

P&R

brothers

connecting people
connecting business

Company Profile



P&R Brothers srl

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Identity

Company

P&R Brothers is a public relation company founded in 2000 by the working expertise of the brothers Roberto e Piergiorgio Purini.

This company set up with an only head office in Milano, shortly, has established itself through a constant development in the reference markets, which are the national and international areas all the time. It has been since 2011 that the company has opened a new operating centre in the Sardinian crucial point of Porto Cervo.

This company is composed by a young team characterized by a great cohesion through a staff organization closely linked by consolidated relationships based on collaboration and confidence.

This is our professional team, staff selected according to criteria of perfect, mutual complementarity as far as know-how concerns, working through team spirit, strong participation attitude and on the same wavelength. Around this group gravitate qualified consultants, collaborators and partners whose this company seeks their help for single projects in order to guarantee a perfect closeness between development expertise and field.

P&R Brothers is specialized in the optimal managing of Communication Events and it can provide closely customized services, plan diversification strategies and broad-spectrum solutions, in order to fulfill the single client's wishes and expectations.



Mission

Connecting people... connecting business is our philosophy.

A widespread contact network, professional realities and media backgrounds. Our resources are the result of the Purini brothers' expertise, and thanks to their communication charisma they have been able to get in touch with business, activities, location, and excellence figures directing them in unique projects of innovative and high-impact communication strategy.

Our long-term goals are the following ones:

- widen our clients' portfolio
- open new operating offices in international destinations
- increase our professional quality standard both from a point of view of strategic invention and operating precision

What is **Connecting business**?

A structured project in our operating business, a service package guaranteeing a very high-profile company communication and providing excellent tools for integrated communication.

Our main goals are the (Awareness) circulation of product/brand, the image developing targeted to public segmentation (belief), the sales optimisation (results) and the user fidelity.



Services

Consultancy

P&R Brothers is committed in consultancy projects addressed to several market segments following an offer system concerning:

- Integrated communication projects
- Development , consolidation, replacement of the company image or brand product
- Product placement
- Sponsors planning
- Start up and full-service help in starting and managing new businesses
- Inventing, organizing and managing communication events:
 - Cultural events:
 - Art productions
 - Management of competitions and sport events
 - Institutional M.I.C.E.
 - Non-institutional M.I.C.E.:
 - Launching new products and services
 - Promotion, relaunch, strategic campaigns for product replacement
 - Creative inventing and advertising planning
 - Reorganization activities in the company structure (openings, mergers, extraordinary activities)
- Entertainment planning and managing
- Realization of visual design and new media projects



Clients

Cartier

PARMIGIANI
FLEURIER

LOCMAN®
ITALY

Chopard
GENÈVE

AP
AUDEMARS PIGUET
Le maître de l'horlogerie depuis 1875

OFFICINE PANERAI
FIRENZE 1860

Miluna
CIELO
VENEZIA 1870

CIELO
VENEZIA 1270

Ω
OMEGA



VERSACE
COLLECTION

VEZE S.A.

TRUSSARDI

ITALIA Independent



yamamay

PIRELLI

Maxitender
P&R beach

LUX AVIATION

NEINVER

POWERFUL
IMAGINATION



ING



مجموعة إس شام للأعمال
ISSHAM BUSINESS GROUP



You

VILLA D'ESTE

Ypsilon X You

JET
GOURMAYEUR



Clients



Mercedes-Benz



Partnership

Lux Aviation

It is an aircraft service company operating in the airports of Milan and Olbia. It has been founded through Piergiorgio and Roberto Purini's professional expertise in the PR field together with the sounded-out ability of people working in the aviation industry for years.

This is the undisputed leader at the Olbia airport regarding its luxury charter flights, the only company there belonging and having developed a wide and various range of very high-efficiency and quality services.

Lux Aviation is present in Porto Cervo with its headquarters located in the Promenade du Port and in Milan as a support unit H24 - 365 days.

Maxitender (P&R Beach)

It is a company founded in 2004 with several operating head offices in Sardinia by Roberto and Piergiorgio Purini together with Matteo Fossati.

Thanks to the collaboration with the most prestigious sector brands, Maxitender offers high-quality marine services: from sales to rentals, and storage in their naval dockyard (3000 square meters overlooking the sea in the industrial area of Olbia). Furthermore, they offer a 24/7 exclusive assistance and full services, including: laundry service, food and beverage, cleaning service, fuel, and direct help on boats.

Its efficiency and organization together with a proven and experienced team of experts allowed the company to become the sole distributor in Sardinia of Sacs and Scanner dinghies.



Partnership

Combines creativity

It is an agency involved in strategic consultancy for company digital communication. It a young, flexible company open to a standing development of ideas and projects regarding web design e new media.

They can offer the most suitable tools to reach the wished results as far as image concerns, for each type of brand identity and they are both very innovating and also able to enhance traditions. Combines creativity with content in multimedia cultural projects for the most successful digital brand achievement and communication.

Fiat Playa (Billy Beach Club)

Founded in 2005 by Brand Promotion Fiat Group within the wonderful surroundings of the Gulf of Marinella, Punta Marana, and Gulf degli Aranci in Sardinia.

Fiat Playa is a different and innovative location to let the audience live the Fiat young and lively experience in one of the most suggestive areas of this island.

Facilities and comforts are offered by the Club, among the others: equipped beach, swimming pool, restaurant, kids' corner, bar and tender boat service. All this allows you to enjoy a relaxing and easy-going environment during the day and an entertaining and charming atmosphere in the evening. For such and many other features, Fiat Playa has been appointed one of the most glamorous clubs on the island by the press.

PR & CO.RE

It is a real estate agency belonging to Piergiorgio and Roberto Purini & Co., founded at the end of 2006 and operating since 2007 in the acquisition, leasing and management of real-estate properties. Given the potentiality of this company group great future achievements are expected in this field.



Partnership

YpsilonXYou (YOU S.r.l.)

You - Sushi lounge bar & Italian restaurant founded in 2008 according to Gianni Principessa and Roberto Purini's idea. In 2011, on the occasion of cooperation with Lancia, it changed its identity in YpsilonXYou. Wonderful location overlooking the centre of Porto Cervo. This club has a unique structure composed by two magnificent terraces with a breath-taking landscape. A restaurant area where it is possible to taste and enjoy national and international culinary specialties and a lounge area, a usual destination of the international jet set where our guests can relax and enjoy themselves in a unique and exclusive way.

JSet

A Jeep identity, a unique club characterized by the Never Adapt atmosphere.

It is a warm environment, composed by contrasting colours and materials reflecting its twofold feature of Courmayeur: sophistication and dynamism.

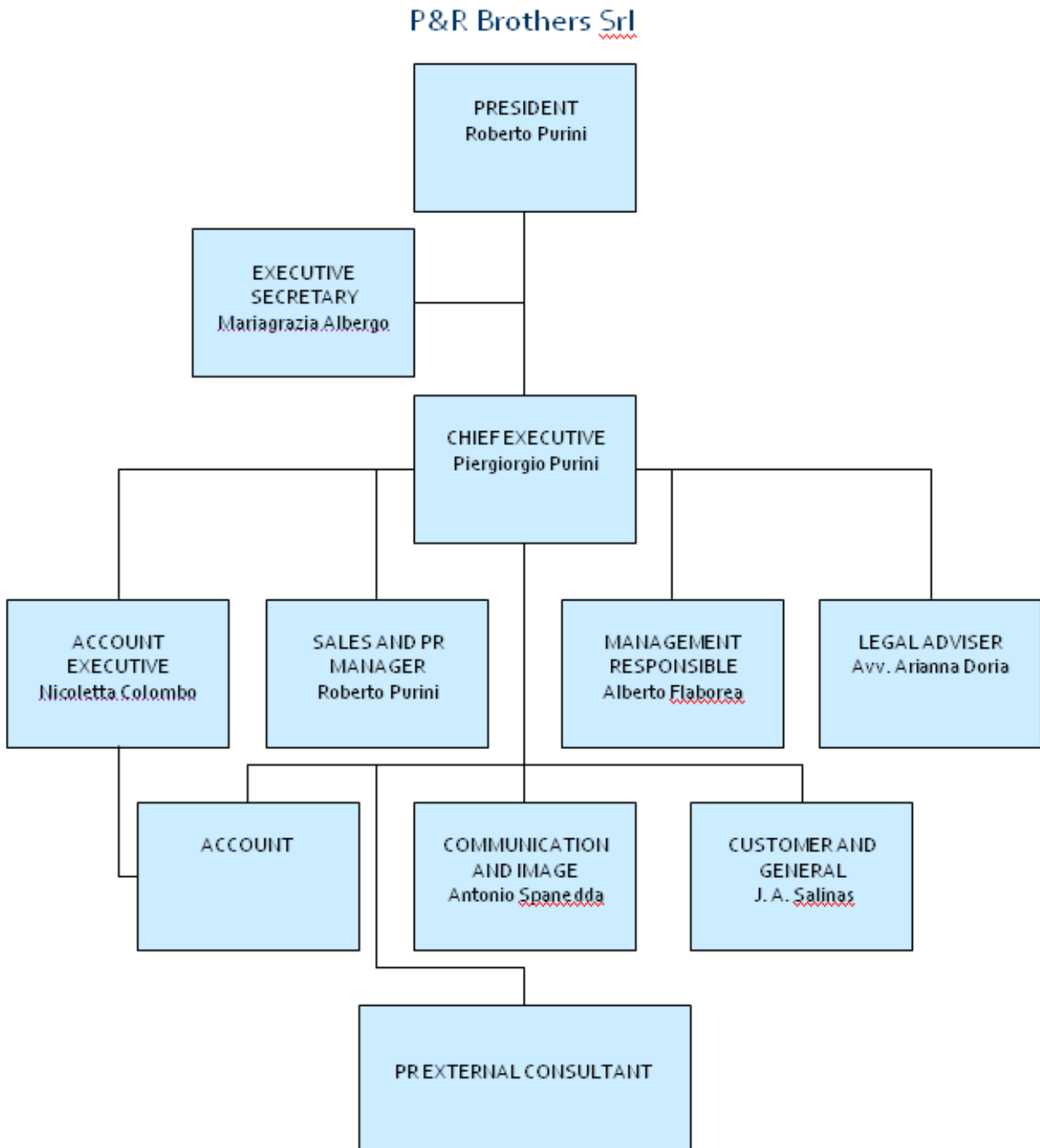
Founded within the Jeep Mountain Experience project during the winter 2011, JSet is a restaurant - lounge bar completely Jeep branded.

In the entry of the city centre, its veranda shows into a two-level structure. Besides the Italian traditional restaurant there is a very well-appreciated sushi corner upstairs, while downstairs it is possible to find a lively lounge bar with a fascinating atmosphere.

Here it alternates between live music and Dj Set, and the exclusive privé with its symbolic radiator grill Earth Collection Jeep.



Organization chart



Contacts

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