get to know each other and invent new ways of communicating, with calls that go as far as the moon. Or Mars.



Havaianas x Jova Beach Party

- Copywriting
- Moodboard
- Video Script

Treatment

The Jova Beach Party was a summer tour by Jovanotti, an Italian singer and producer with a career spanning over thirty years and more than 2 million followers on Instagram. Havaianas was among the promoters of the event, which featured concerts in the most beautiful Italian beaches. This is the treatment for the video that was shot to promote the partnership between the two in every Havaianas store. Unfortunately the video is not available anymore but I found a frame that could resume the spirit of the campaign.

The client had requested a video that would support all of Havaianas' activities at the Jova Beach Party. Starting from an idea of Caribbean exoticism I created the moodboard, mixing the client's corporate requirements with my idea of the brand, somewhere between the Caribbean and Latin America: the result is a colorful and sparkling video that gives an idea of a chic but not pretentious event, where music and fun are the protagonists.

Copy

Maritime fake-chic setting, which conveys good vibes. Exotic-maritime backdrop with tropical plants, toucans and parrots. Close up on a radio placed on a blue deckchair from which we can hear the sound of the sea and the cackling of seagulls. There are several colorful speakers that surround the scene and in the center a girl lying on a blue deckchair, with rose quartz havaianas and a pair of glasses, a beach hat, a pareo and a t shirt. The girl is waving a monstera leaf with a bored expression. Behind her, on the wallpaper, an inscription on fluorescent tape reads FOLLOW THE SUN.

Camouflage green fake palm trees, sand, inflatable flamingos, paddles, a flip-flop mat, a parasol with a country sunshade and a blue fan complete the scene. The girl wakes up, pulls her smartphone out of her shorts and checks the Jova Beach Party contest. Then, instead of her reflected image she sees a very bright light on the screen, as if the smartphone were reflecting in the sun. For she has the energy of the sun. She makes a magic abra cadabra type nod (a comic strip appears: Let's Summer!) towards the radio which stops broadcasting the sound of waves and seagulls, while a musical mash up of Jovanotti's songs plays, including Un raggio di sole, Bella, Estate, Sole Luna, Un giorno di Sole, Mezzogiorno.



The girl begins to dance and repeats the action towards the speakers that surround her, the volume pumps up. She then activates the solar panel and turns on the disco ball. The girl smiles and closes her eyes, in ecstasy. When she opens them again, she is surrounded by a group of boys and girls dancing with her, including: a boy with a colorful ice cream cart, a guy with a beautiful coconut basket selling slices of sunshine, boys playing vuvuzelas, a girl dancing with a giant baseball-type hand all in glitter with exotic colors, guys and girls dancing a choreographed dance with green, pink and bronze umbrellas.

She claps her hands and the music stops. Everything shuts down. The only remaining light comes from a spotlight that illuminates the Havaianas Special Edition flip-flops that are on a pedestal, and above them an orange neon sign reads - Jova Beach Party Main Stage - indicating an off-camera direction from which the music is coming, towards which all the characters are heading as they leave the scene dancing. The camera remains steady, close-up on the special edition flip-flops with Jova Beach Party pins.

Neon caption: The Summer of Havaianas moves to the rhythm of the Jova Beach Party: Let's Summer!





Eolo

- Branding
- Storytelling
- Identity

Treatment

Eolo is one of the market leaders in Italy for ultrafast internet and fiber, despite being a relatively young company. The goal of the copy - used for a corporate event with the shareholders- was to strengthen the idea of Eolo as a Love Brand, that can simplify people's life and lead them to see the brand as an ally, since it brings internet all over the country and especially in the most isolated municipalities, making smart-working a possible lifestyle in Italy, where it has never been considered as something attainable.

The copy plays on two parallel levels that interweave in harmony in the ending: the first concerns the concept of Love Brand and why Eolo is already a brand to which the consumer is loyal to, thanks to its unique characteristics of care and innovation. The second plan is fundamentally emotional and shows how the impossibility of having an effective internet connection is damaging various aspects of the daily lives of thousands of individuals and how Eolo helps them to bring serenity and love back into their lives.

Copy

Love is everywhere. In a look, in a touch, in a product. It is a concept in perpetual evolution, which changes in tune with the times. A possible declination of love is Love Brand, that is, loyalty to a brand or product that, as in the best relationships, improves and intensifies over time. Every Love Brand makes its customers feel important, and they become ambassadors of the brand, transforming it into a travel companion, a friend to take with you, a loyal ally to introduce to friends and family.

Words that resonate with the values of Eolo, which is becoming a Love Brand thanks to its ability to reach every day where no one has gone before, becoming an indispensable link between people, a resource that can always be counted on.

Love is all around us but sometimes it's hard to feel it. Ask Ida, who can't call her grandchildren on Skype because the connection doesn't reach her village. Let Rosa tell you how hard it is to watch her favorite shows with a streaming that suddenly stops, or let Marco tell you how frustrating it is to not be able to work from home because the connection isn't fast enough. Loving means taking care of what really matters, making it a daily mission.



We, Eolo partners, reach the most hidden and unknown borders of the Italian provinces to bring ultra broadband wireless connectivity to everyone, forming a community of digital facilitators proud to bring innovation and opportunities to everyone. To never disconnect from love.

Ciao People

- Copywriting
- Video script

I collaborate with Ciao People - a multimedia agency famous in Italy for its two YouTube channels Jackal and Fanpage - to write emotional videos that can have a positive impact on their community - which has more than 2.3 million subscribers - with particular attention to product placement, that must be fun, light and non-invasive.

Here are two examples of our work together.

In the case of Muller Pleasure Talk, I collaborated side by side with 3 influencers very well known in Italy - Giulia Valentina 941 thousand followers, Tess Masazza 742 thousand followers, Carlotta Ferlito 760 thousand followers- and I wrote their script and that of the host, Gabriele Boscaino, so that a relaxed and playful atmosphere could be created where to talk about one's daily pleasures and bring the influencers closer to their community.

In the project called Ti regalo una cosa straordinaria I proposed 3 formats for the Christmas video, sponsored by Cameo, which started from a simple premise: how to find an extraordinary moment in our routine? The video has been viewed by more than 10.000 people only on Youtube, gaining consensus among the community members.



Poste Italiane

- Copywriting
- Video script

Poste Italiane is the leading company in Italy for postal, banking, financial and telecommunication services. They asked to write a video that could tell the history of logistics and transportation, in order to then emphasize the green transition that Poste Italiane is going through aiming to be more sustainable and have a positive impact on the environment and on the European community.

Script

Our life is marked by memories, indelible moments that remain forever in our memory. A happy memory is often linked to a gift, a moment in which someone took care of us, thought of us and that is why, big or small, a gift is a gesture that we will never forget.

The exchange of goods is inherent to human history, so much so that already the Mesopotamian and Egyptian civilizations traded with each other. With time, the trade expanded to land and sea routes where spices, salts, minerals and jewelry were transported on the Silk Road and continued to grow until 1900, where the two World Wars led to a gradual decline. From the 70s onwards, trade resumed growing thanks to the birth of trading blocs that implemented free trade, reaching the global village we live in today, where we can buy and send products to every corner of the globe.

As British economist R.A. Radford pointed out, "goodwill developed in trade as a more equitable means of maximizing individual satisfaction." And that's exactly why we love to exchange products, to correct mistakes and make everyone involved happier.

But how does the exchange happen in 2021 and who makes this possible with speed, precision and safety in Italy?

In a world that is constantly changing and evolving, Poste Italiane aims to be the leading company in the shipping and receiving of goods for Italy, driving the technological and production transition towards green and sustainable logistics. The advent of COVID 19 has radically changed our lives and accelerated a path already underway of digitalization of the exchange, where finding the right balance between progress and sustainability is not always easy.



Globally, E-Commerce has become the driving force of the market and according to a survey by the Guardian, younger consumers are less likely to shop locally than the over 55s.

Focusing on Italy, the Milan Polytechnic Observatory says the value of online purchases in 2019 increased by 15% compared to 2018, reaching 31.5 billion euros, but most deliveries are still made with old and polluting vehicles.

Poste Italiane is aware of the critical situation and is personally committed to avert the most devastating effects of climate change. Being sustainable is a necessary condition for the continuation of life on earth and the Group takes this task very seriously.

Starting in 2018, the company's strategy has followed the "Joint Delivery" model -saving over 12,680 tons of CO₂- and the green evolution plan of the company fleet, to make it ever greener, purchasing 4,600 green vehicles for mail and parcel delivery -making it the largest in Europe- and installing 1000 electric recharging columns, with the goal of reaching 27,800 by 2022, to reduce fleet emissions by 40%.

In addition, in order to achieve a drastic reduction in consumption, lower emissions and greater safety and load capacity Poste is implementing initiatives already visible throughout the country such as:

- 100% green delivery centers
- use of renewable energies in various buildings and decarbonisation of buildings and logistics with over 95% of electricity requirements coming from 100% renewable sources
- partnership with Sengder, a joint venture with Milkman and control of SENG I to reduce CO₂ emissions by 7,300 tons, using alternative fuels and improving transport efficiency, tracking and using cutting-edge technologies
- expansion of the Poste point network with over 12 thousand pick-up points throughout Italy with 350 lockers
- introduction into the market of PI green boxes for certified shipments
- smart letter box to detect temperature and air quality
- Poste Delivery Web to send parcels from home with paperless collection and through the implementation of Poste Pay: there are in fact 29 million cards used for 22.3 billion transactions in 2021, +33% compared to the first half of 2020

But there's more to it: In line with the objectives of the Paris Climate Agreement Poste Italiane is committed to reducing its emissions by 30% by 2025 with more than 98% of electricity consumed from renewable sources and to achieve carbon neutrality by 2030, proposing to spread a culture of environmental protection and to encourage conscious behavior in the use of energy, water resources and waste management.



To be completely sustainable means to care about the welfare of our planet and to give the greatest gift to the people we love: the possibility to live in an interconnected world where we can continue to exchange information, ideas, cultures and gifts, respecting our planet and ensuring to those who will come after us the possibility to have a better future.

Fedrigoni

- Copywriting
- Brand identity
- Tone of voice

Fedrigoni is part of the Fabriano group, leader in Italy and Europe for the production of professional, design, technical and artistic paper.

I was part of the team of 3 people who wrote all the content for the new website of Fedrigoni Self Adhesives - a brand born from the union of several market leaders in the paper and self-adhesives industry under the Fabriano brand - contributing to the creation of the new brand identity of Fedrigoni, conducting interviews with PMs to find the right tone of voice and actively contributing to the aesthetic construction of the website.

Our labels, your solutions

Your partner in the world of self-adhesives

With 9 production plants, 17 product lines, 1,535 million square metres of material, we serve (almost) every market, from food to pharmaceuticals, from the world of visual communication to completely customised projects.

Adhesive technology working with eye-catching design

At Fedrigoni Self-Adhesives our job is to give you the right kind of support, paper or material suited to your self-adhesive projects, from wine and spirit labels to gourmet food and cosmetics, as well as even more special solutions to make sure the final product stands out the crowds.





Journalism

A selection of articles written for Esquire Italia, Il Tascabile and Medusa Newsletter where I talk about cinema, TV, climate change, sport and travel.



I migliori 50 film western della storia del cinema

Dai grandi classici di John Ford e Sergio Leone ai western crepuscolari di Dominik e Lowery: una retrospettiva.

[Link](#)

Guida ai Migliori Cafè di Buenos Aires

Lì risiede lo spirito della capitale argentina.

[Link](#)

Wong Kar-wai: una visione di Hong Kong

Il grande regista di Hong Kong dirigerà una serie su Amazon. In carriera ha esplorato l'identità del suo paese con le storie d'amore.

[Link](#)

Cosa significa lynchiano?

Ovvero come il regista di Twin Peaks è diventato ufficialmente parte della cultura pop.

[Link](#)

Il mito del Vesper Martini, drink preferito di James Bond

Agitato, non mescolato.

[Link](#)

Chi è il vero Bojack?

La quinta stagione della serie-capolavoro di Netflix si domanda se esistano veramente buoni e cattivi.

[Link](#)

The Leftovers è la serie tv più sottovalutata di sempre

Cosa succederebbe se milioni di persone svanissero da un giorno all'altro?

[Link](#)

La Venezia nascosta di Corto Maltese

Ovvero, gli itinerari segreti di Hugo Pratt.

[Link](#)

Philip Marlowe, l'investigatore più astuto di Los Angeles

Vite, morti e interpreti del leggendario personaggio creato dalla penna di Raymond Chandler.

[Link](#)

La leggenda dello Spritz

Origini, significato e varianti del cocktail che ormai è sinonimo di aperitivo.

[Link](#)

I film di Nicolas Winding Refn, dal meno al più strano

Viaggio nella filmografia onirica e violenta del regista di Drive.

[Link](#)

I 25 migliori film noir della storia

Dagli hard-boiled ai neo noir, dagli anni 40 di Bogart alle rivisitazioni ibridate con altri generi, passando per Chinatown e Blade runner.

[Link](#)



Screenwriting

I wrote a script for the Campari Group, specifically for the project Elisir, which won the Italian BEA (Best Event Awards) in 2019 as Incentive/Team Building trip.



[Link to the docu-film I wrote and scripted.](#)

