



 **CELLY** Hello,  
World.

Brand presentation  
2023

## About Us

Celly is an Italian brand, established in 1998, and has become one of the most innovative brands in the mobile phone accessories market. Celly specializes in the production and distribution of high-quality accessories for smartphones, tablets, and laptops.

In a world where technologies have become essential tools for communication and connection in our daily lives, Celly offers accessories that can help people amplify the potential of the technological devices they are surrounded by.

Objects that want to improve people's lives, in every moment of the day, H24, at home, in the office, while traveling and during leisure time and that are characterized by an entirely Italian design and style.

Today, Celly is a proprietary brand of the Esprinet Group and, thanks to an international distribution network is present in Italy and in more than 40 countries around the world including Europe, Asia and Africa.

**Hello, World!**



# #1 ICT distributor in southern Europe



+20 years in business,  
3 geographies:  
Italy, Spain & Portugal

A real enabler of the use  
of technology for a  
sustainable digital society

Strong SMB and  
mid-market focus  
31k customers

Working to provide  
the best customer  
satisfaction

The most complete  
Tech product range  
with 650 brands



### Euronext Milan listed

Esprinet S.p.A. listed on  
the Italian Stock  
Exchange in 2001



### 2022 Sales 4.7 B€

Esprinet S.p.A. undisputed market  
leader with a strong track record  
as a consolidator



### Consistent Growth

Historical stable flow of profitability:  
563 M€ of cumulated Net Profit and  
162 M€<sup>(\*)</sup> of cumulated dividends  
since 2001



### 1,800 people

54% female  
46% male



### Strong Capabilities

130,000 SKUs available  
Highly efficient logistics  
processes and systems  
With +174,000 sqm of warehouses



## A green partner



### Climatic neutrality

For the direct and indirect energy emissions of the group.



### Packaging sustainability program

100% recyclable packaging.



### Leed Platinum certification

Company headquarters that respect and protect the environment.



### Ongoing green projects

New and transparent ways of green branding and communicating commitment to the planet through concrete activities.



The image features a solid black background with two white, curved decorative lines. One line is in the top-left corner, curving from the edge towards the center. The other is in the bottom-right corner, curving from the edge towards the center. In the center of the page, the text "The Celly brand" is written in a bold, white, sans-serif font.

# The Celly brand

# Brand values

In a world where technologies have become essential tools of communication and connection in our daily lives, Celly offers items that can help people amplify the potential of their electronic devices as a friend they can rely on h24.

Always attentive to current fashions and consumer demands, constantly evolving, it offers design products in which Italian style, **great quality and careful technological research coexist.**

With a catalog of more than **1,000 different products** – For *protection, charging, audio, utility, sports, photo, leisure and gadgets* – Celly products are designed to accompany people in every moment of the day, whether at work or at leisure.

Celly provides users with a world of possibilities!



# Payoff

A new way to convey Celly's internationality of the brand, the tech language, spontaneity, and friendly tone of voice. Hello is the simplest greeting, but also the friendliest and most common one.

Hello,  
World.



# Keywords

Celly's colorful, diverse and versatile world can be summed up in a few key words that tell its sunny and endearing personality, differentiating it from its competitors.

**Easy**

**Fun**

**Catchy**

**Popular**

**Practical**



# Tone of voice

Celly talks like a friend, is easygoing but always ready to offer the right solution. The technology is always easy and accessible, the tone of voice warm, close and complicit.

**CHEERFUL** but not ridiculous

**iNTERESTiNG** but not too “serious”

**CASUAL** but not intrusive

**sIMPLE** but not trivial

**DIVERSE** but not confusing





## Product range

With a **catalogue counting more than 1000 different products** – for protection, charging, audio, utility, sport, photo, leisure and gadgets – Celly products are designed to accompany people in every moment of the day, both at work and in their free time.



**Protection**



**Charge**



**Audio**



**Utility**



**Sport**



**Photo**



**Gaming**



**Kids**



**Summer**



**Cleaning**



## Where you can find us



Telco



Retail



CE



Dept.  
Store



Mass  
Merchandiser



Petrol  
station



Automotive



Online



Book stores



Sport  
Chains



Gadget



Promo



Beauty



DIY



Promotional  
fidelity program



## Display solution for every need



We offer a complete range of display solutions and POP materials



We study customers' needs with tailor-made solutions





# **Sponsorship & partnership**

## Playing with champions: investing in Italian football teams

Celly “Official mobile phone accessories” sponsor for Milan Football Club in the Italian Serie A Championship and Coppa Italia for the 2022/2023 season.



**MOBILE PHONE  
ACCESSORIES  
PARTNER**



“We are very proud to link our brand to Celly, a reality that, like AC Milan, was founded in Italy and that is now a leading international brand operating in over 40 countries in the world. We believe that the passion for innovation and style is the common ground of this partnership. While Celly is a leading company in the production and distribution of innovative top-quality accessories with an Italian design, AC Milan is a club with a unique and modern style able to look to the future while always bearing in mind its history.”

*Casper Stylsvig, AC Milan Chief Revenue Officer*







**A new visual  
identity**

## Celly changes its look

Celly chooses to make a complete restyling and presents itself with a new look and feel.

### Why?

- To **stand out**. Celly's challenge is to give the brand a distinct identity and **emerge from the white noise**.
- **Align its visual codes** with its fresh, easy and catchy tone of voice.
- To **meet the needs of the market** that is more and more attentive. It does it by simplifying and make more accessible the main features of the products.





**CELLY**

Hello,  
World.

## The new logo

The Celly logo consists of a pictogram that evokes movement, connection, people and technology along with a bold and clean logotype that makes up the brand name.

For the identity system, we were inspired by these fundamental ideas:

- clean design to communicate **practicality** and **technology**
- rounded shapes to convey the idea of **fun** and **friendly**
- bold font to communicate **boldness** and the **catchy soul** of the brand



## New packaging design

A design that gives more strength and emphasis to the brand rather than to the category of products, through a more homogeneous and simple design.

A minimal, product-centric pack with a strong visual impact, which allows the brand to be immediately recognized by the end customer.



## New packaging design

A new packaging designed for dedicated collections where color and product will follow customer-oriented market trends.





# Social strategy

Celly's challenge is to stand out in a broad product sector and in a market segment saturated with "non-brands" - in a word, **to emerge from the white noise**.

That is why our strategy aims to give **the brand a distinct identity**.

## **CELLY's identity starts with its look.**

CELLY's visual layout takes cues from various stimuli to find a unique and distinctive language. Without establishing a totalizing approach, we aim for a colorful, fresh and original look.

## **What is the trigger that entices you to discover Celly?**

The variety of useful, curious, fun products. If you are looking for something you will find it. Communication aims to tell the Celly world one category after another, thus providing a colorful and dynamic overview.

## **Celly always has the right tool for you, any time of the day.**

For any need or curiosity. Celly talks like a friend, is "down to earth" and tells you in a light and fun way. The communication winks at the hi-tech world but with a very easy and accessible positioning.

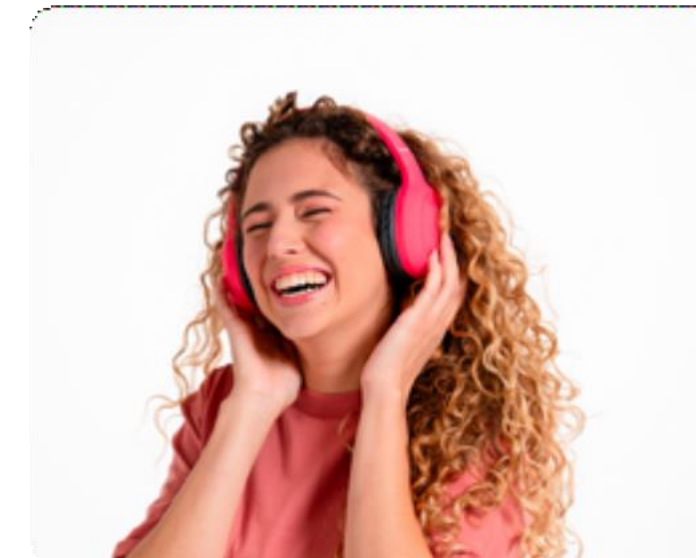
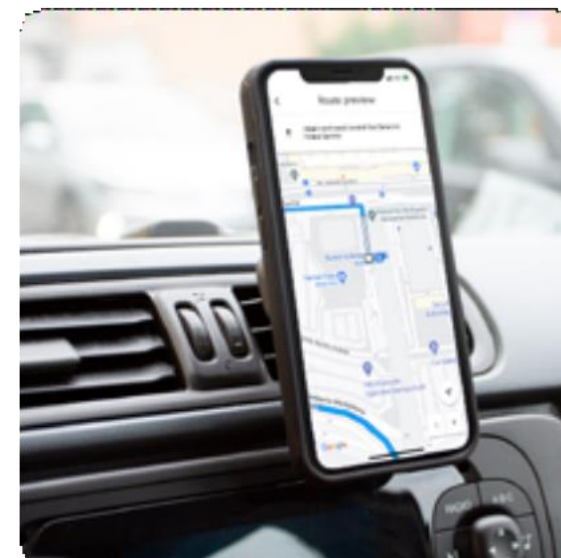
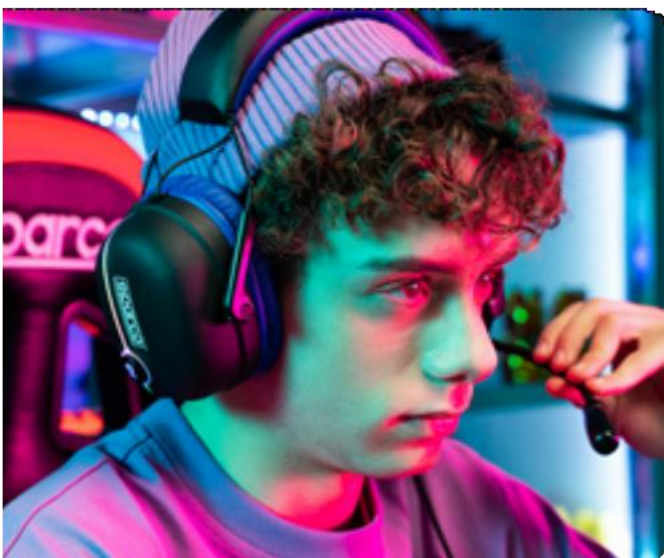




# Photography

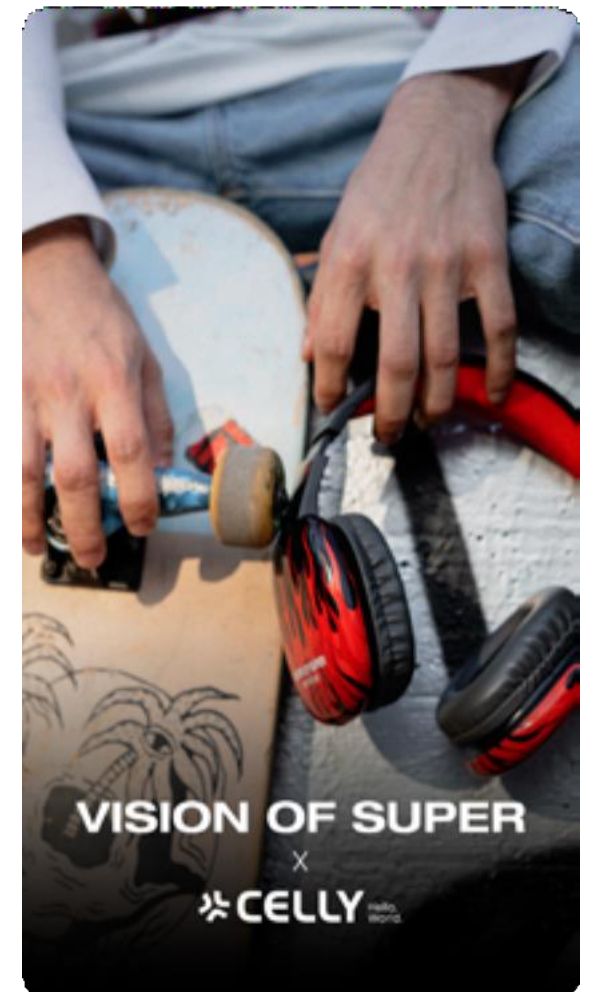
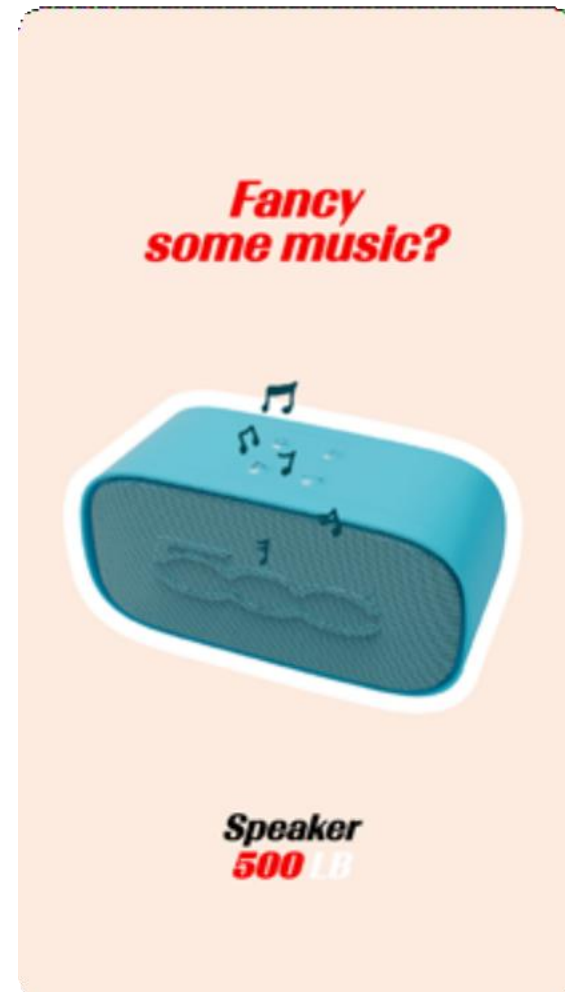
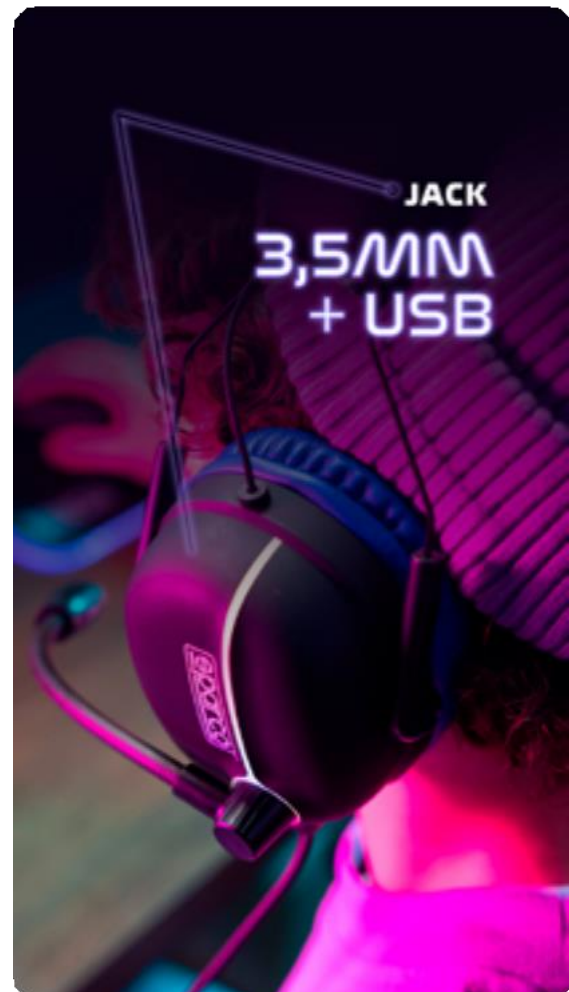
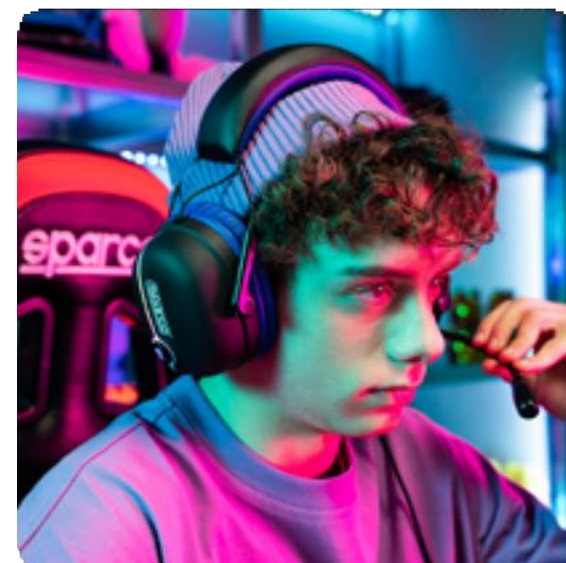
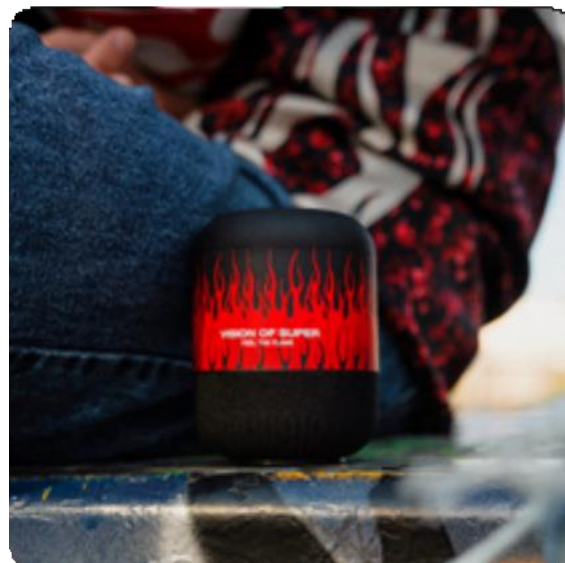
Celly favors clean, pop images in which products are in the foreground. Product photos can also be on a white or minimal background to enhance the design and color of the accessories.

Shots are preferably frontal. In set photos portray relaxed, smiling people and avoid dark, chaotic environments.



# Partners

Celly often links up with other brands with partnerships. The different partnerships are treated the same as the collections with dedicated communications and images.

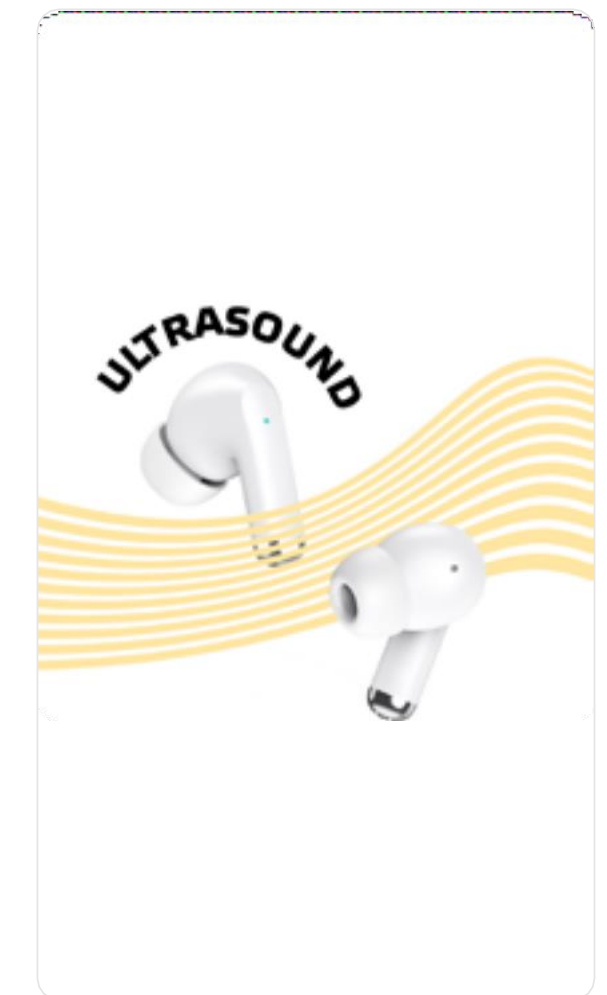
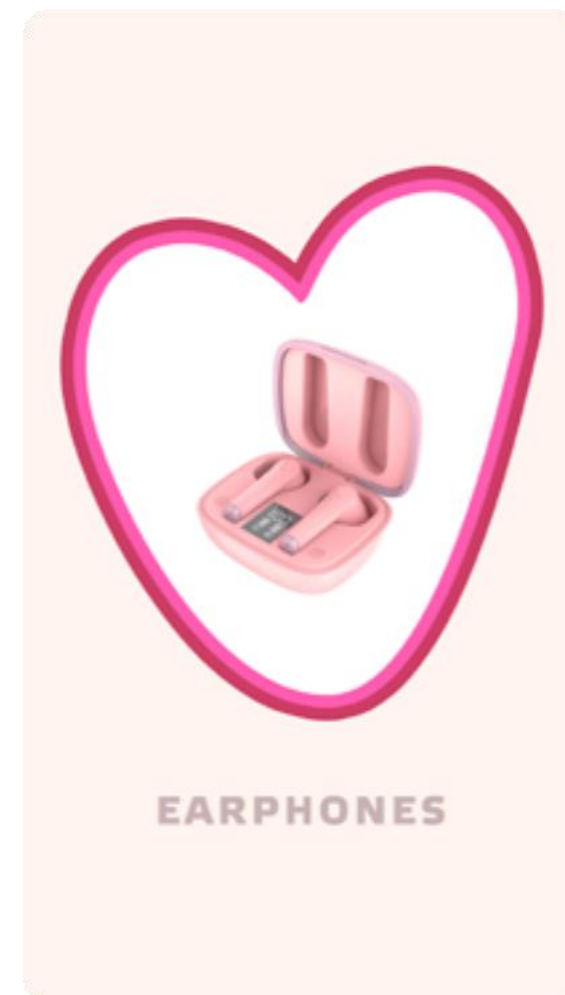
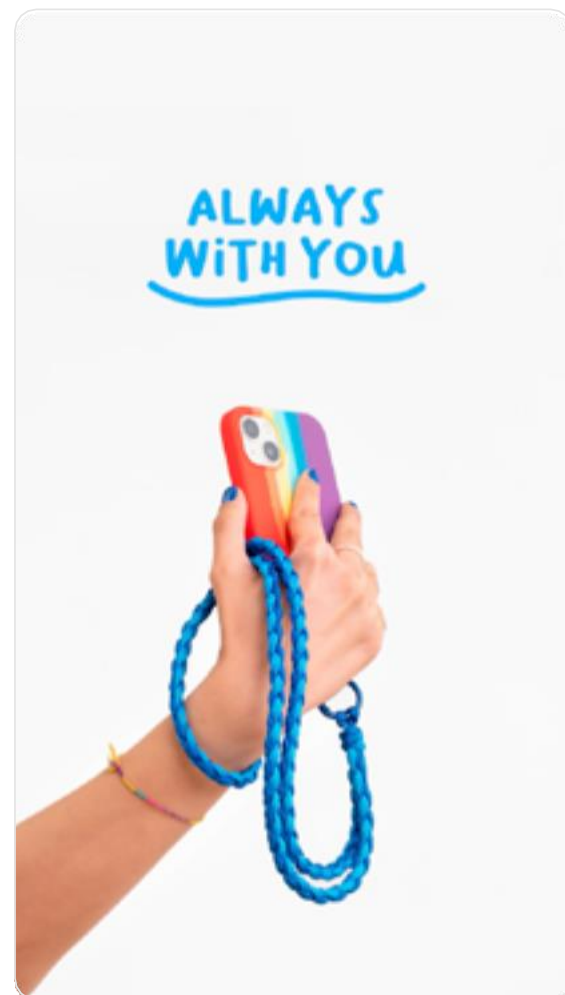
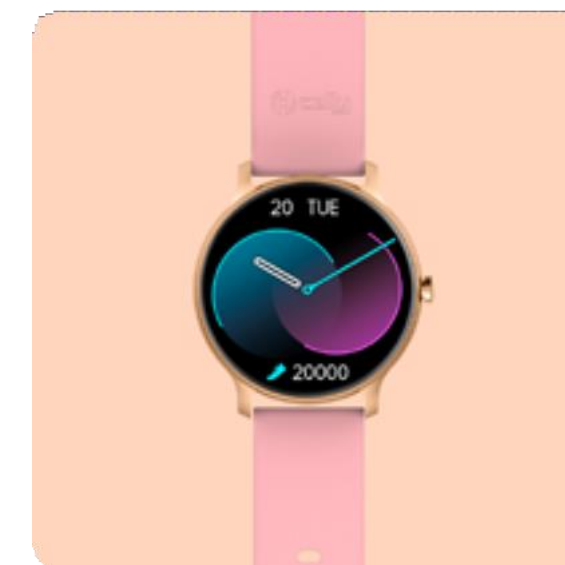
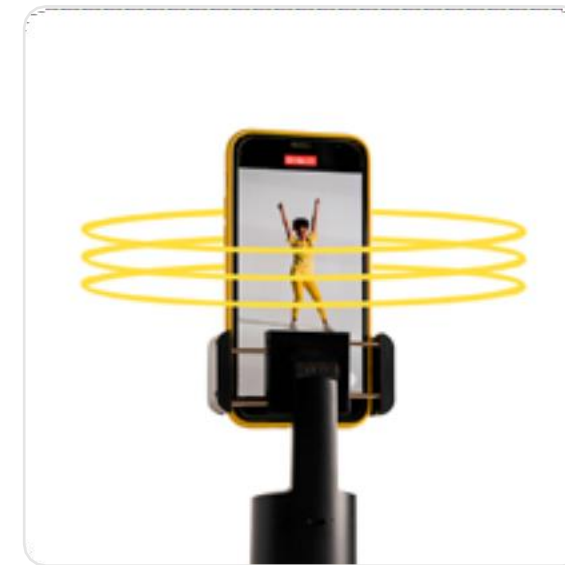


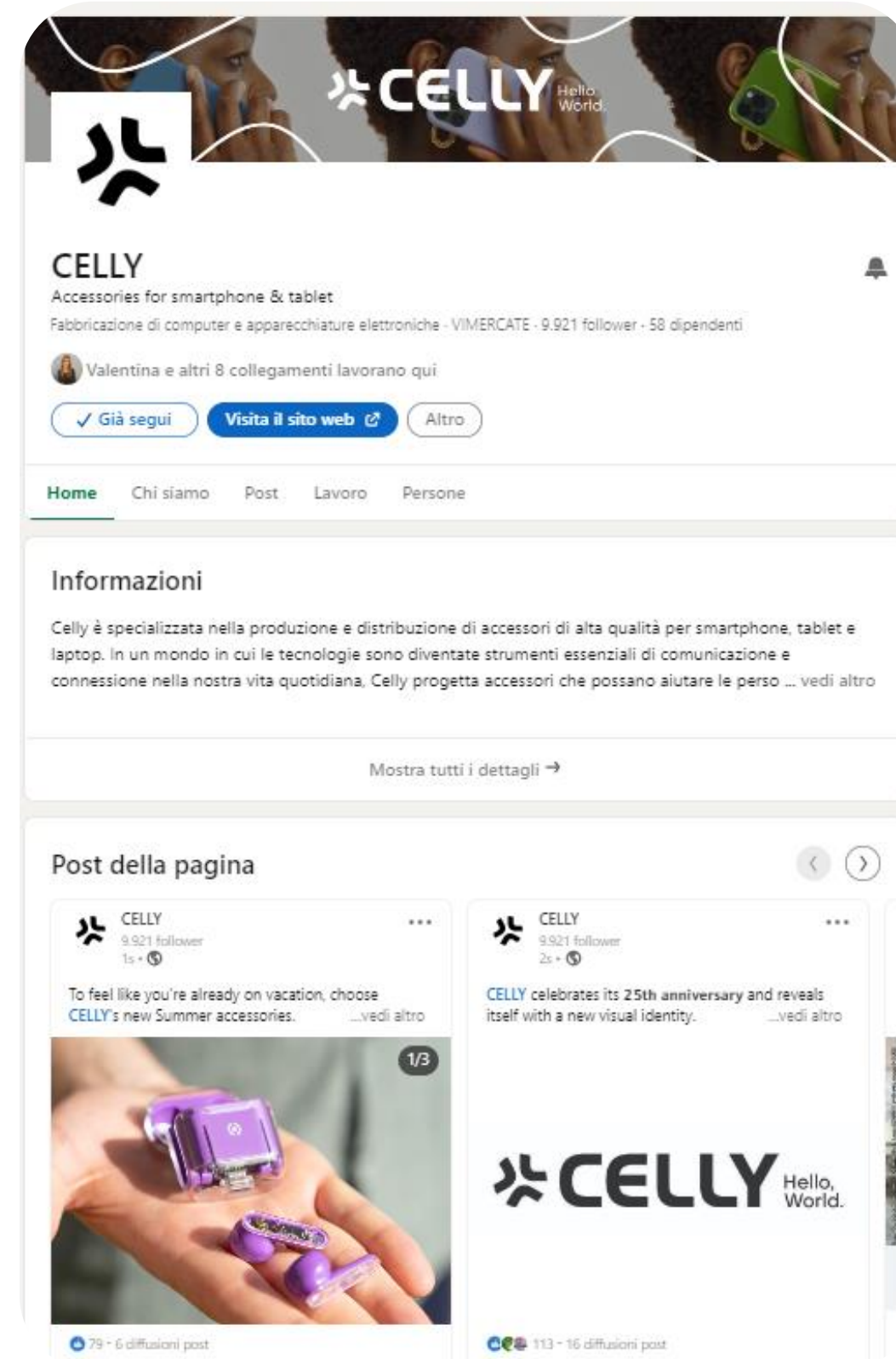
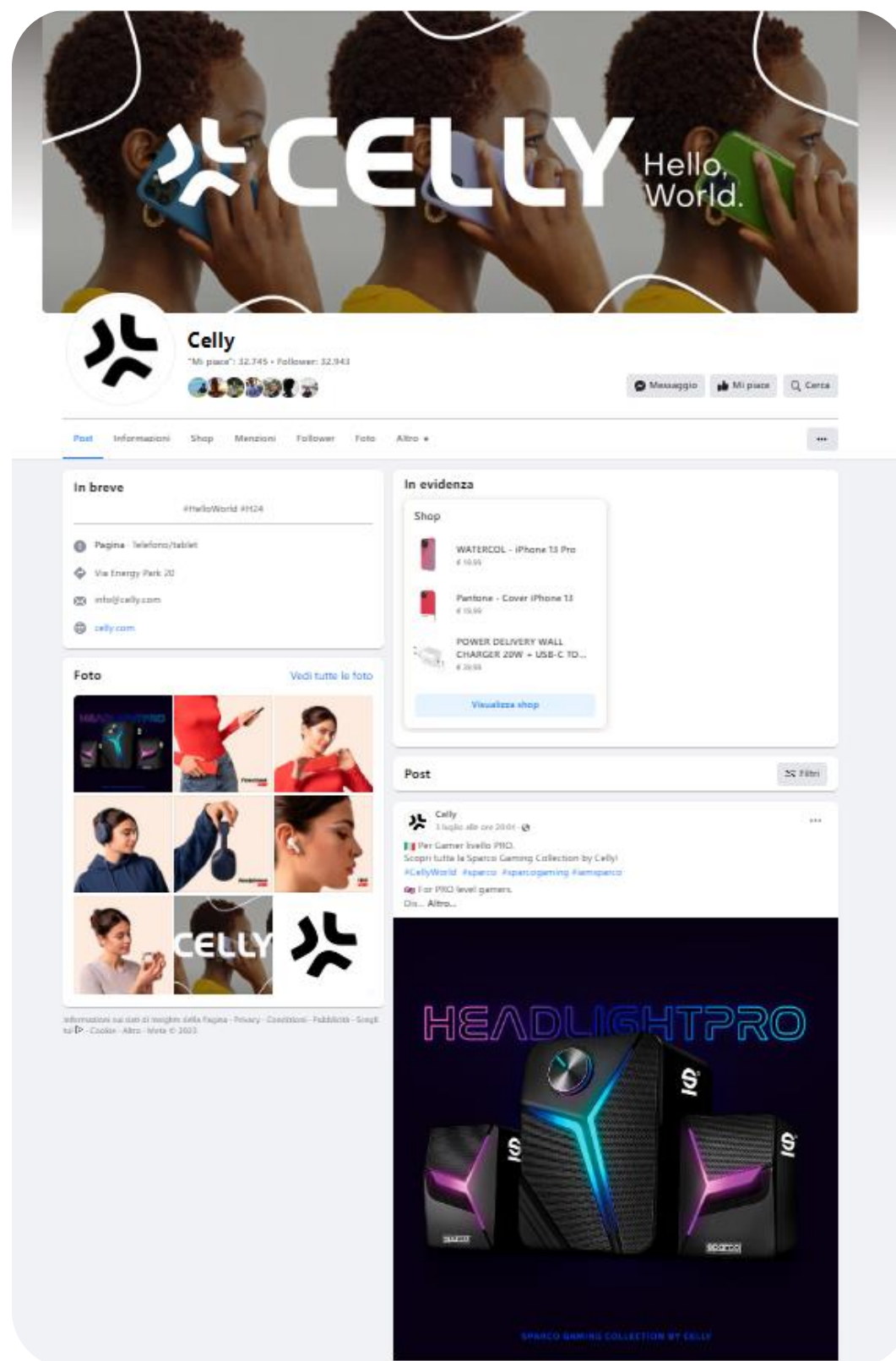
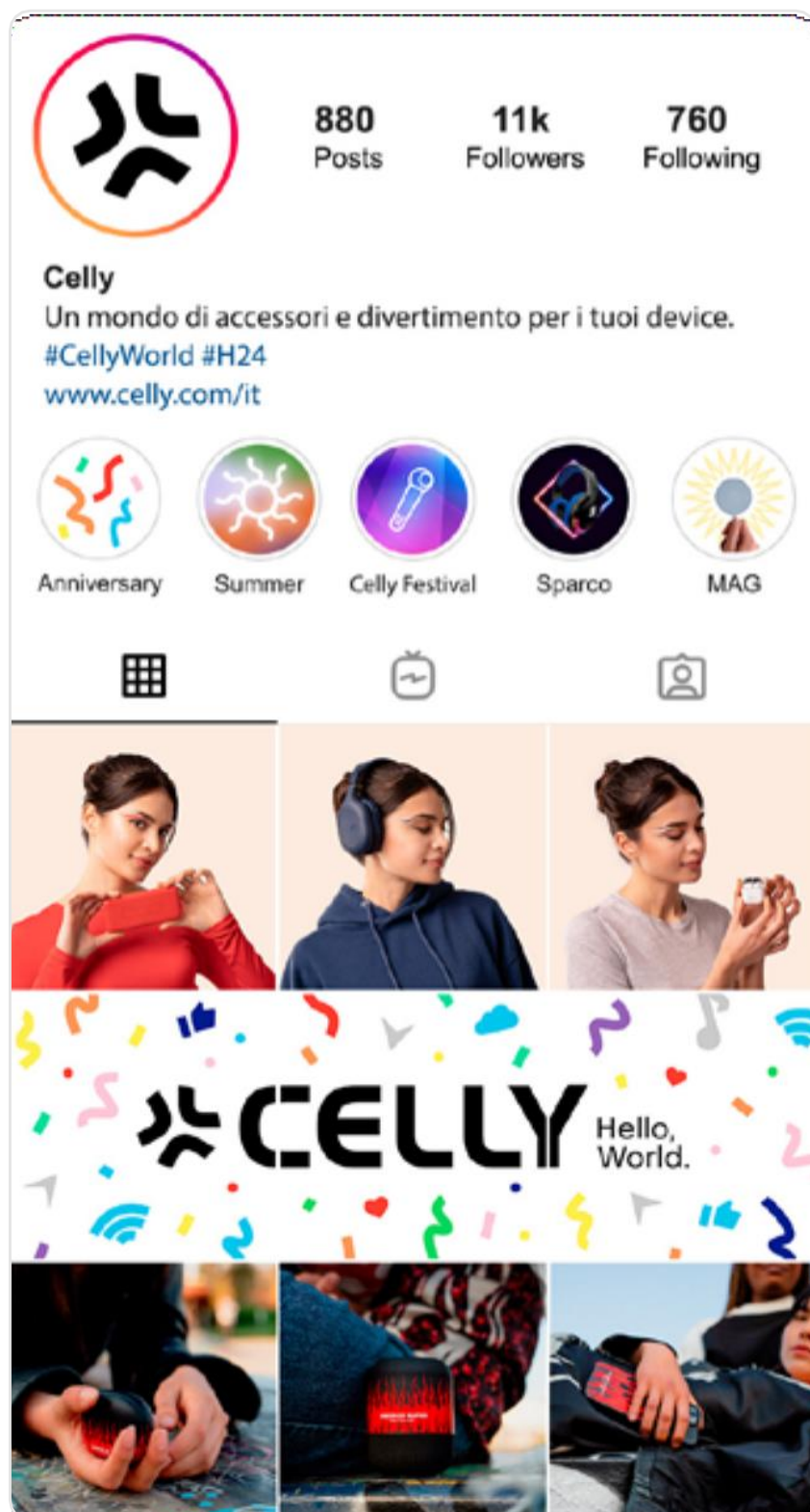


# Social communication

CELLY's visual layout takes its cues from various stimuli to find a unique and distinctive language.

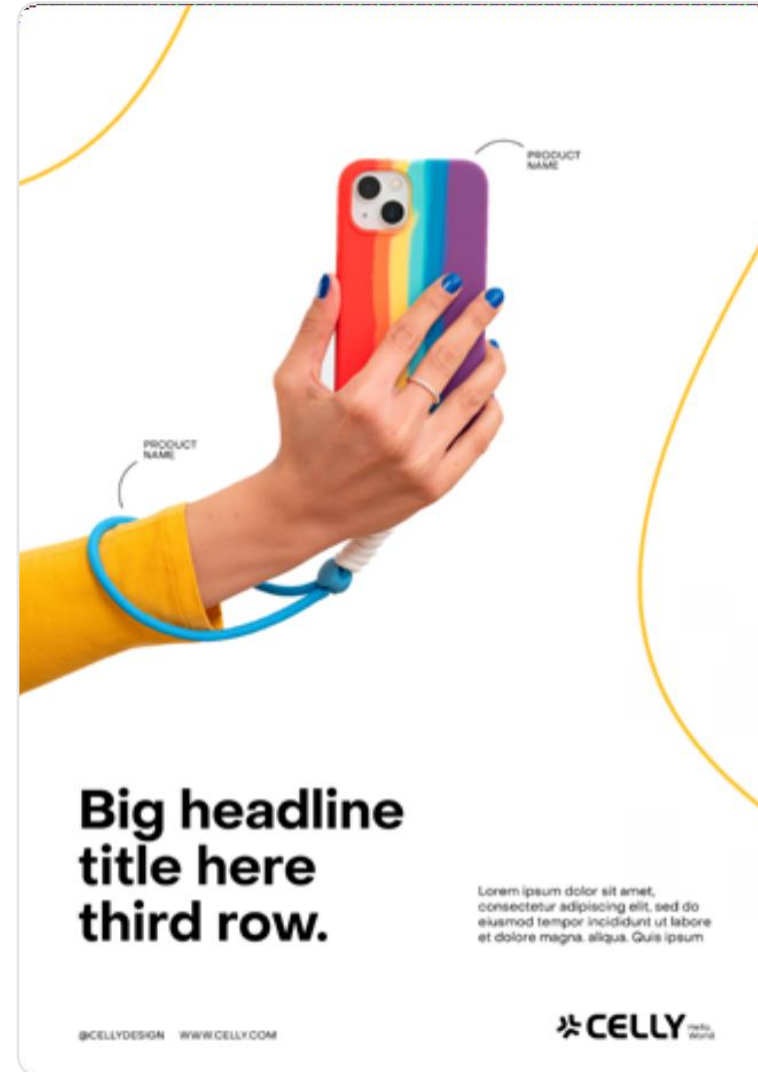
Without establishing a totalizing approach, we aim for a minimal, fresh and original look.





# ADV examples

Example of layout for print and digital campaign in vertical and horizontal format with one or more products.







**Thank you!**