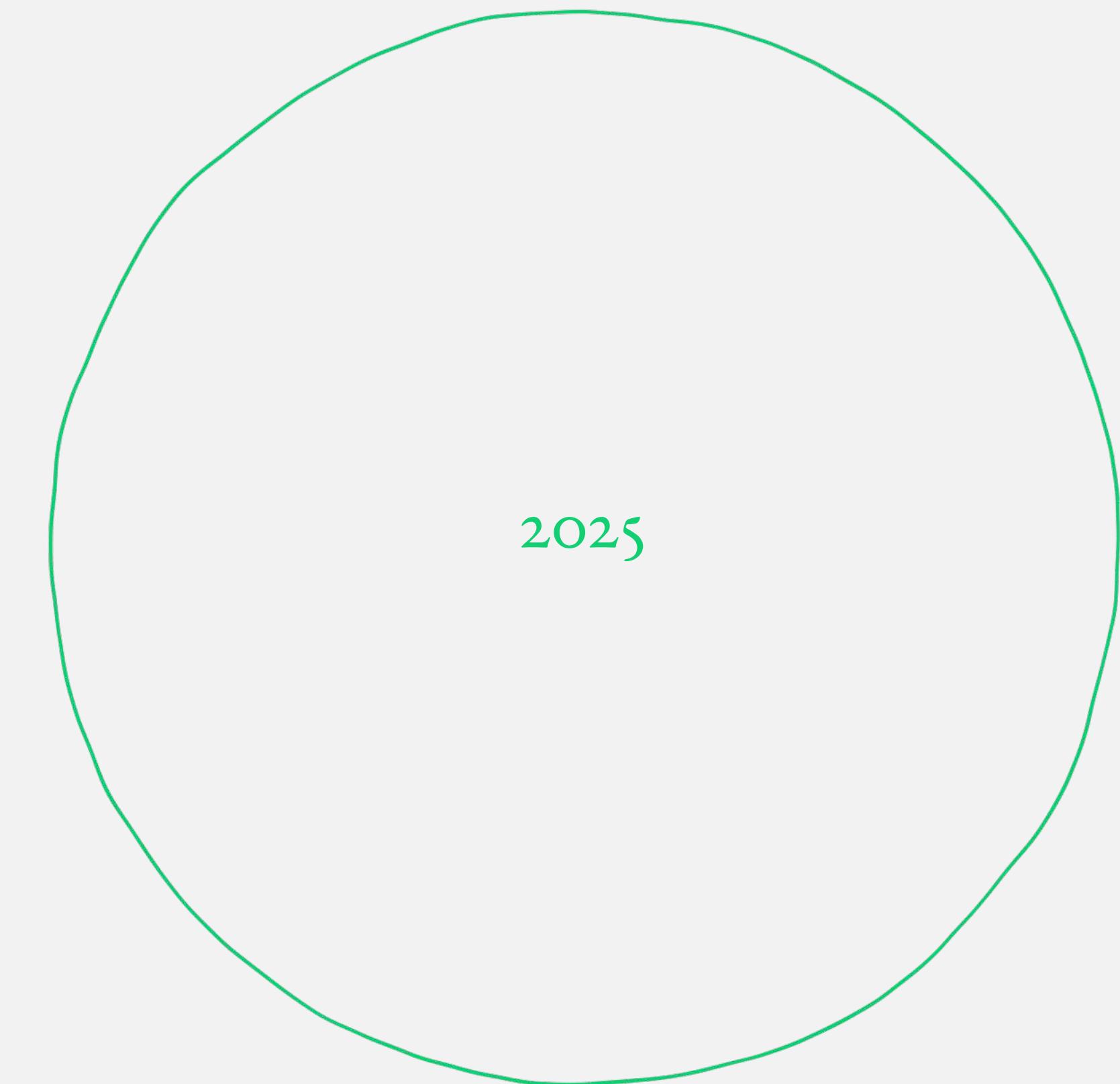


//GIANLUCA CAPOZZO  
//Strategist



# / /INSIGHT VACATION



# CV//GIANLUCA CAPOZZO

//Strategist

NAPLES // 24/03/1998

//+39 3401637941

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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

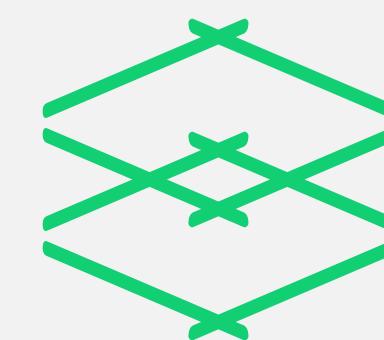
//COPYWRITING SUPPORT  
Neon Pigeon Agency  
07/24 - 08/24  
//POSTMAN  
Poste Italiane  
//DISHWASHER  
Tipografia Alimentare  
Milan  
10/24 - 02/25

//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 DESIGN  
Ebanisteria  
Jorge Carril  
La Coruña  
06/2021- 02/22

//PRODUCT DESIGN INTERN  
Dësgenà  
Arteforma S.a.s.  
Turin  
11/2020 - 02/21



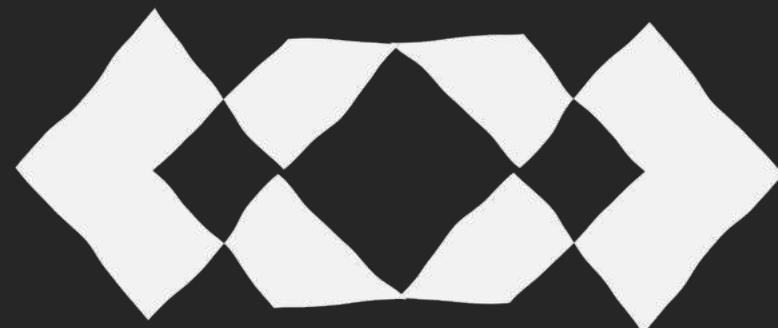
LANGUAGES // ITALIAN // SPANISH // ENGLISH

I MAKE ILLUSTRATIONS AND TATTOOS // RECORD AND EDIT MICRO MOVIES // OCCASIONALLY TALK INTO A MICROPHONE

WHY//STRATEGIST//

DURING MY CREATIVE JOURNEY I REALIZED  
THAT WHAT FASCINATES ME MOST IS  
OBSERVING REALITY AND CULTURAL  
SHIFTS, TO DISTILL THOUGHT STARTERS  
THAT CREATIVES CAN BRING TO LIFE

//I see insights as treasures//  
gifts that strategists offer to fuel creative work.





## OVERVIEW

1.



Testing  
Insight



DIRT IS GOOD // TO THAT TEE

2.



Film  
Campaign



AC MILAN // THE FIRST TIME

3.



Brand  
Reframe



CADDY'S // NEXT GEN DRUGSTORE

4.



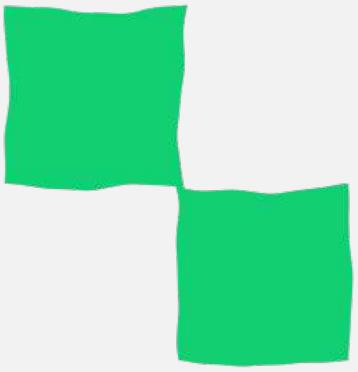
A bunch of  
Insight  
and  
Showerthoughts



I.

# TESTING INSIGHT

DIRT IS GOOD  
//TO THAT TEE//



//CREATIVE SPARK//

Las camisetas tontas son la  
divisa oficial de la tarea sucia.

# DIRT IS GOOD \*

// TESTING INSIGHT

## 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**



# FILM CAMPAIGN

AC MILAN  
//THE FIRST TIME//



//CREATIVE SPARK//

La primera vez siempre despierta una emoción irrepetible. Hay un lugar donde cada vez sigue siendo como la primera vez.

❖ 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**



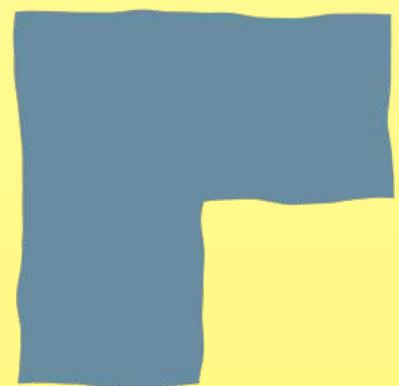
CLICK FOR FILM

# AC MILAN

3.

# BRAND REFRAME

CADDY'S  
//NEXT GEN DRUGSTORE//



//CREATIVE SPARK//

Cuidar la limpieza personal y doméstica no  
justifica contaminar el entorno común.



## 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

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

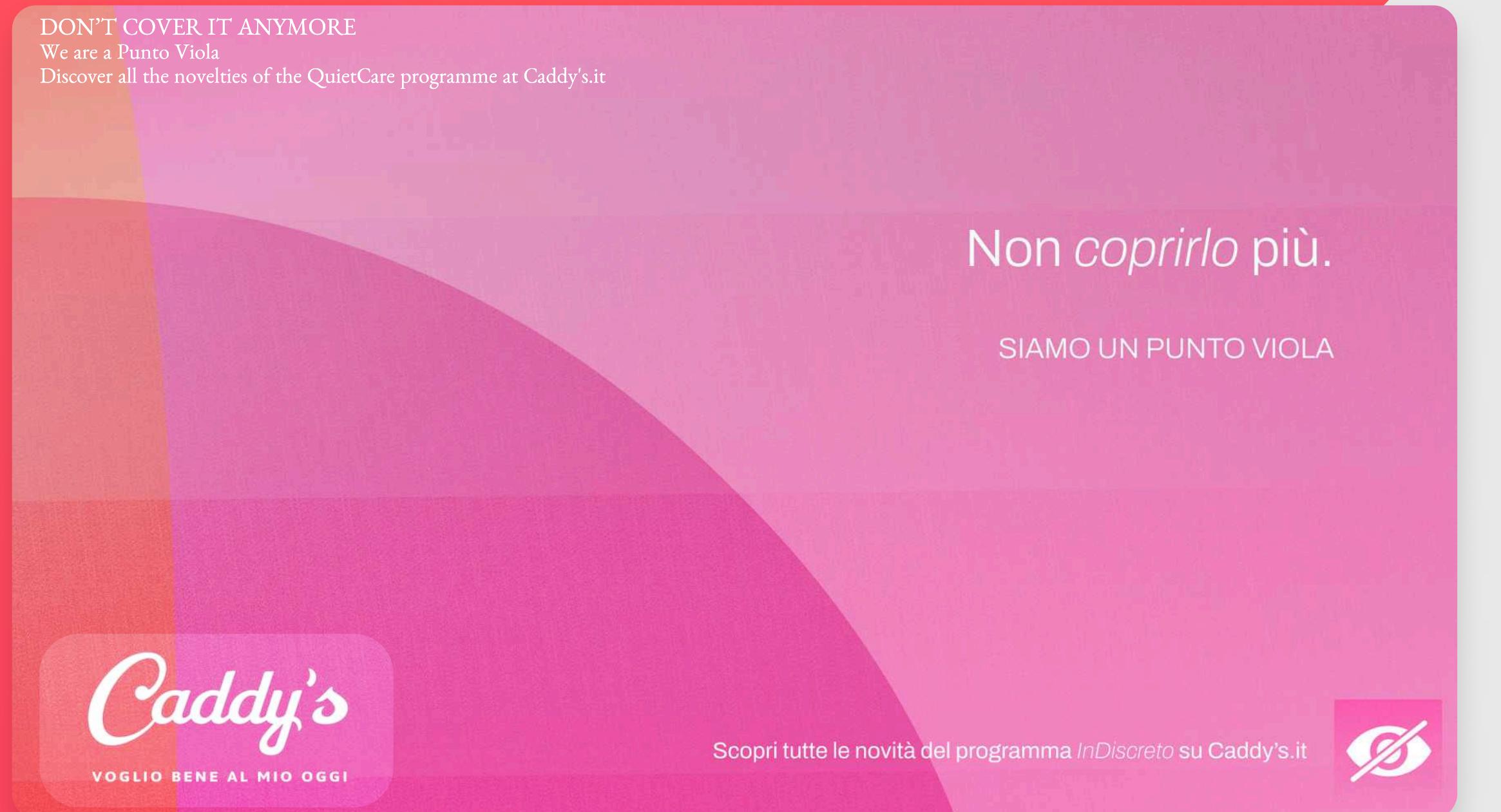
Costa più *chiederlo* che comprarlo

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

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



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

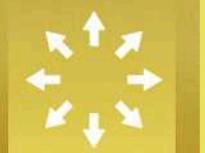
*Diamo un orizzonte  
ad ogni vicolo cieco*

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

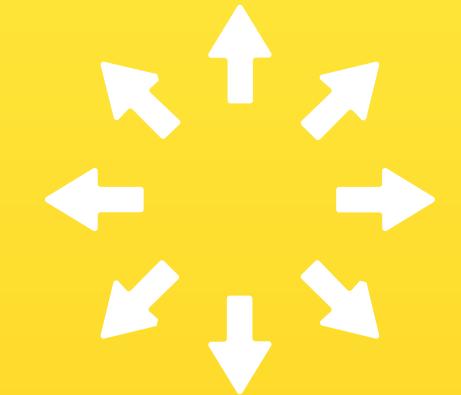
*I nostri valori  
non sono soggetti a sconti*

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



4.

# A BUNCH OF INSIGHTS AND CREATIVE SPARKS

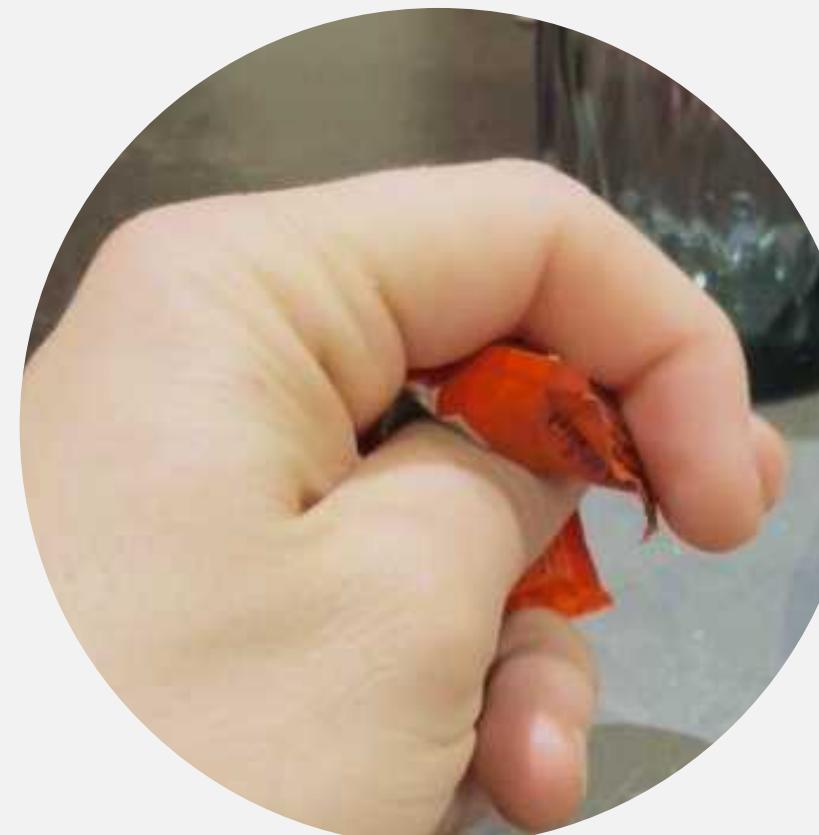
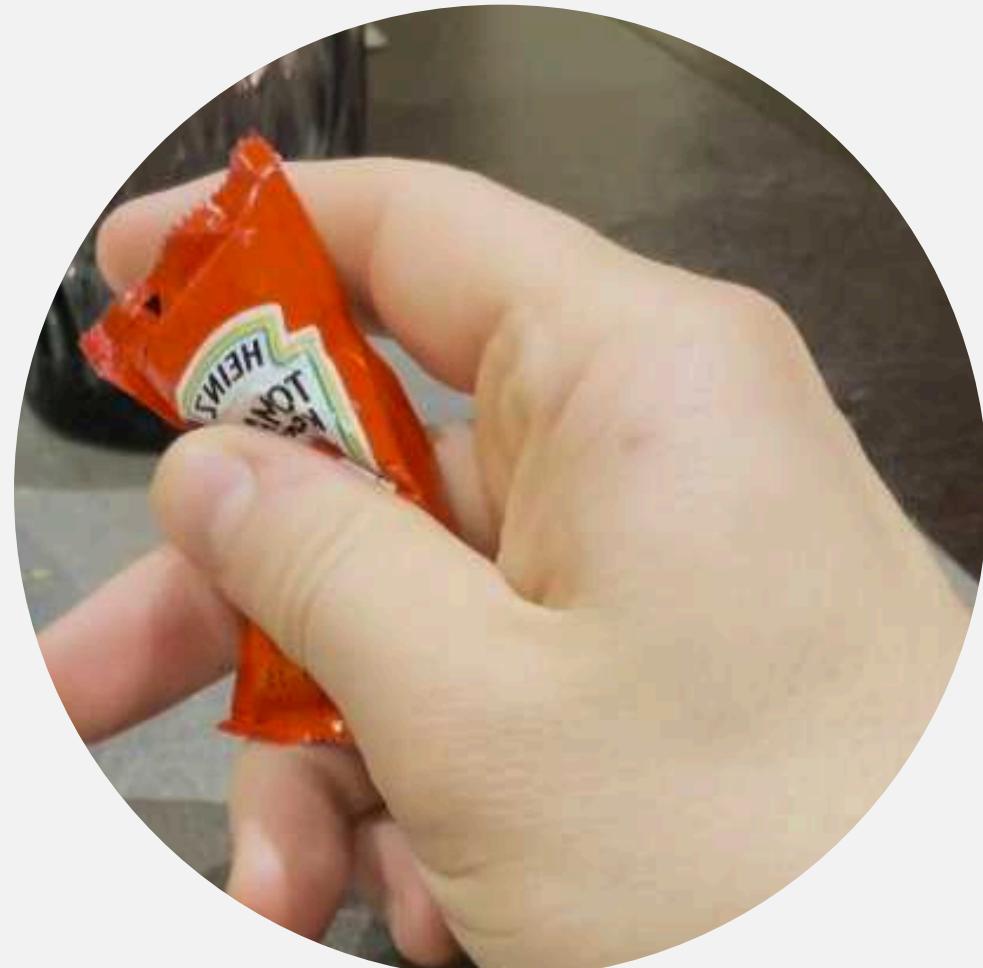


“Hablarle a Alexa con órdenes refuerza las dinámicas patriarciales en nuestros hogares.”

“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.”

# 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  
CREATIVE SPARKS

“Poder enviar olores.”



//CHAO

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