

BAKE°

Hello.

www.bakeagency.it

“Quality means doing it right when no one is looking”, as Henry Ford loved to say.

And the quality of our works lies in the empathic connections we constantly develop with our clients. We convert their visions into real projects, always looking for new solutions. We do it with passion and creativity.

Manifesto

1.

Trust us

The brand is the cornerstone of any business because it represents who you are. The brand also allows you to win your clients' confidence.

2.

Stay digital

Today the digital marketing tools guarantee you an extraordinary visibility. The digital communication has a central role and in Bake we help you to take care of it.

3.

Explore your potential

A comprehensive communication strategy guarantee all brands the possibility to express their full potential. Communicate properly allows you to tell the world who you are and to achieve your goals.

What we do

Research

Research Design
Thinking Design
Research User
Research Data Analysis

Strategy

Brand Strategy
Transformation Consulting
Product Strategy
Persona Development
Customer Journeys
Technical Strategy & Roadmap

Creative

Visual Design
Integrated Campaign
Development
Cross-Platform Design
Copywriting & Editorial
Content Design

User Experience

Information Architecture
Interaction Design
Design Systems
Content Strategy
Mobile Experience
Wayfinding Systems

Technology

Full Stack Development
Agile Development
Ecommerce
Content Management Systems
QA & User Testing

Team

D

Daniele Votta
CEO & Founder

M

Massimiliano De Ritis
Project Manager

I

Isabella De Angelis
Graphic Designer

M

Miriam Bendia
Content Editor

M

Marco Stancati
Communication Strategist

E

Enrico Bonafede
Art Director

V

Vincenza Squitti
Administration

G

Giovanni Biasi
Front - End Developer

Team

C

Calogero Migliore
Front-End Developer

L

Luca Perini
Copywriting

G

Giovanni Occhiuto
SEO & Digital Marketing
Specialist

F

Francesco Andreani
Developer

G

Gabriele Rigon
Photographer

E

Enrico Cogno
Communication Strategist

I

Ilaria Forniti
Social Media & Content
Manager

Cases

026969

Taxi Milano



Say yes to yellow

02.6969, with its 1,400 taxis, offers high quality services to private citizens, businesses and freelancers in the urban area and province of Milan.

The main features of 02.6969 are rapidity, interconnection, customer care and its network.

The project includes the rebranding of the visual identity and the design and realization of a new RWD platform to promote ItTaxi app and the taxi's services.

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Amaro Ramazzotti



Italian taste

Amaro Ramazzotti was invented in a small commercial workshop, near the Arena of Milan, in 1815, when Ausano Ramazzotti created a harmonious blend of 33 different herbs, spices and roots in high quality alcohol. The first Ramazzotti bar opened in 1848, here Amaro Ramazzotti was served as an alternative to coffee.

The project includes the design and realization of the new website.

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Motuse



On the way back

Motuse (in latin “motus”) means movement and, by extension, progress, two words that perfectly express the mission: reintegrate the returning migrants from Europe to Morocco, Tunisia and Senegal. *Motuse* is also the acronym of these three countries. The programme was launched by the International Organization of Migrants (IOM).

The project includes the creation of the visual identity and the editorial project “Stories of return” and “Country Sheet”.

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La Dora

04

Coffee experience

The wide range of La Dora products offers style, technology and resilience combined with easy use and simple maintenance. All coffee machine has a metal armour with an Italian heart to offer you a creamy, aromatic and quality espresso, enhancing all the potential of the prestigious blends. The passion of La Dora is to guarantee you the excellence.

The project includes the creation of the new brand identity, integrating the existing values and its "reasons to believe", the corporate communication, the design and realization of the website.

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Italian
coffee
machines



Löwengrube

Let it beer

As four are the ingredients for its excellent beers, as four are the business values in Löwengrube since 2005: conviviality, professionalism, quality and passion. Today, Löwengrube has eleven franchisees throughout Italy and it is a point of reference for the lovers of the Bavarian cuisine and beer, but also for experiencing the atmosphere of the Oktoberfest in Italy.

To combine tradition and innovation, the project includes the restyling of the Löwengrube B2C and B2B sites, taking care of the user experience.

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Tenimenti d'Alessandro

Winery secrets

Tenimenti d'Alessandro is an historical winery in the Chiana Valley. Here in Cortona, after years of experimentations, the optimal expression of the terroir was reached with Syrah. A wine that reveals the perfect balance between soil and vine variety through a great dedication to the vineyards, the finest winemaking techniques and the collaboration with international winegrowers.

The project includes the creation of the new brand identity. It combines the key elements of the business (Wine, Resort and Osteria). The digital strategy was focused on the contexts in where wine, and cultural and historical heritage, meet clients.

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07

Portale Offerte

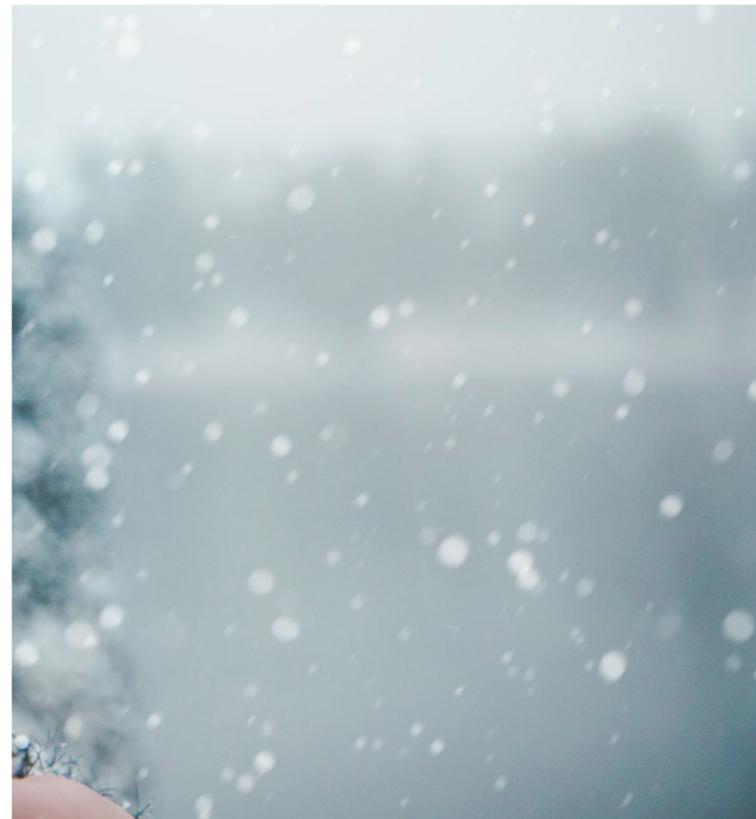
Energy is fair, if aware

Portale Offerte is a public website where domestic customers, families and small companies can compare and select offers of electricity and gas in a simple, clear and free way.

It provides an easy-to-use search engine and offers useful informations on the electricity and gas markets.

The project includes the creation of the new brand identity, the design and realization of a new website.

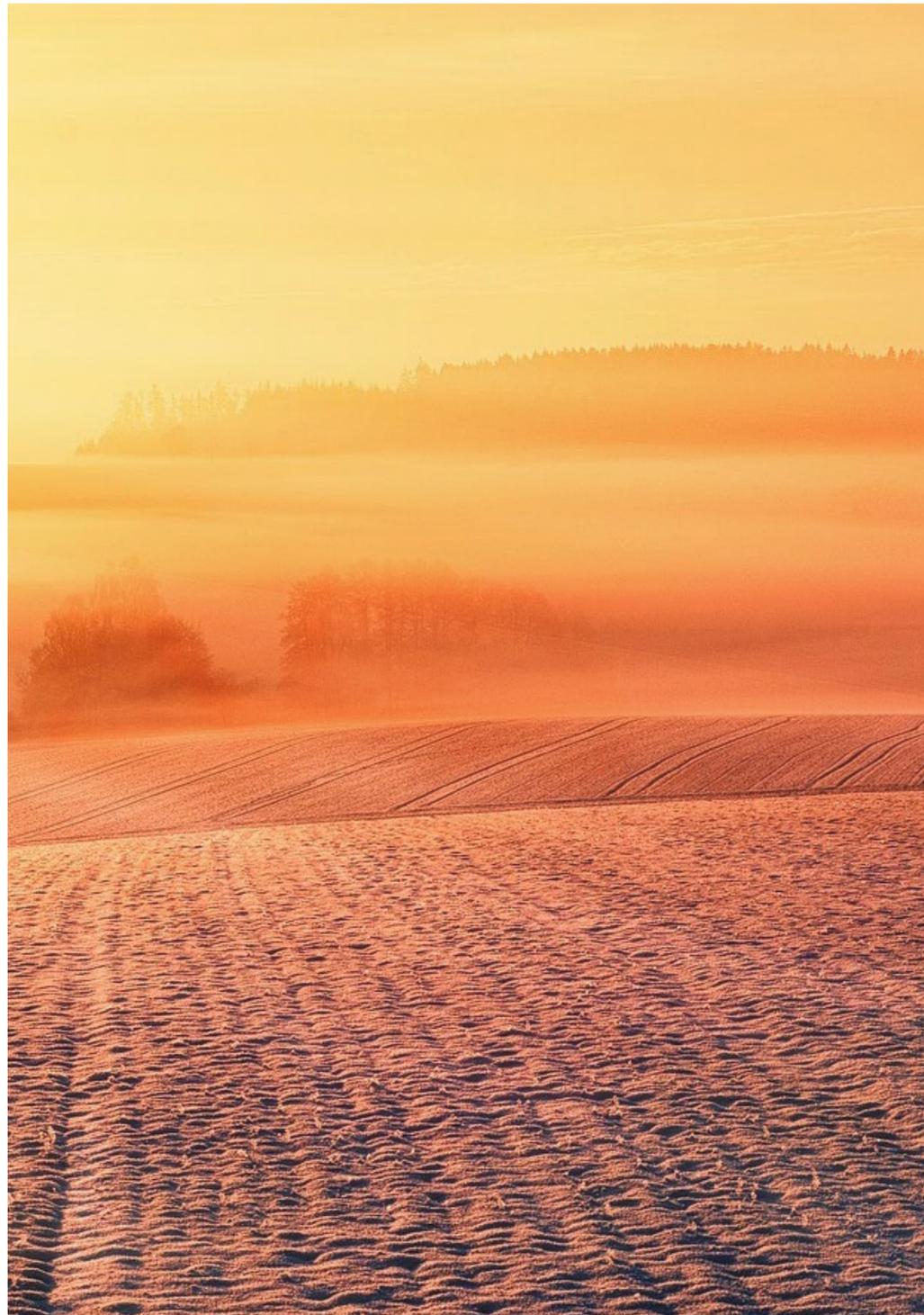
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Gusti del Sole

08



Good things come at home

Gusti Del Sole is an e-commerce of the gourmet italian products. Italian food means culture, emotion and gathering. The brand wants to give you the joy of eating well.

The project includes the creation of the brand identity and the customization of the e-commerce.

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BAKE°

Grazie.

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