

MIRIAM PITTIONI

rain

Copywriter & Creative Strategist

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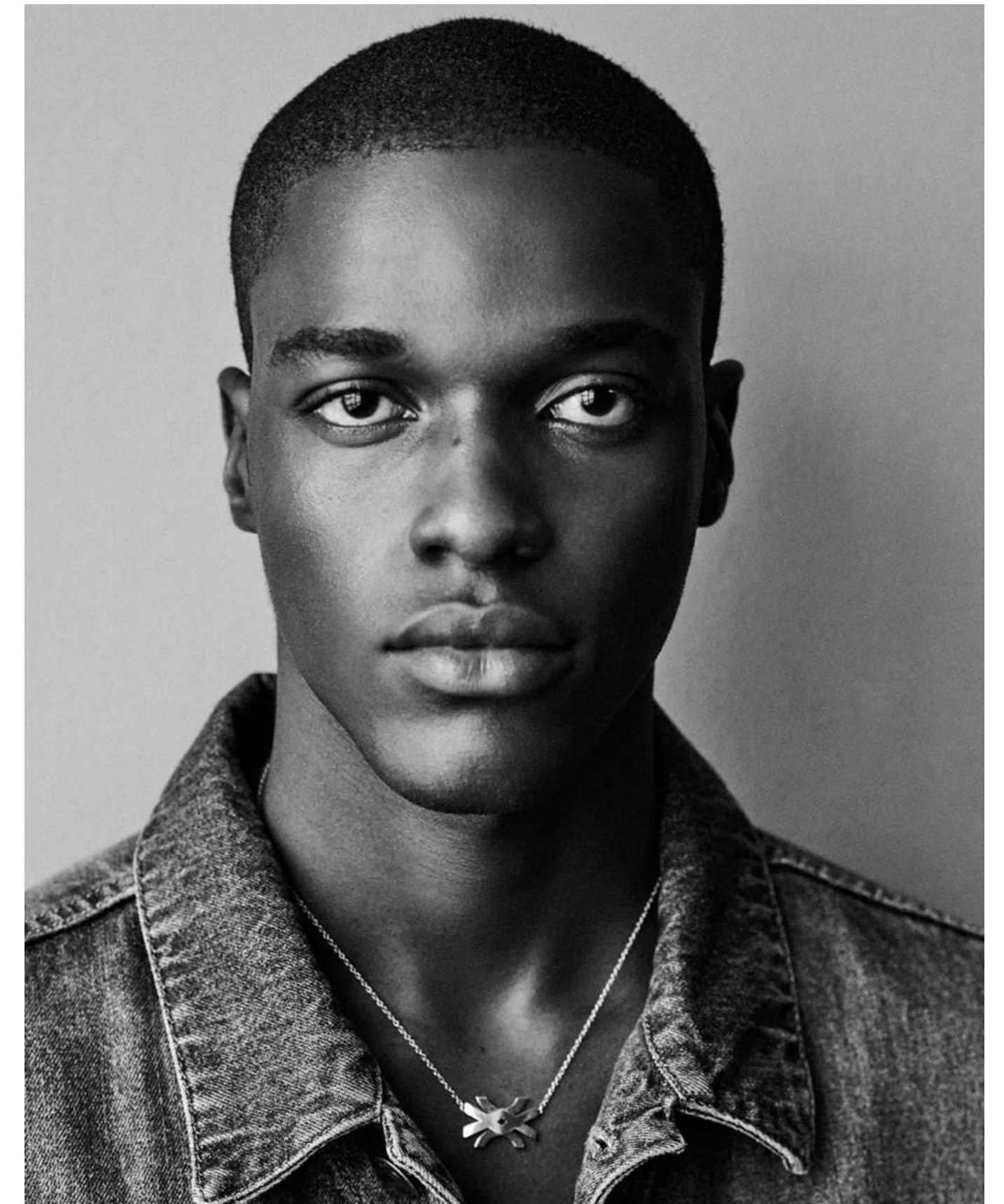
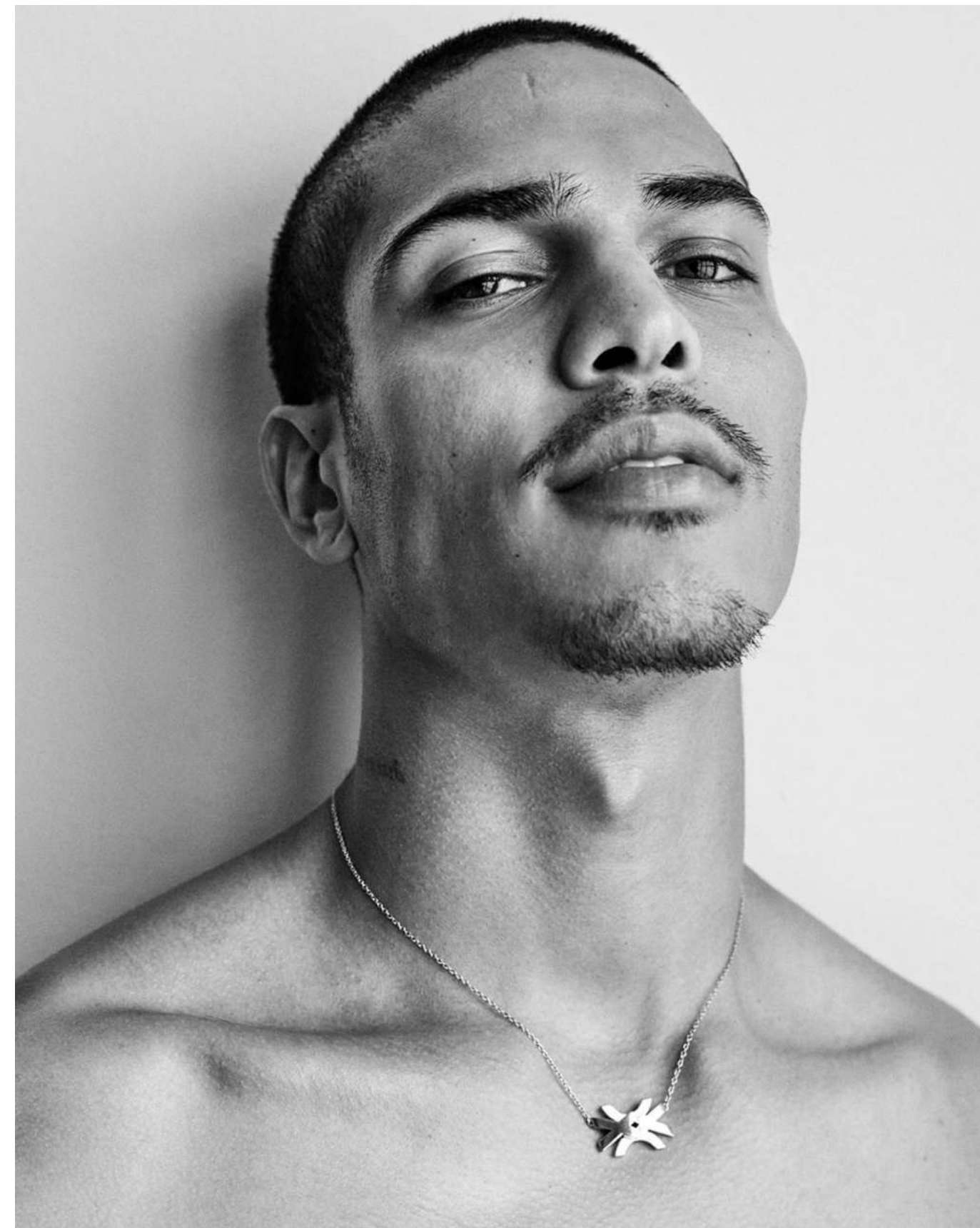
UNITED COLORS
OF BENETTON.

BRAND STRATEGY - Campaign concept, digital copywriting, naming, headlines & direct marketing

UCB SOCIAL - 2022-2023 CAMPAIGN - BE EVERYTHING. BE BENETTON
w/ Creative Director: Andrea Incontri
(New TOV, Strategy, Copywriting)




[CLICK TO GO TO BENETTON IG](#)




 **benetton** BE everything. Put your soul first, listen to your body, express your identity. BE BENETTON 2022 Campaign. Art Director: @andreaincontri Photographer: @giampaolosgura Styling: @kjeldgaard1 Starring: @riannevanrompaey
1w

 **benetton** BE future. A bright new future that doesn't look anything like the past. BE BENETTON 2022 Campaign. Art Director: @andreaincontri Photographer: @giampaolosgura Styling: @kjeldgaard1 Starring: @geronmckinley
Edited · 1w

 **benetton** BE united. Our goal is to unite, not divide, because together we are stronger. BE BENETTON 2022 Campaign. Art Director: @andreaincontri Photographer: @giampaolosgura Styling: @kjeldgaard1 Starring: @terry_tyler_
Edited · 1w

UCB SOCIAL - 2022-2023 CAMPAIGN - BE EVERYTHING. BE BENETTON
w/ Creative Director: Andrea Incontri
(New TOV, Strategy, Copywriting)




 **benetton** New Benetton polos for them.
6w



 **benetton** Humans with fluid boundaries.
5w



 **benetton** Burning prejudices, not bridges.
4w

PROJECT NAMING
Headline on website

SPECIAL PROJECT 2023

UNITED COLORS OF BENETTON.

DONNA UOMO BAMBINI UNDERCOLORS CASA BENETTON

4 MAGGIO: SPECIAL STYLING SESSION CON SIMONE FURLAN & MIMINA CORNACCHIA
BENETTON POP-UP STORE VIA VINCENZO CAPELLI 1, MILANO

**BE YOUR
STYLE**

SCOPRI DI PIÙ

UCB WEBSITE HEADLINES

Selected headlines for collection and capsules launches

VALENTINES DAY 2023

UNITED COLORS OF BENETTON.

SALE WOMEN MEN KIDS UNDERCOLORS CASA BENETTON

CELEBRATE LOVE WITH A SPECIAL GIFT, FOR YOURSELF

BE IN LOVE WITH LOVE

← →

WOMEN **MEN**

0

The banner features a photograph of two young men embracing. The man on the left has short green hair and is wearing a light blue sweater. The man on the right has short red hair and is wearing a light pink sweater. The background is a plain, light-colored wall. The text is overlaid on the image in a clean, modern font. Navigation arrows are located on the left and right sides of the banner. A search icon, a user profile icon, a heart icon, and a notification icon with the number '0' are in the top right corner. A progress indicator with a green bar and four dots is at the bottom center.

UCB WEBSITE HEADLINES

Selected headlines for collection and capsules launches

BENETTON x PANTONE 2022

UNITED COLORS OF BENETTON.

DONNA UOMO BAMBINI UNDERCOLORS SOSTENIBILITÀ CASA BENETTON

SEARCH USER HEART CART 0

← →

NUOVI LOOK NEI COLORI PANTONE™

A MATCH MADE IN COLOR HEAVEN

UOMO DONNA

PAON 19-6026 Verdant

PAN 18-0324 Calliste Green

Progress indicator: 1 of 3 items active

UCB NEWSLETTER - 2020-2023
Promos, collection, and capsules launches



FITS THAT FLATTER



STILI DONNA



VINTAGE FILTER



DONNA



CROSS THAT LINE



Nella nuova collezione autunno inverno 2022 non ci sono barriere tra noi, voi, colori, righe e pattern. Inizia l'esplorazione.

NOVITÀ DONNA

DENIM • ALL THINGS DENIM • ALL THINGS



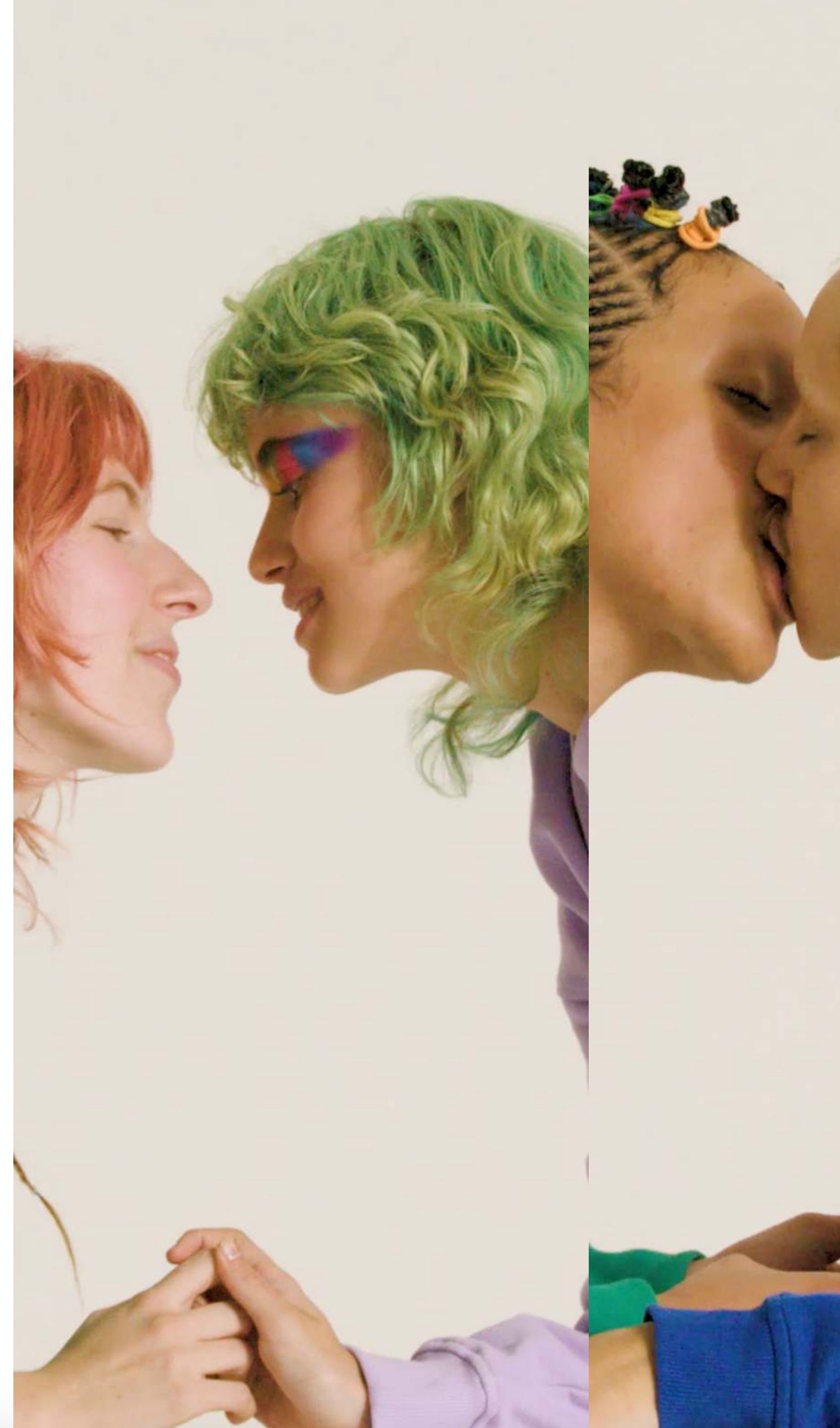
UCB ADS - 2021-2022 CAMPAIGN
w/ Creative Director: Matteo Montanari
(Copy proposals, Copy editing)



UCB PRIDE MONTH CAMPAIGN 2022
(Concept and Copywriting)



UNITED **LOVERS** OF BENETTON.



UNITED COLORS
OF BENETTON.

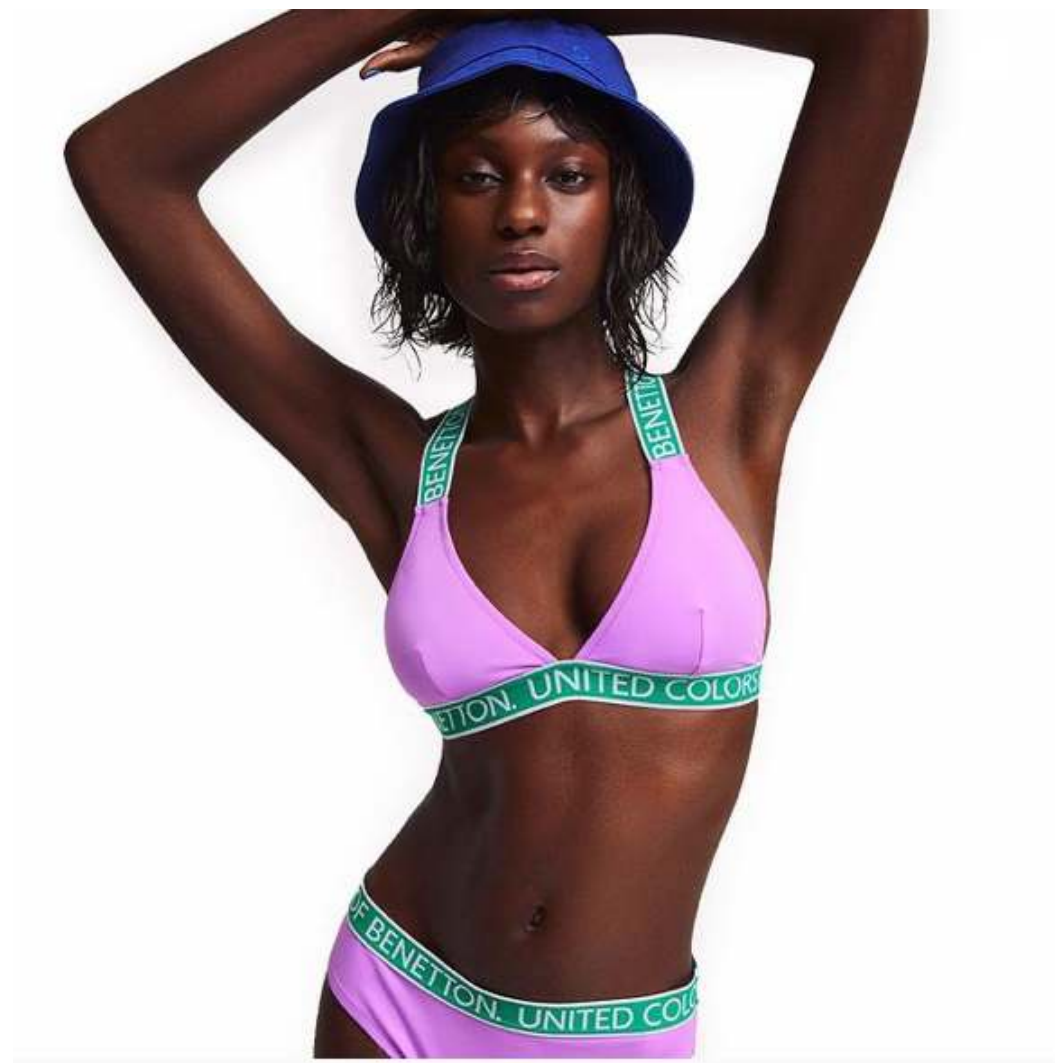
[WOMEN](#) [MEN](#) [KIDS](#) [JCCXUCB](#) [UNDERCOLORS](#) [SUSTAINABILITY](#) [CASA BENETTON](#)



[CLICK TO WATCH THE
BENETTON x ECONYL SS21 CAMPAIGN
ON \[BENETTON.COM/US\]\(#\)](#)
(Concept and copywriting)

UNITED COLORS OF BENETTON.





UNITED COLORS
OF BENETTON.

WOMEN MEN KIDS JCCXUCB UNDERCOLORS SUSTAINABILITY CASA BENETTON



CLICK TO READ ABOUT
PLAYCHANGE ON [BENETTON.COM/US](https://www.benetton.com/us)
(Copywriting support)

DISCOVER #PLAYCHANGE

UNITED COLORS OF BENETTON.

JOIN. PLAY. STYLE



[CLICK TO WATCH THE
UCB SS20 CAMPAIGN](#)
(Co-writer & V.O.)



[CLICK TO WATCH THE
UCB KIDS SS20](#)
(Co-writer & V.O.)



[CLICK TO WATCH THE
NEVER-ENDING WOOL FW21 CAMPAIGN](#)
(Concept support)

A diverse group of people, including adults and children of various ethnicities, are posed in a studio setting. They are wearing Benetton clothing in a color palette of light blue, yellow, and green. Some are holding children. The background is a plain white backdrop. Studio equipment like tripods and a dolly are visible on the sides.

UNITED COLORS OF BENETTON.

**CLICK TO WATCH THE
BENETTON FOR WOOLMARK
FW19 CAMPAIGN**
(Co-writer & V.O.)

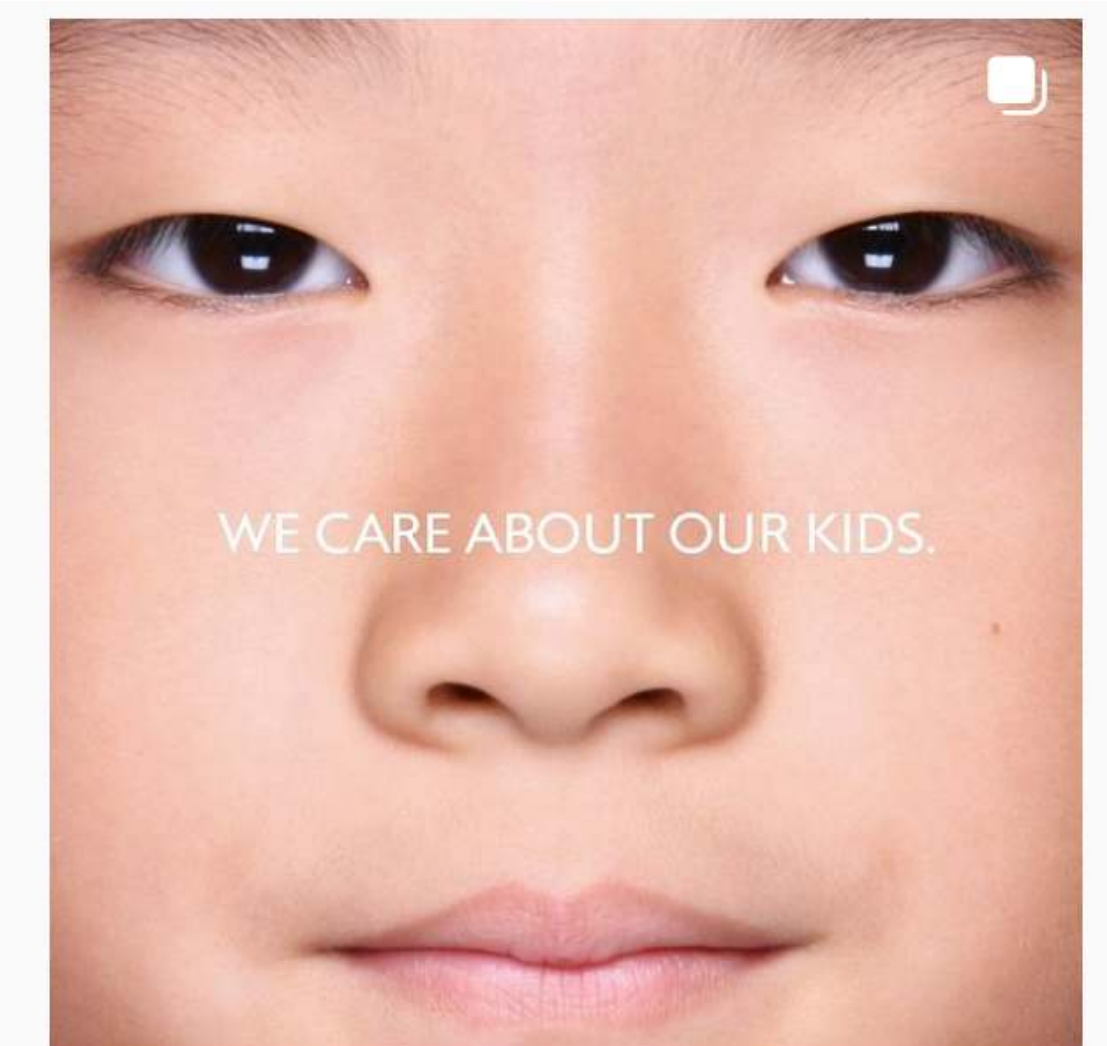
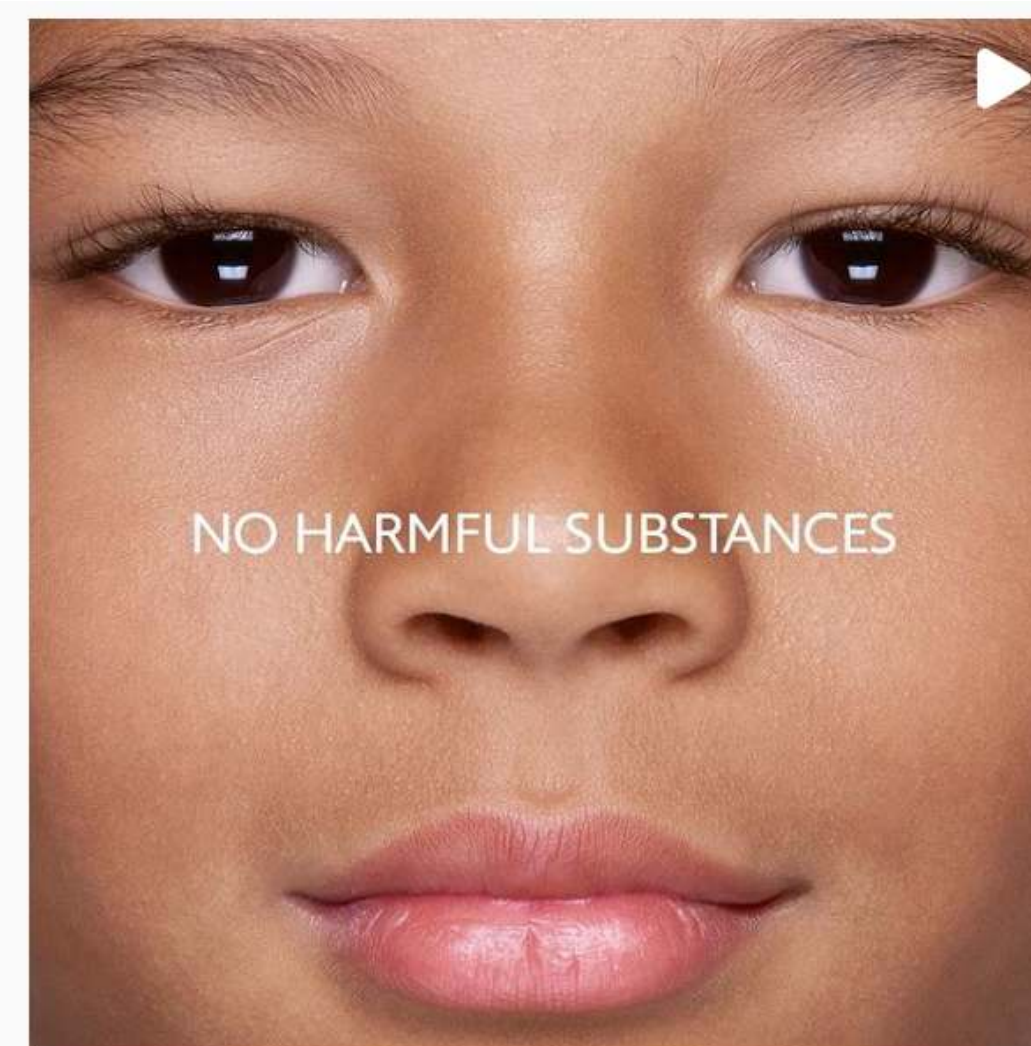
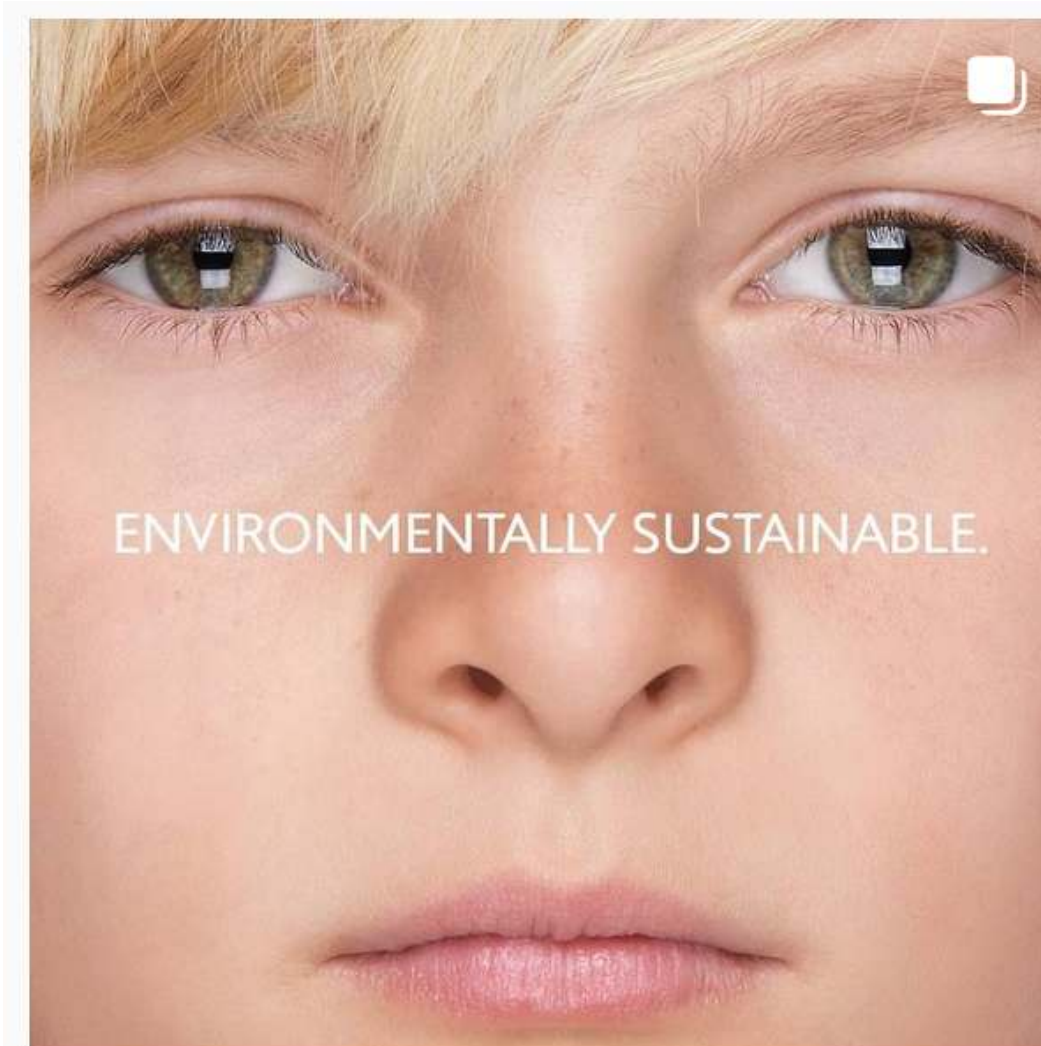


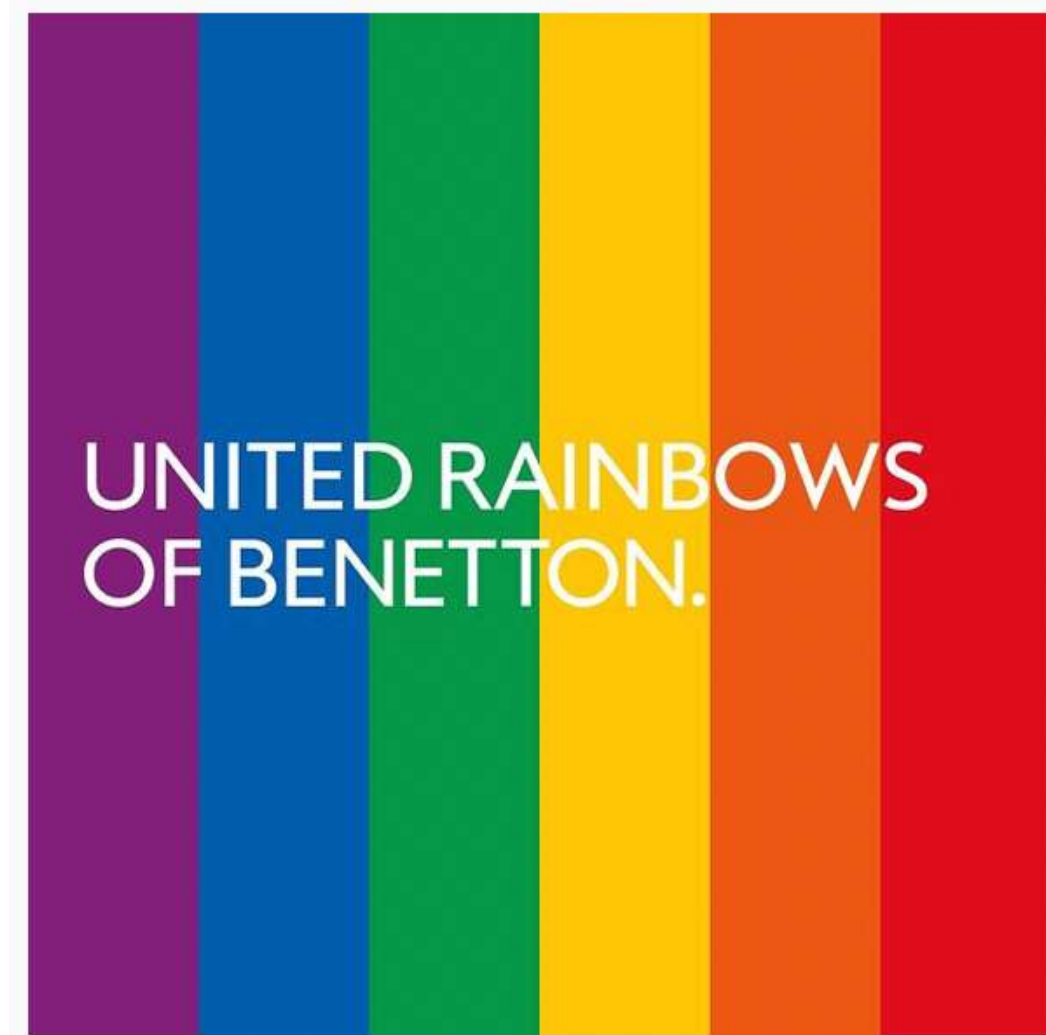
**UNITED COLORS
OF BENETTON.**

MIRIAM PITTIONI

UNITED COLORS
OF BENETTON.

SOCIAL MEDIA - Content strategy, formats & copywriting



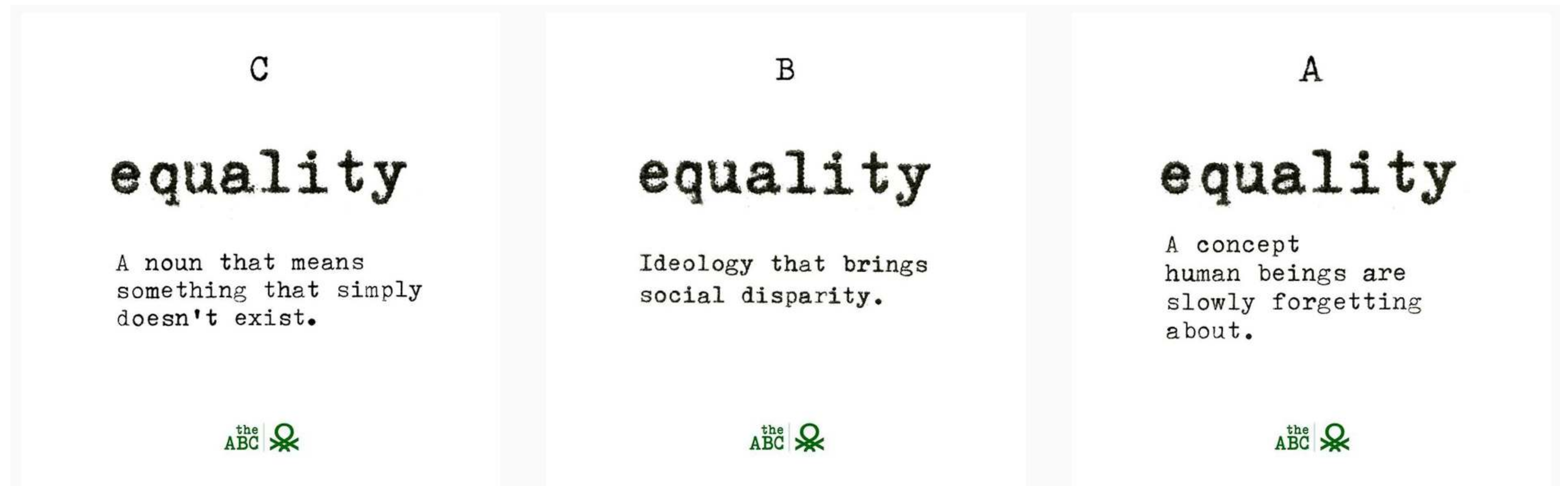


DON'T WORRY,
BE RAINBOW.



CAN'T STOP
THE RAINBOW.

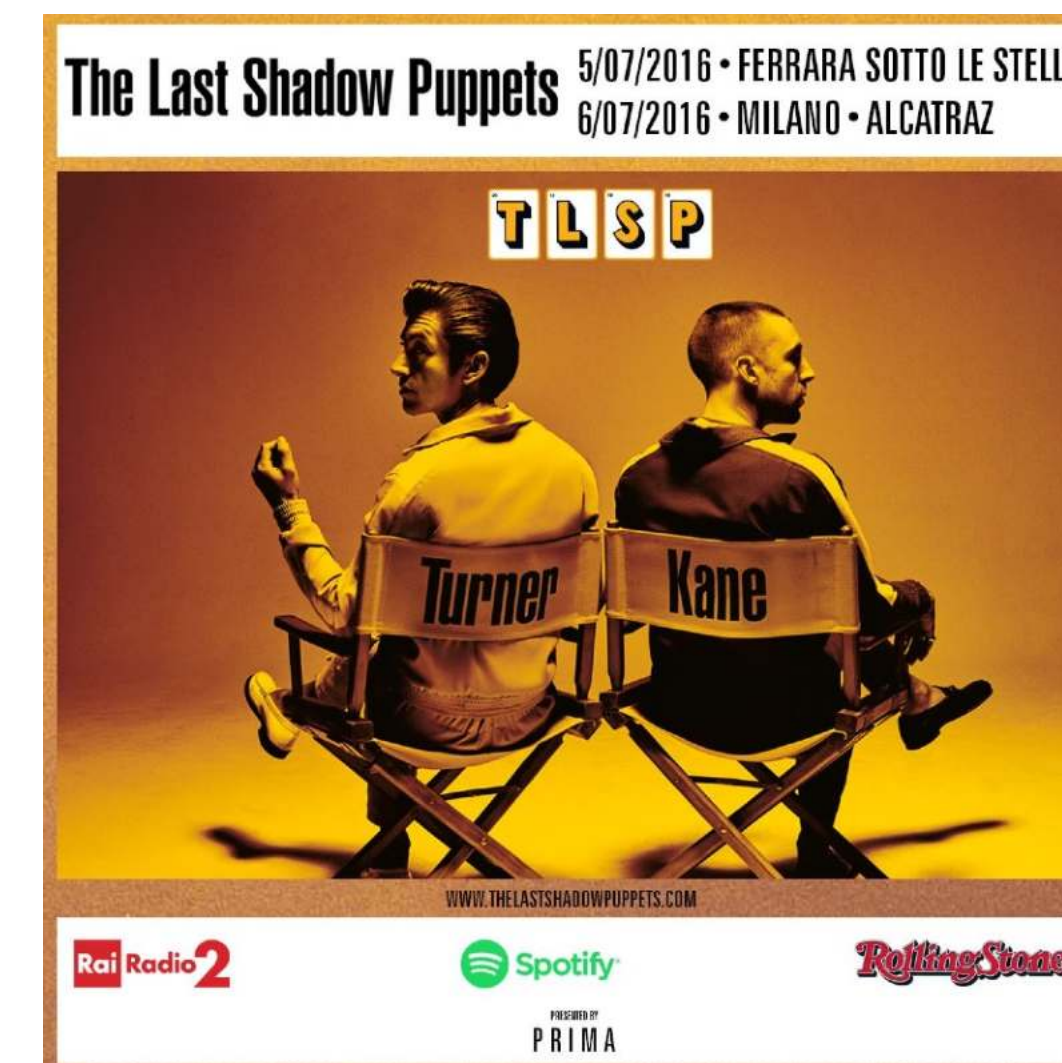




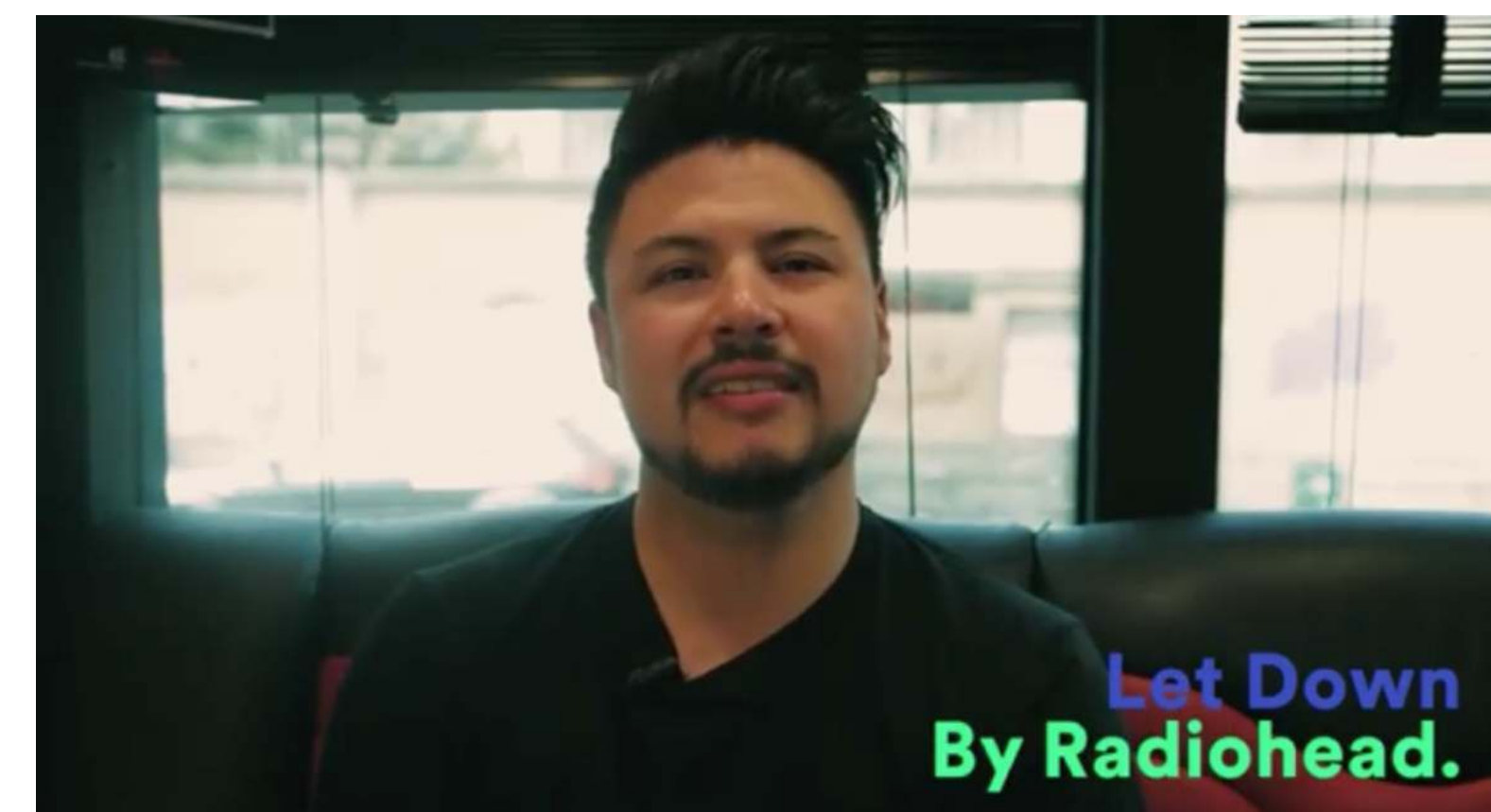
MIRIAM PITTIONI



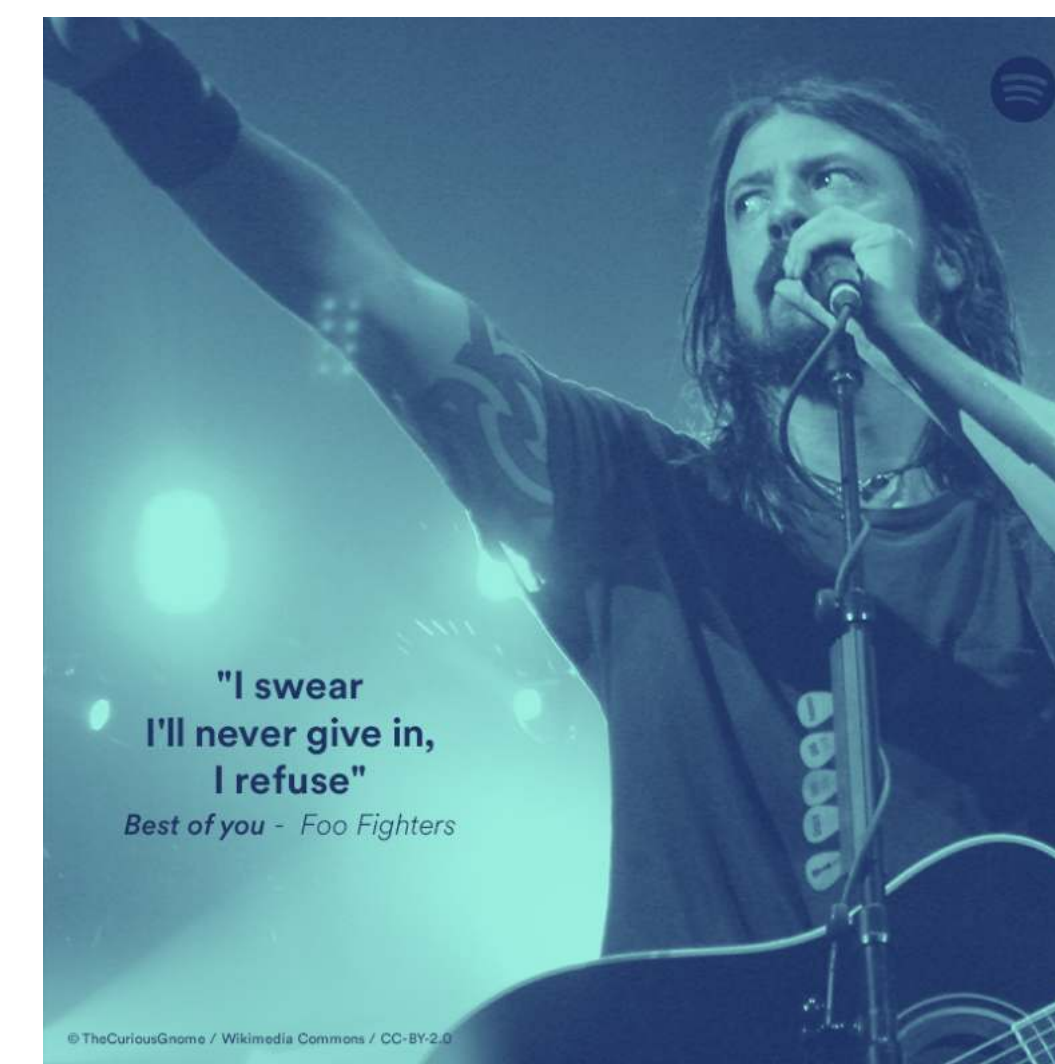
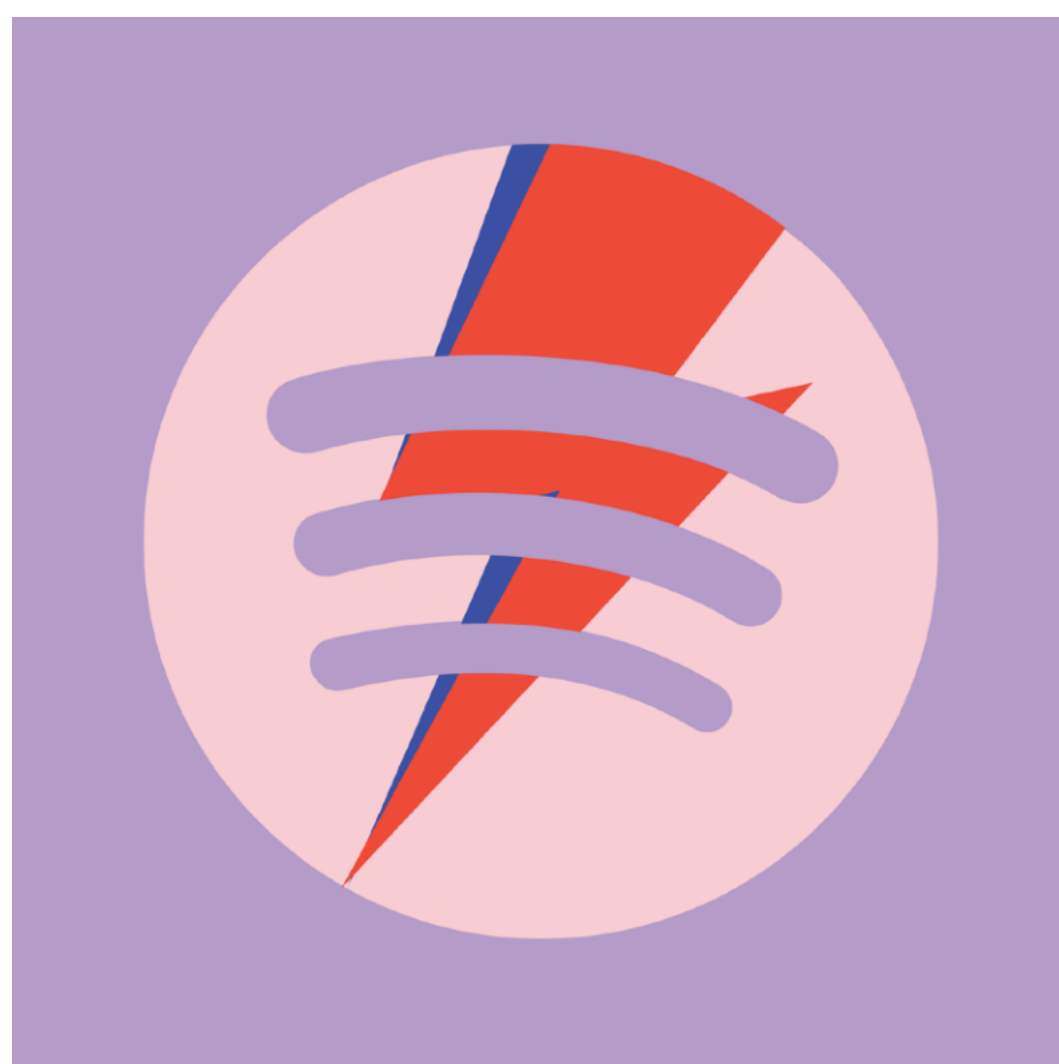
SOCIAL MEDIA & EVENTS - Content strategy, production support & copywriting



[Watch HERE](#)



[Watch HERE](#)



MIRIAM PITTIONI



SOCIAL MEDIA & EVENTS - Content strategy & copywriting

Red Bull Italy @redbullITA · Jun 27, 2014
 Per accendere il weekend occorre spegnere tutto il resto. #feelREDy

TUTTI OFFLINE

#feelREDy

10 96 136

Red Bull Italy @redbullITA · Oct 16, 2014
 Fregatene di chi ti dice cosa fare. Le tue vittorie sono la prova che l'importante è credere in se stessi. #feelREDy

CREDERCI SEMPRE

#feelREDy

11 256 244

Red Bull Italy @redbullITA · Jul 31, 2014
 Non pensare a come ti sveglierai domani perché stanotte sarai quello che si diventerà di più! #feelREDy

DOMANI SENZA VOCE

#feelREDy

9 74 123

Fanbase Activation & Reward

Eugenio Durante @not_in_use_ED5 · Jul 17, 2014
 Splendida sorpresa di @redbullITA! #feelredy GRAZIE!

Decidi che vuoi raggiungere quell'obiettivo, più di quanto ti spaventi il percorso che porti a lui.
 #NeverGiveUp #rome #alone #ideas
 #feelREDy @redbullita

Federica Pessotto @effepessotto · Aug 7, 2014
 Grazie @redbullITA per questo pensiero ❤️ #PositiveVibes #feelREDY #timetteleali #NeverGiveUp

Il successo è l'abilità di passare da un fallimento all'altro senza perdere il tuo entusiasmo.
 #PositiveVibes #NeverGiveUp
 #feelREDY @redbullita

AndersonFabio @andersonfabio84 · Sep 17, 2014
 #Moleskine personalizzata #feelREDy @redbullITA Il regalo più bello degli ultimi anni e traguardo cmq raggiunto..

Traguardo Sempre più Vicino... Lo Vedo!
 #feelREDy @redbullita

MIRIAM PITTIONI



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LIVE EVENTS - Live coverage & production support, talent management, content strategy

MIRIAM PITTIONI



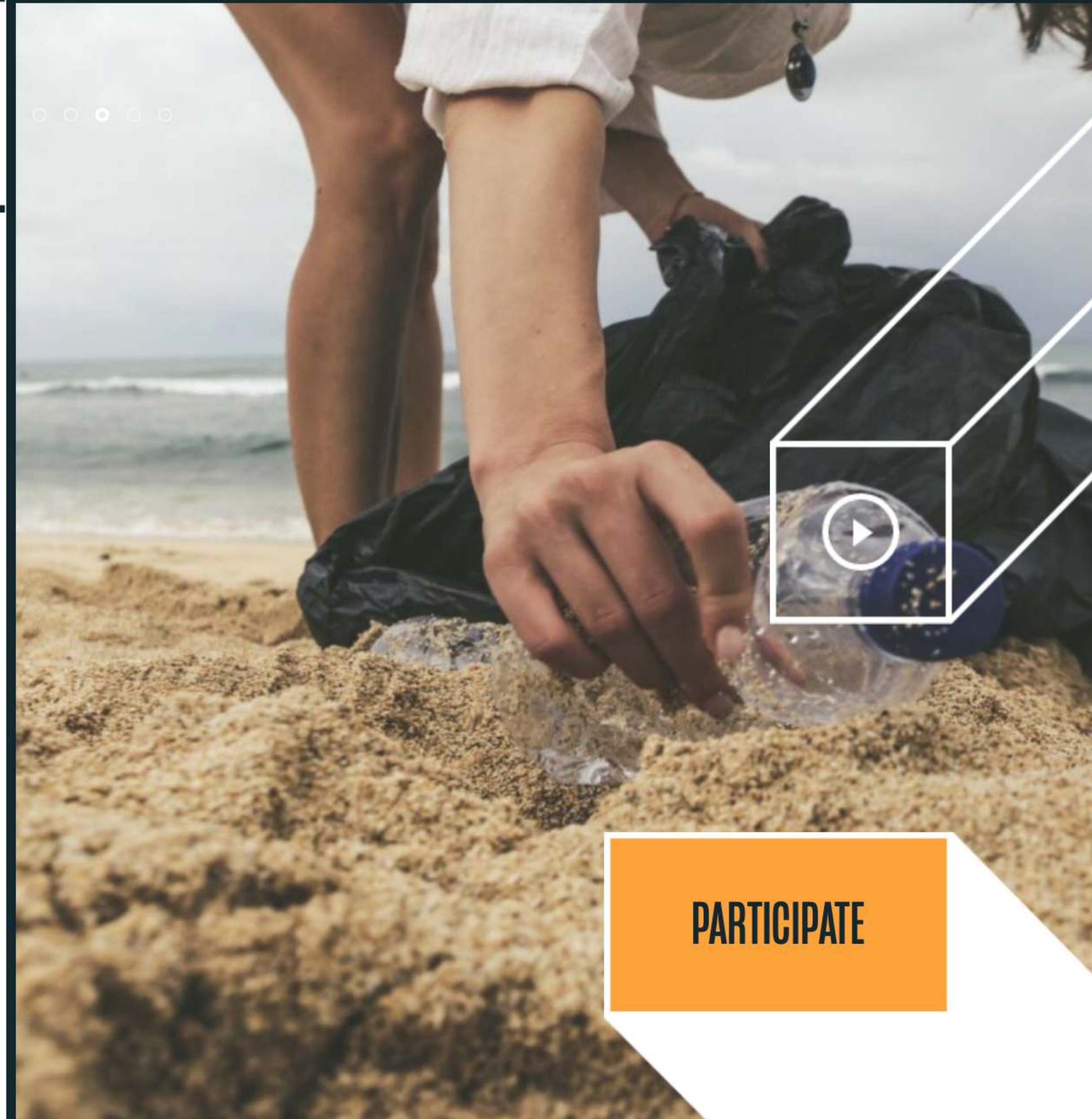
CAMPAIGN - Concept & copywriting

**2021:
ULTIMA
CHIAMATA**



PRONTI A RISPONDERE?

**THIS IS A NEW GAME.
LET'S IMAGINE BEING ON AN EXPLOITED PLANET,
WHERE RESOURCES ARE RUNNING OUT,
WHERE NATURE IS THREATENED,
WHERE ALL LIVING BEINGS ARE IN DANGER.
BUT SAVING IT, AND SAVING US, IS POSSIBLE.
IS THE PURPOSE OF THE GAME.
THERE IS ONLY ONE RULE TO REMEMBER:
IT'S NOT A GAME.**



PARTICIPATE

2021: ULTIMA CHIAMATA ONLINE

MIRIAM PITTIONI

F A B R I C A

NAMING - Events



ABOUT FUTURE

ONLINE CONVERSATIONS WITH STARTUPS

F A B R I C A

ABOUT FUTURE ONLINE

ECONOMY

20/12/2020

  ENG

A cycle of free online conversations with startupper

In recent years and in particular over the last few months, doing business, and more generally, our way of looking to the future has undergone profound change. We are having to deal with transformative forces that have an extraordinary impact, rapidly advancing technology, globalisation of the economy and labour market, fast development of the gig economy and a sudden acceleration of online to the detriment of offline.

In order to be able to deal with the complex scenario we are facing, we need to move beyond obsolete models and consolidated practices. We need to embrace new ideas.



F A B R I C A

HERE WWW.FABRICA.IT/APPLY

WANTED CREATIV



DAVID AND GOLIATH

DAVIDE e GOLIATH

i pericoli della disinformazione digitale

DAVIDE E GOLIA ONLINE

DIGITAL 16/12/2019

ENG

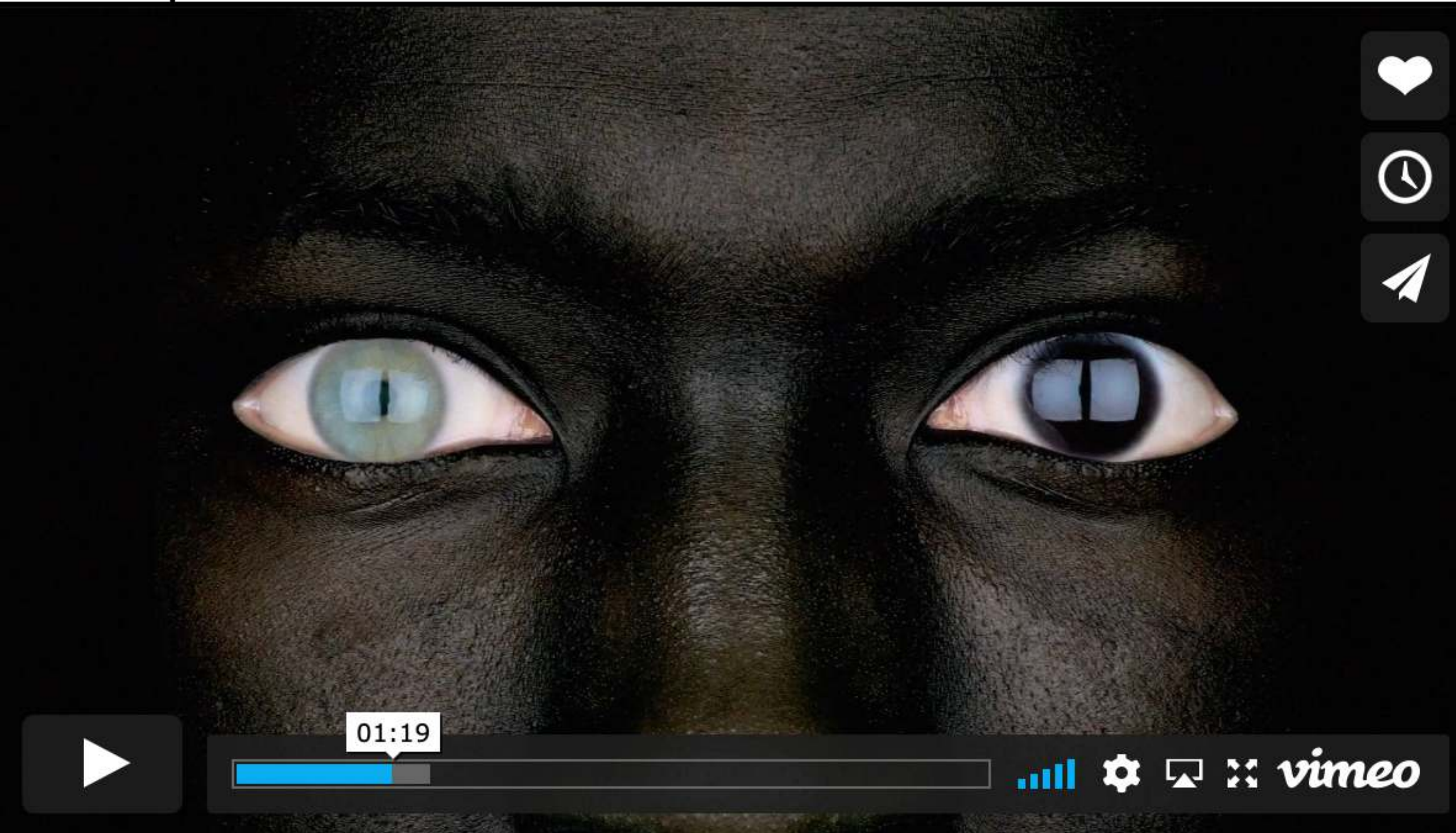
David and Goliath The hazards of digital disinformation

Monday, December 16, 7:00 p.m.
Free admission

How does information in the digital age influence the freedom of public opinion? Many believe that the digital age has not freed us at all: digital platforms can bring new people together, but they can also serve as echo chambers for polarizing opinions. Social networks and other tools of digital technology are increasingly associated with anti-democratic phenomena such as populism and propaganda. Fake news and disinformation spread quickly, undermining our confidence in the very



WE ARE FACTS



DESIGN 21/10/2020

ENG

We Are Facts is an exhibition composed of 12 projects – documentaries, photographs, sculptures and digital explorations – developed in 2020 by Fabrica's young talents from all over the world.

The aim is to provide a snapshot of the reality we live in and raise awareness about issues such as sustainability, diversity, respect for the environment, equality and creativity.

[Virtual tour](#)

MIRIAM PITTIONI

F A B R I C A

DOCUMENTARY - Concept, host & co-editor

WORLD WIDE QUARANTINE

Fabrica interviewed creatives from around the world during the COVID-19 emergency in Spring 2020.

WORLD WIDE QUARANTINE ONLINE

PROJECT 03/11 - 30/11/2020

  ENG

Do you think this virus is teaching us something that we did not know before? What is this pandemic forcing humans to face? What will the future be like? How would you call this virus?

These are some of the questions we asked to the international creative community – artists, photographers, designers, musicians, video-makers – in Spring 2020 during the lockdown due to the Covid-19 emergency.

Testimonies and thoughts by the community have become a **documentary** describing this unique historical moment and fixing it in our memory.

PARTICIPANTS

Simone Barlaam, athlete, Italy

Yilian Canizares, musician, Switzerland

Ernesttico, musician, Cuba

Gabo Gesualdi, multimedia director, Argentina

THANK YOU

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