



Comunicato stampa

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Autogrill presents its new corporate website

- Business communication enriched by story-telling

Milan, 16 February 2015 – Autogrill addresses its online users with a new look today, an innovative redesign of its corporate website - autogrill.com – reflecting a spirit of “*FEELING GOOD ON THE MOVE*” and the Group’s excellence in the travel food&beverage sector.

The project brings together some of the most advanced tendencies in international web design and digital communication and puts the user experience firmly in the centre. **Story-telling, vertical layout, responsive design, infographics, videos and photo galleries** are the main tools used to deliver a more interactive, multimedia navigation experience.

The new editorial style integrates information and narrative content in two navigation courses indicated on the Home Page and the Front Pages of 1st level menu items.

In addition to the corporate sections such as Governance, Sustainability, Investors, Media and People, there are two new areas – *Who we are* and *Our Way* – that describe the Group and its unique expertise.

The site also has an online magazine, “*A SMALL WORLD*”, that uses the **narrative technique of storytelling** to illustrate the new innovation path undertaken and the new approach to providing food&beverage in travel channels. Such stories are organized under headings – *Hearts in motion, Here to stay, Destination future, Straight to the point, and A glocal soul* – that reflect the Group’s values.

The project was developed in collaboration with the agency Message.

The new autogrill.com embodies a “*mobile first*” approach, having a vertical scroll layout and a **completely responsive interface** suitable for all mobile devices.

The appeal of storytelling

In step with the spread of video content on mobile devices, online communication is making increasing use of **emotional storytelling**, a narrative technique that represents the life of a company through stories about people to communicate the values and attributes of the corporate brand to the public. With respect to the descriptive style used up to now, these stories are capable of generating engagement and sharing amongst users and effectively communicating the positioning of the brand, its reputation and the system of values it evokes.

Autogrill Group

Autogrill is the world’s leading provider of f&b services for travellers. Active in 30 countries with around 55,000 employees, it has over 4,500 points of sale in over 1,000 locations and operates prevalently under concession agreements in airports, on motorways and in railway stations, as well as in select shopping centres, trade fairs and cultural facilities. The Company has a portfolio of over 250 international and local brands, managed directly or under license. Listed on the Milan stock exchange, Autogrill is indirectly controlled by Edizione S.r.l., the financial arm of the Benetton family, with 50.1% of the share capital.

Message

Message has been a leading force, for over ten years now, in the development of digital corporate communication strategies for large and medium size companies in Europe.

Message turns a corporate brand into a unique and exclusive online experience by translating its vision of the future, the values that guide its organization, and its background and everyday business reality into creative design, maximum usability, informative and emotional content and interactive and multimedia experience. Web crafters with expertise in narrative, editing, video, creativity and technology.

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