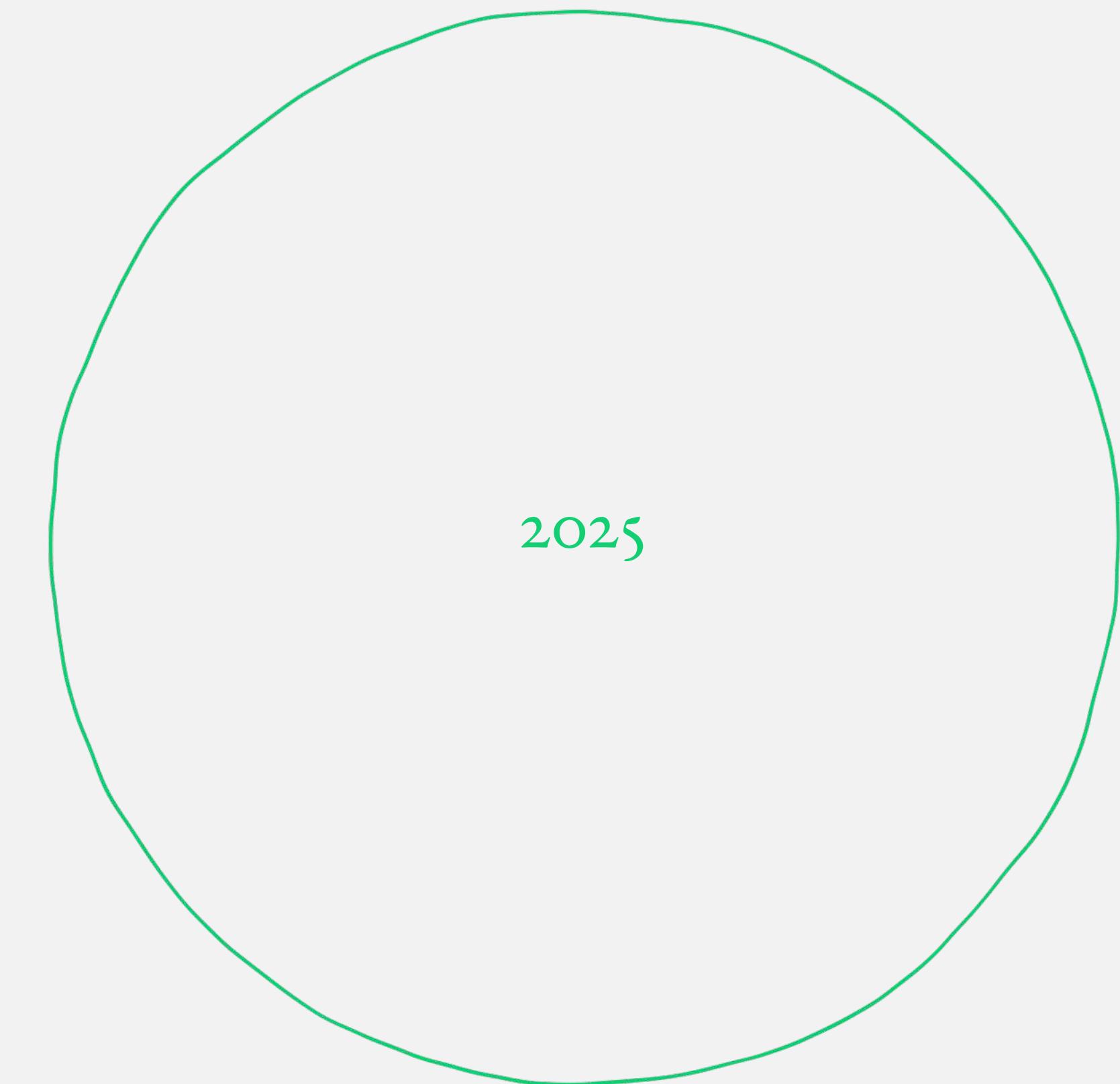


//GIANLUCA CAPOZZO
//Strategist



/ /INSIGHT VACATION



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//Human excavator turned strategist, digging for juicy secrets and crispy insights.

//Ready for a deep dive into Spanish advertising



//MA IN ART DIRECTION & COPYWRITING
Politecnico di Milano
2024-2025

//SINGLE COURSES IN POLITICAL SCIENCE
Università di Padova
2022-2023

//DEGREE DESIGN AND COMMUNICATION
Politecnico di Torino
2017-2021

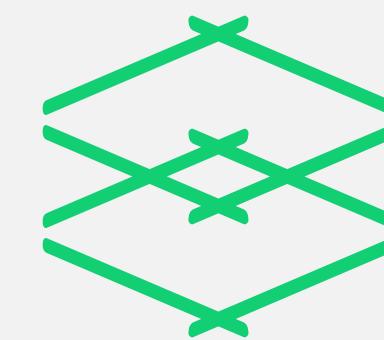
//POSTMAN
Poste Italiane

//DISHWASHER
Tipografia Alimentare
Milan
10/24 - 02/25

//CIVIL SERVICE
Teatro Urbano
Carichi Sospesi
Padua
12/22 - 08/23

//FARM VOLUNTEER
European Solidarity Corps
United Society Of Balkans
Thessaloniki
06/22 - 11/22

//JR.PRODUCT DESIGNER
Ebanisteria
Jorge Carril
La Coruña
06/2021- 02/22



LANGUAGES // ITALIAN // SPANISH // ENGLISH

I MAKE TATTOO // RECORD AND MAKE MICRO MOVIES OF MY FRIENDS // OCCASIONALLY TALK INTO A MICROPHONE



REFRAMING

//TO//STRATEGIST



Copywriting was a wonderful try, but i've realized that my place was another



OVERVIEW

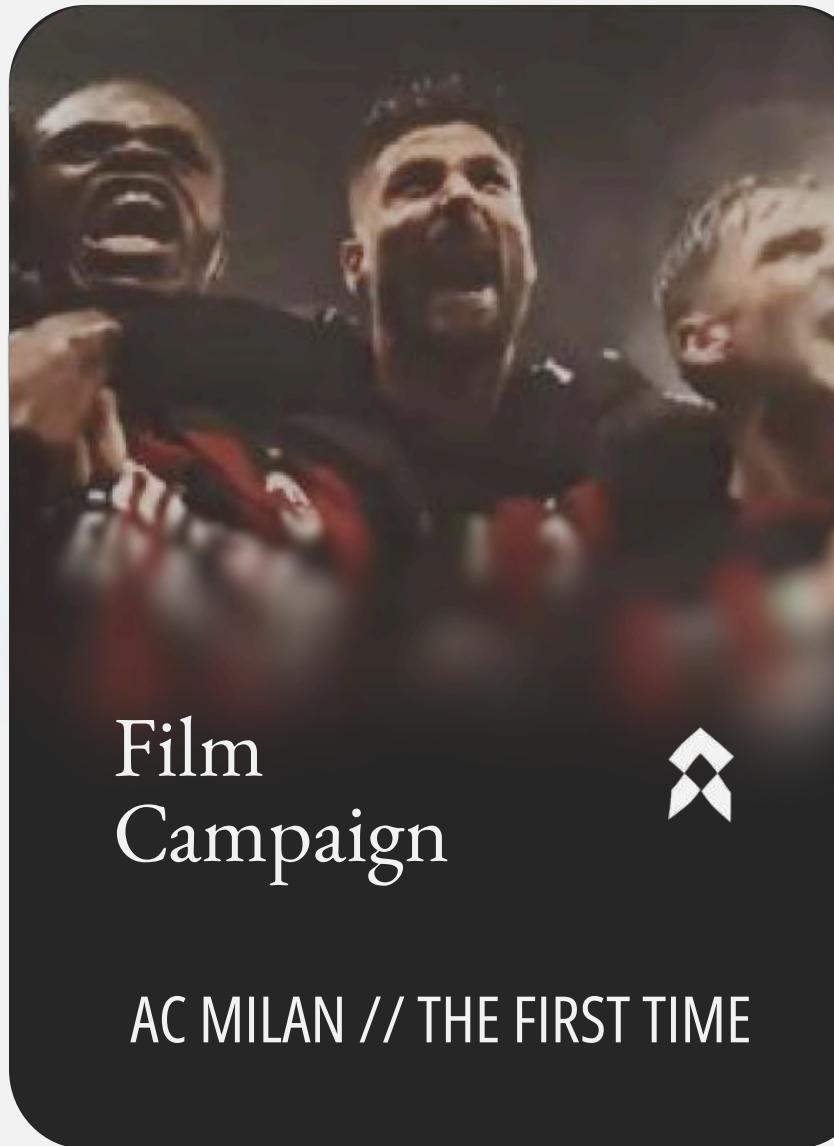
1.



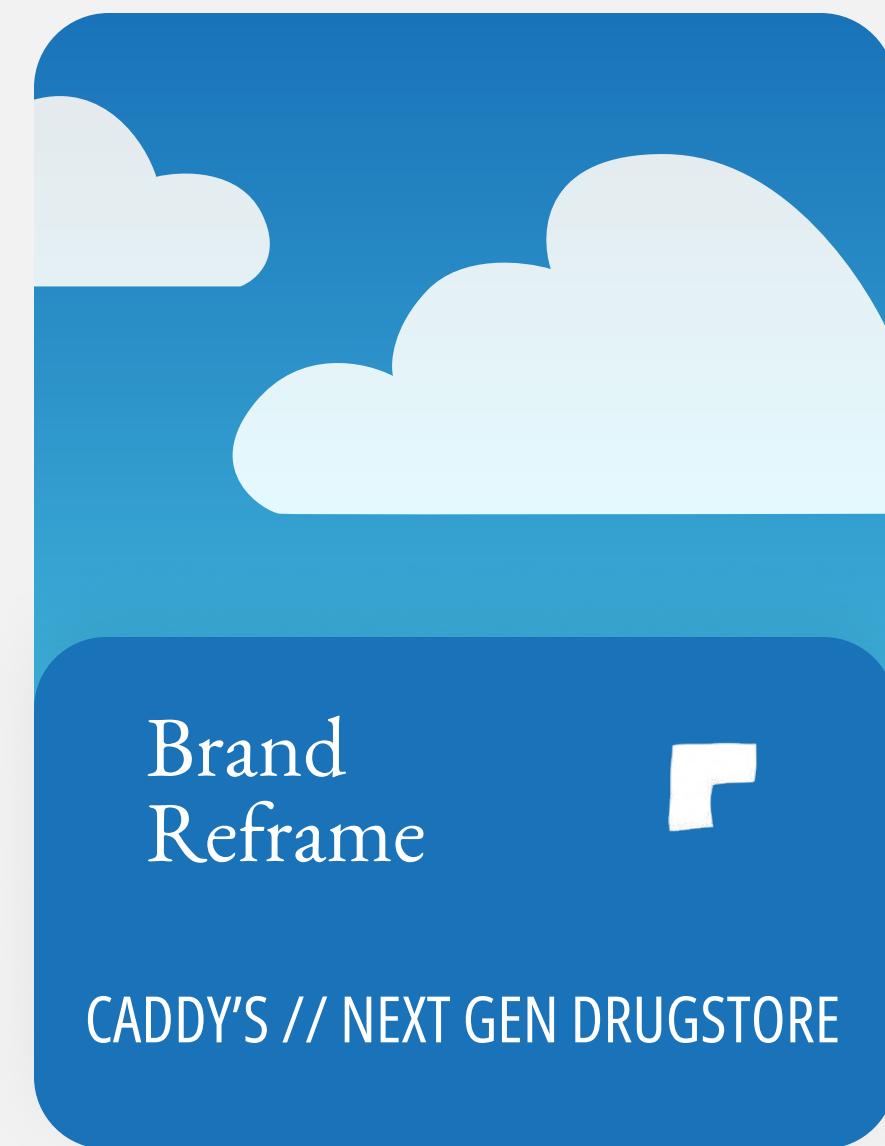
2.



3.



4.



A BUNCH OF INSIGHTS AND SHOWERTHOUGHTS



“Hablarle a Alexa con órdenes refuerza las dinámicas patriarciales en nuestros hogares.”

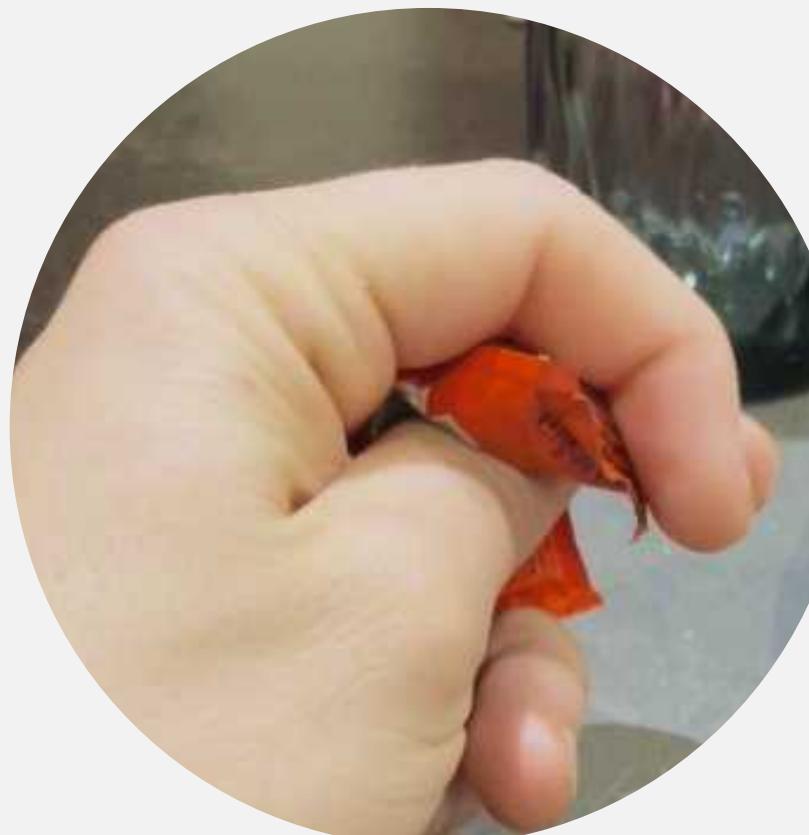
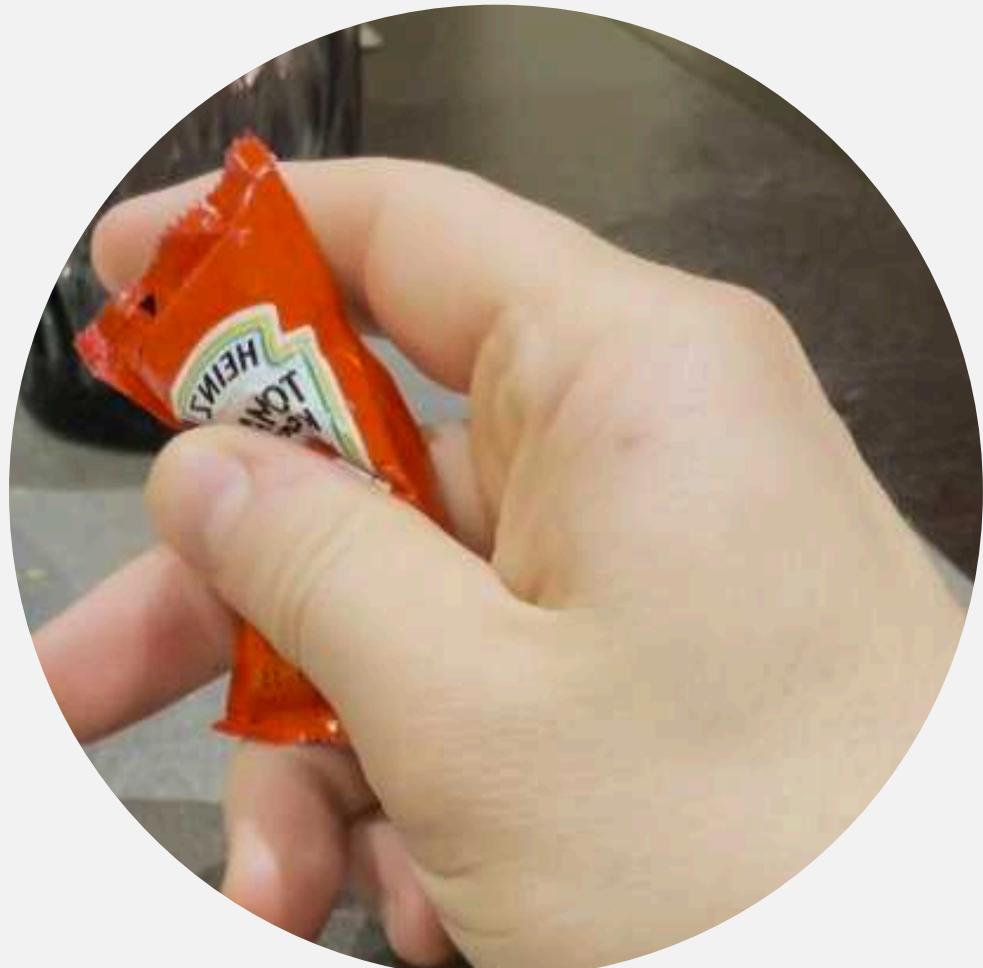
❖ 4. INSIGHT AND
SHOWERTHOUGHTS

“La mejor manera de
conocer un lugar es
limpiándolo.”

“Si te cruzas con una persona leyendo por la calle y está en las primeras páginas, es un poser; si lo está terminando, es un culto.”

❖ 4. INSIGHT AND
SHOWERTHOUGHTS

That squeeze before you
squeeze it



“Convives con quien
tendrás el placer de
compartir tu biblioteca.”

“Las madres hacen
bocadillos secos.”

“El lugar más sucio de la casa es donde guardas las cosas para limpiar.”

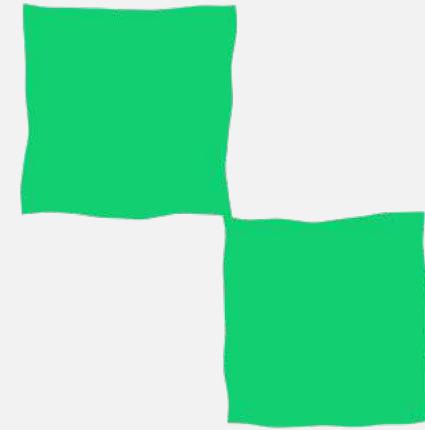
“Un partido de fútbol
en el cine.”

❖ 4. INSIGHT AND
SHOWERTHOUGHTS

“Enviar olores.”

I.

TESTING INSIGHT



TO THAT TEE // DIRT IS GOOD

BRIEF

Looking into D&AD brief of DIG, a colleague and I explored the request to move the brand platform from "Dirt is Good" to "Play on"

SPARK

Everyone has a **Silly T-shirt** somewhere in their closet. Maybe It's the breathtaking *Camel at the Giza Sunset tee* from your parents' trip, or the *cringy-smart-quote tee* you once thought was profound. **Undressable creatures** that **still** live in our **wardrobes**.
But why do we keep them ?

INSIGHT

SILLY T-SHIRTS GIVE US THE FREEDOM TO GET DIRTY AND SO: THE SPIRIT TO PLAY ON

To that tee

When your freshly-single-mom went to Morocco with her girlz
and you only asked for some cumin. *She was right.*

Now it's your Sunday-Peloton-Tee



To that tee

When inspired by the pure strength of self-expression, you
bought the Deepest-Quote-Tee for 18 bucks. *You were right*

Now it's your Hangover-Napkin-Tee



To that tee

When your friend told you, "Volunteering is more on what you get than
what you give", and you got the Love-Ya-All-Volunteer-Tee. *He was right*

Now it's your Bring-Out-The-Canvas-Tee



2.

FILM CAMPAIGN



THE FIRST TIME // AC MILAN

❖ 2. THE FIRST TIME
//AC MILAN

AC MILAN

// FILM CAMPAIGN

BRIEF

Create a film for the AC Milan 2024-2025 season ticket campaign

SPARK

Even though fans support their team since toddlers, every game is a different story. You can get used to going to San Siro, but you can never get used to the emotions it brings out in you.

INSIGHT

EVERY MATCH IS DIFFERENT FROM THE LAST. EVERY TIME IS LIKE THE FIRST TIME

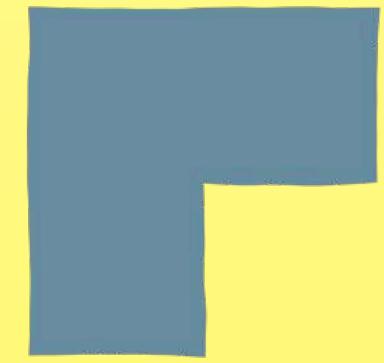


CLICK FOR FILM

AC MILAN

3.

BRAND REFRAME



CADDY'S // NEXT GEN DRUGSTORE



SPARK

Rethink the business model of a drugstore and design its future

MISSION

The drugstore market is divided into two areas: Care and Convenience.

Position Caddy's in a third area: Future

BRAND PILLARS

- An ethical rebranding that follows the principles of the Sustainable Development Goals
- Taking care of yourself and your home should include caring for the planet and the people who live in it

 REFRAME

NEW LOGO



CLAIM

Oggi mi voglio bene!
(Today I love myself)

BRAND PRESENCE

Medium

SOCIAL AND ENVIRONMENTAL
COMMITMENT

Low

TONE OF VOICE

Engaging
Ironic

Voglio bene al mio oggi
(I love my today)

High

Engaging
Aspirational

The Sustainable Development Goals were grouped into three macro areas of intervention



PRINT REPUTATIONAL CAMPAIGN (TRANSLATION PROVIDED ABOVE)

PESO PIUMA // FEATHERLIGHT

1. Cashback in shopping vouchers or cash for returning empty bottles

IN A WORLD OF FIRSTS, WE'RE HUNDREDTHS
With the cashback service for returned bottles, every penny counts.
Discover all the novelties of the FeatherLight programme at Caddy's.it

In un mondo di primi siamo centesimi

CON IL SERVIZIO DI CASHBACK PER I FLACONI RESI
TANTI CENTESIMI FANNO LA DIFFERENZA

Caddy's

VOGLIO BENE AL MIO OGGI

Scopri tutte le novità del programma PesoPiuma su Caddy's.it



2. Sale of Caddy's brand products with tapping service

WE TOUCH THE GROUND WITH A FINGERTIP
With Caddy's product tapping service, we minimise the carbon footprint of our supply chain.
Discover all the novelties of the FeatherLight programme at Caddy's.it

Tocchiamo il suolo
con un dito

CON IL SERVIZIO DI SPILLATURA PRODOTTI CADDY'S
MINIMIZZIAMO L'IMPRONTA CARBONICA DELLA NOSTRA FILIERA

Caddy's

VOGLIO BENE AL MIO OGGI

Scopri tutte le novità del programma PesoPiuma su Caddy's.it



 PRINT REPUTATIONAL CAMPAIGN (TRANSLATION PROVIDED ABOVE)

IN DISCRETO // QUIETCARE

1. Sale of diagnostic products on the shelf, protecting the buyer's privacy



IT COSTS MORE TO ASK THAN TO BUY
Sensitive diagnostic tests are available over the counter and your privacy remains secure.
Discover all the novelties of the QuietCare programme at Caddy's.it

Costa più *chiederlo* che comprarlo

I TEST DI DIAGNOSTICA SENSIBILI SONO ACQUISTABILI ALLO SCAFFALE E LA TUA PRIVACY RIMANE AL SICURO.

Caddy's
VOGLIO BENE AL MIO OGGI

Scopri tutte le novità del programma *InDiscreto* su Caddy's.it



//INSIGHT
VACATION

2. Join the Punto Viola network for assistance against domestic and gender-based violence



DON'T COVER IT ANYMORE
We are a Punto Viola
Discover all the novelties of the QuietCare programme at Caddy's.it

Non coprirlo più.

SIAMO UN PUNTO VIOLA



PRINT REPUTATIONAL CAMPAIGN (TRANSLATION PROVIDED ABOVE)

FUORI CAMPO // BEYONDWALLS

1. Local initiatives to promote awareness
and active citizenship

WE GIVE A HORIZON TO EVERY DEAD END
We support our local communities with urban development initiatives.
Discover all the novelties of the BeyondWalls programme at Caddy's.it

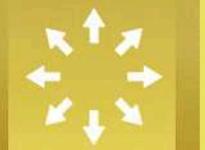
*Diamo un orizzonte
ad ogni vicolo cieco*

SIAMO AL FIANCO DELLE NOSTRE COMUNITÀ LOCALI
CON INIZIATIVE DI VALORIZZAZIONE URBANA

Caddy's

VOGLIO BENE AL MIO OGGI

Scopri tutte le novità del programma *FuoriCampo* su Caddy's.it



2. Building bridges between businesses,
citizens and neighbourhoods

OUR VALUES ARE NOT ON SALE
We facilitate access to hygiene rights for those living in marginalised and socially deprived contexts.
Discover all the novelties of the BeyondWalls programme at Caddy's.it

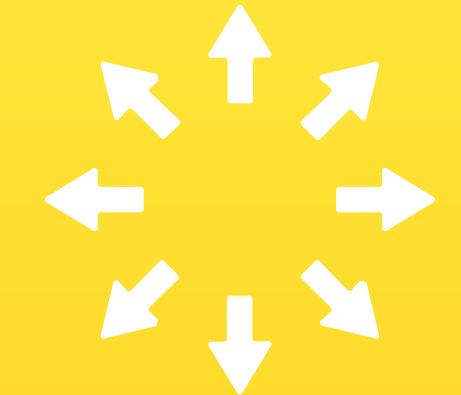
*I nostri valori
non sono soggetti a sconti*

FACILITIAMO L'ACCESSO AL DIRITTO ALL'IGIENE PER CHI VIVE IN SITUAZIONI
DI MARGINALITÀ E DEGRADO SOCIALE

Caddy's

VOGLIO BENE AL MIO OGGI

Scopri tutte le novità del programma *FuoriCampo* su Caddy's.it





//CHAO

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//Strategist

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