
EARTHKNIFE


HEY
WELCOME!
COME IN



About Earth&Life

Earth&Life was born to be a "future agency", full cloud. One man band at the beginning, founded by Vincenzo Celentano, and lately a pivot among other digital marketing and creative professionals.

So what does Earth&Life do?

Earth&Life helps brands to analyze, plan, create and manage their content on that thing called the "the internet".

Analytics&Management // Everything starts from here: analysis and planning;

Creativity // Creative process takes off with a brainstorming. Ideas flow until a solution comes out. Then production starts:

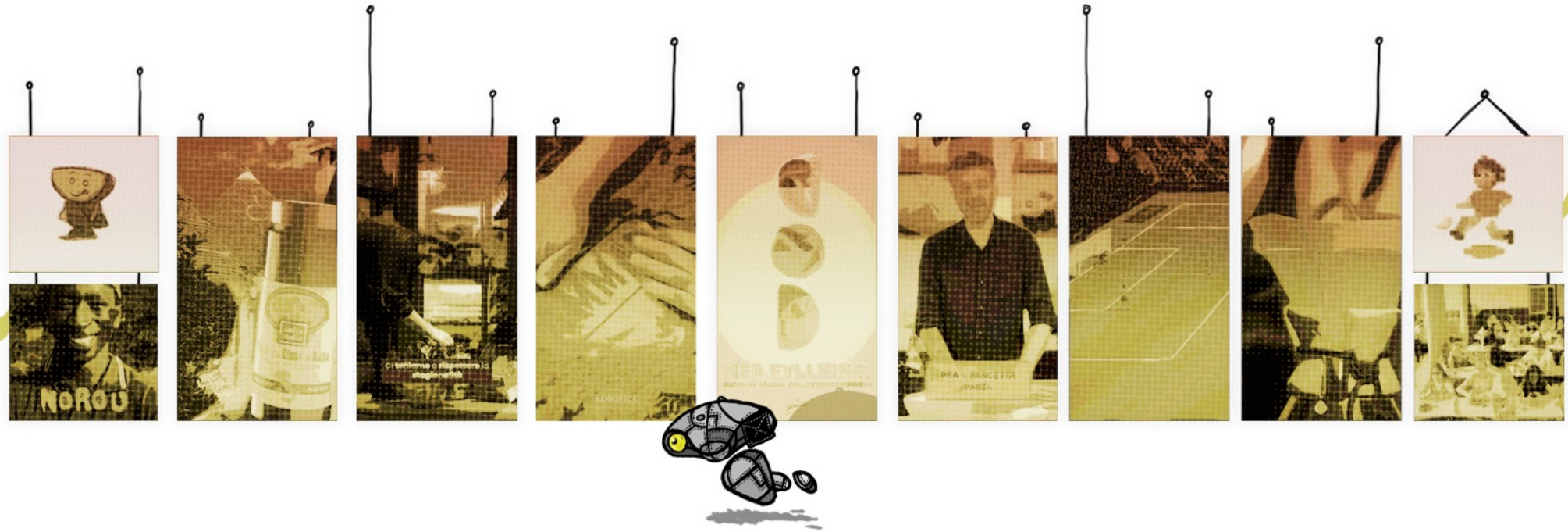
// **Filming&Editing**
// **Illustrations**
// **Animations**
// **Graphics**
// **Photo shooting**
// **Music recording**
// **Coding (C#)**

Analytics&Management // Return.





GALLERY



TIME TO SEE
SOME CASE STUDIES


CASE STUDIES
Just a Couple of E&L Works.

CASE STUDIES

As seen somewhere around.



CASE STUDIES

agritalia / Bella Italia

Customer: AGRITALIA / BELLA ITALIA

Placement: FACEBOOK + INSTAGRAM

Services: CAMPAIGN VISUAL IDENTITY

Country: USA + CANADA

"PREMIUM PASTA ADS"

Notes

Bella Italia offers a traditional range of Italian products masterfully crafted providing the US consumers with an exceptional Italian food experience. The "Regionali" project selects the best artisanal products coming from five regions all over Italy and their most famous pasta shape and pasta sauce.

We created an asset of five motion graphics videos highlighting the pairings and the strong connection between products and their home territory. All the videos were shaped witha a modular design, making possible the adaption of the content to the different ratios requested for the social media publishing.



Campaign Visual Identity



Five Pasta + Pasta Sauce Pairings



9:16 - Story Ratio

1:1 - Feed Ratio



Motion Graphics Animations



CASE STUDIES

CAMPANA caffè

Customer: CAMPANA CAFFÉ

Placement: IG/FB

Services: CONCEPT/SHOOTING/EDIT

Country: ITALY

"COFFEE & EXTACTIONS"

Notes

Campana Caffè is a premium coffee roastery based in Naples, offering a wide range of specialty coffees and coffee machines. Campana Caffè products are characterized by a meticulous care of every detail: from coffee beans selection in their country of origin to the roasting process, everything is made in-house.

Earth&Life filmed and delivered four ads/reels to showing how Campana Caffè is roasted and three extraction processes in detail moka, espresso coffee and kemex.

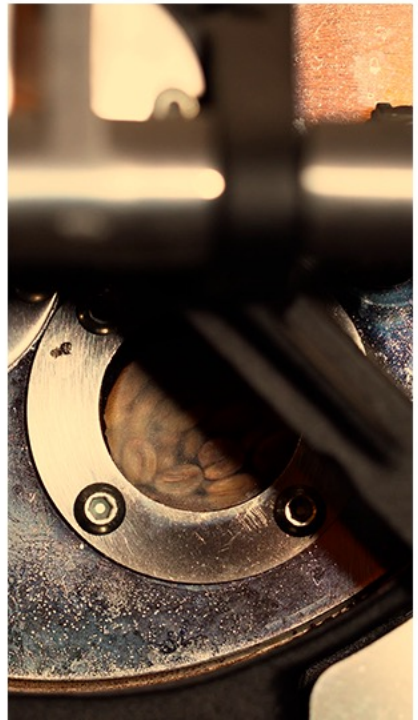












CASE STUDIES





Customer: PASTA GAROFALO + SSC NAPOLI

Placement: INSTAGRAM

Services: ANIMATIONS + COPY

Country: ITALY

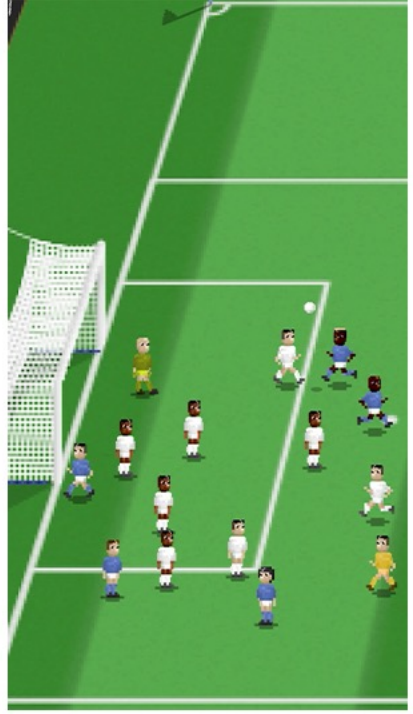
"GAROFAGOL 2"

Notes

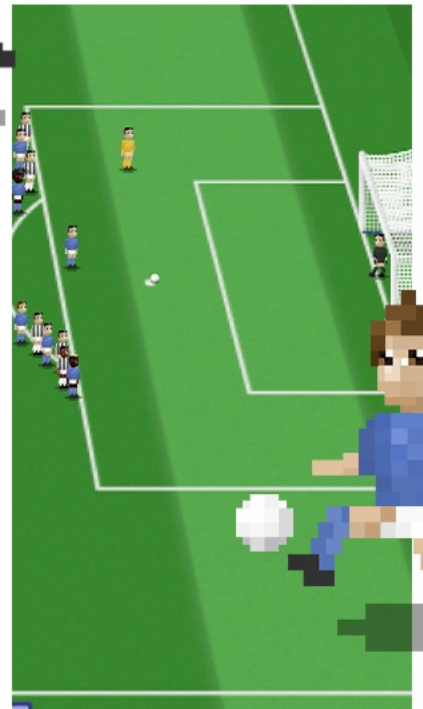
GaroFaGol 2 was born mixing E&L expertise in videogames, the idea of reviving the most iconic goals of the season scored by Napoli and leveraging the nostalgia effect of retrogaming.

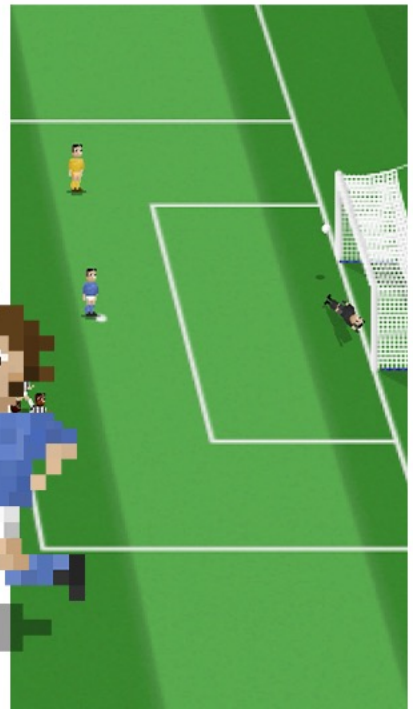
The "goals" have been portrayed and animated with arcade-style graphics, adding questions about the continuation of the actions and giving a videogaming touch to the contents.













CASE STUDIES

Customer: PASTA GAROFALO

Placement: INSTAGRAM

Services: ANIMATIONS + COPY

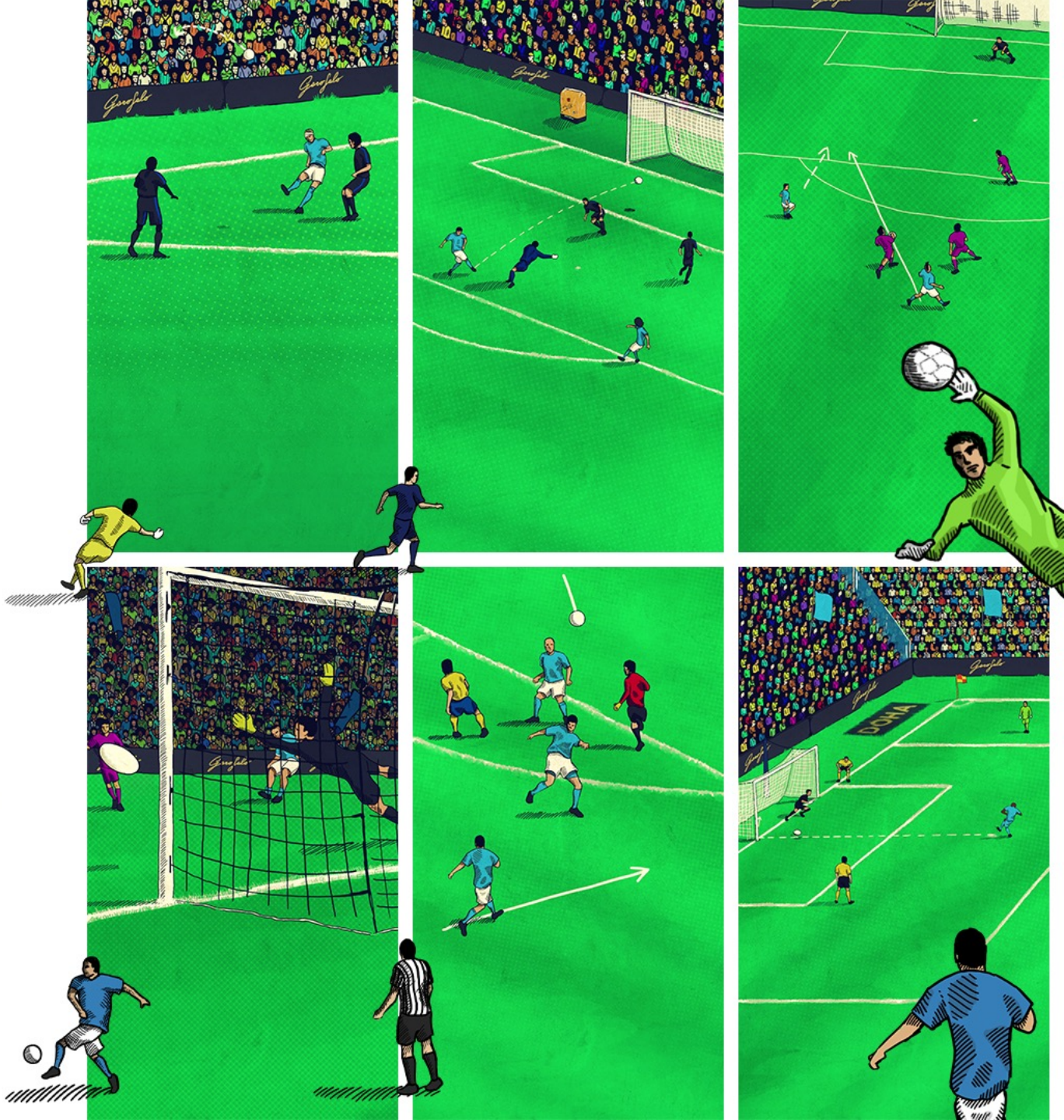
Country: ITALY

"GARO-FA-GOL"

Notes

Pasta Garofalo, historical premium pasta factory founded in 1789 in "the city of pasta", Gragnano (Naples), is also istitutional sponsor of SSC Napoli, city's main football team. The sponsorship comes from the will of highlighting the ties between the brand and its Neapolitan roots.

We realized ten sets of three interactive animated Instagram stories. The project called "Garo-Fa-Gol", is based on animated illustrations, each one showing a part of a scoring action and asking questions about the goal, the players and the team.



CASE STUDIES

Customer: PASTA GAROFALO

Placement: INSTAGRAM

Services: PROJECT FORMAT + CONTENTS

Country: ITALY

"MUNDIALITO"

Notes

The project "Mundialito" had the purpose of mixing interaction with the audience, a "football style" content and sharing recipes with Pasta Garofalo's customers.

We matched the country of origin of SSC Napoli's football players with a typical ingredient of their homeland and a recipe. The project was shaped after a single-tournament, in which Instagram followers had to choose the winning recipe for each turn.



Team 1 - National Recipe



Team 2 - National Recipe



Instagram Survey

Winning Team - Full Recipe



MUNDIALITO

WINNER

INGREDIENTI

320g	Penne Ziti Rigate Garofalo IGP
400g	Ciuffi di seppia
3	Scalogni
1	Bicchierino di vino bianco secco
400g	Polpa fine di pomodoro
1	Mazzetto di prezzemolo
Mezzo	Limone non trattato
Q.B	Olio EVO
Q.B	Sale
Q.B	Peperoncino in polvere
4	Teste di indivia belga
Q.B	Gomasio



CASE STUDIES

Garofalo

Customer: PASTA GAROFALO

Placement: IN STORE

Services: VISUAL DESIGN/FILMING/EDITING

Country: SWEDEN

"PREMIUM FRESH PASTA DIGITAL SIGNAGE"

Notes

Pasta Garofalo fresh pasta is a premium product, made with selected ingredients and easy to cook. As Earth&Life we realized the digital signage videos for the in-store streaming in Sweden.

We developed a modular animation in order to make it compatible with the different aspect ratios required. Earth&Life also realized the 3D video filming in blue screen of the products.



Visual Concept Design, Fully Animated



Blue Screen Video Shooting, 360° Rotation





Other Video Ratios: 16:9 / 17:5 / 32:9 / 9:16

Final In-Store Display





CASE STUDIES

Customer: PASTA GAROFALO

Placement: INSTAGRAM + FACEBOOK

Services: EDITIN & GRAPHICS

Country: AUSTRALIA

"COOKING TOGETHER" + "RECIPE OF THE MONTH"

Notes

Jock Zonfrillo, Scotch-Australian chef and Masterchef Australia judge, is Pasta Garofalo Australia's brand ambassador.

We participated in the realization of the projects "Cooking Together" and "Recipe of the Month" supporting the development of the project, the graphics and the editing of the videos recorded by Jock Zonfrillo's entourage. We also provided support in the creation of the captions in order to increase the videos engagement. The videos were also published on Jock Zonfrillo's Instagram channel.



Project Graphic Adaptation



Film Editing
Coloring
Audio Editing
Ratio Adaptions





CASE STUDIES

Garofalo

dal 2015
DOVE C'È UN ITALIANO ALL'ESTERO, ARRIVA
MAMMA PACK

Customer: PASTA GAROFALO + MAMMAPACK
Placement: WEB + SOCIAL MEDIA
Services: EVENT VISUAL IDENTITY
Country: EUROPE

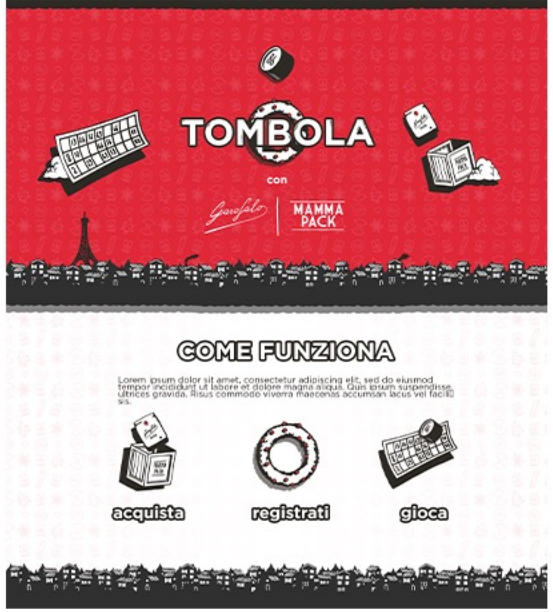
"TOMBOLA 2020"

Notes

Pasta Garofalo and MammaPack joined to organize a charity "Tombola" in december 2020. The winners of the "Tombola" could choose who to donate food supplies through Italy, in partnership with "Spesa Sospesa".

Participatns were all Italian Expats. The main event was presented by the Italian actors: Serena Rossi and Davide Devenuto.

Earth&Life participated designing the graphic concepts of the event and of the landing page.



Landing page design & Event Visual Identity



Event Logo



Elements & Social





CASE STUDIES

LUZ. → SCAGLIE

PARMIGIANO REGGIANO



Customer: LUZ × CONSORZIO PARMIGIANO REGGIANO

Placement: MOBILE + DESKTOP

Services: GAME & CHARACTER DESIGN

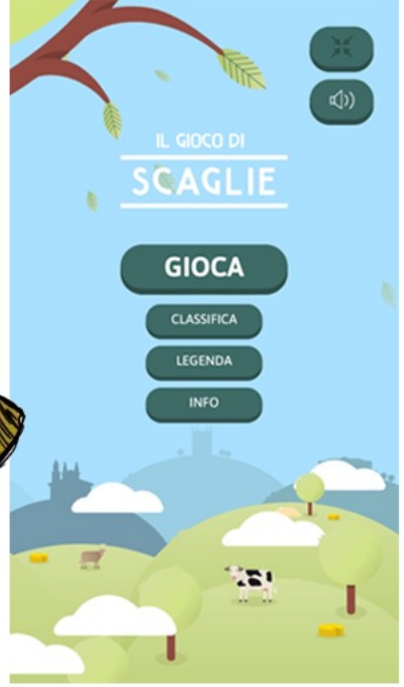
Country: ITALY

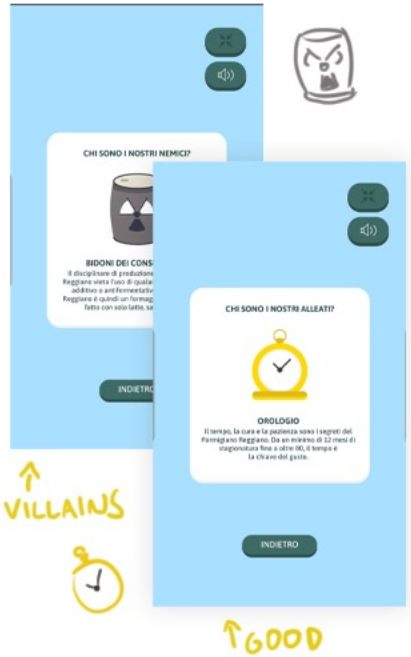
IL GIOCO DI "SCAGLIE"

Notes

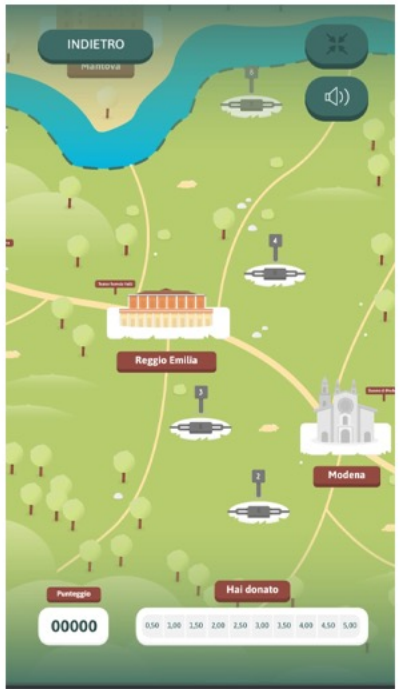
"Il Gioco di <<Scaglie>>" is part of the homonymous project, created by LUZ for Consorzio del Parmigiano Reggiano. Playing and helping the main character to complete the game, the player can: explore the lands where Parmigiano Reggiano is made, learn about its secrets through the quiz between the levels and help the foundation "Cuore Domani". In fact "Il Gioco di <<Scaglie>>" is a donate-by-playing videogame.

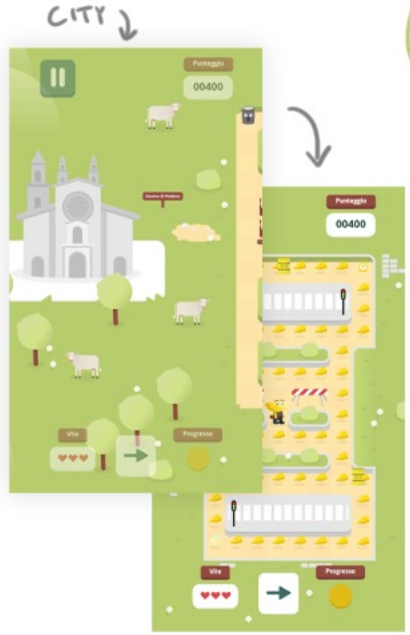
Earth&Life participated in the project supporting the development of the game and character design, produced by Gamindo.

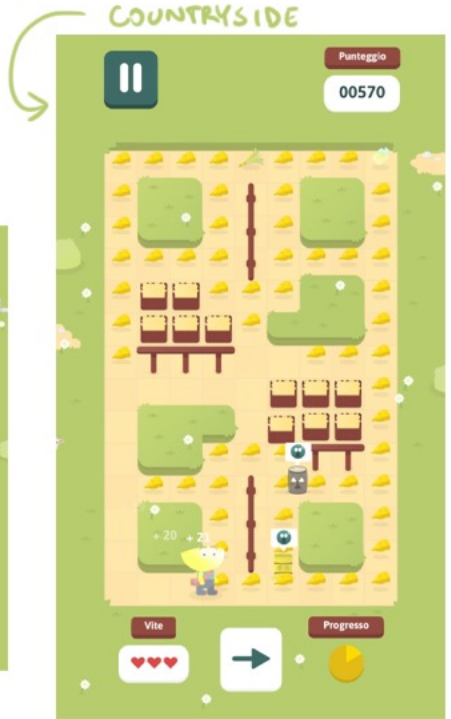












CASE STUDIES

LUZ.

Too Good To Go

Customer: LUZ. x TooGoodToGo

Placement: FACEBOOK + INSTAGRAM

Services: FILMING / PHOTO / EDITING

Country: ITALY

"TOOGOODTOGO FILMING"

Notes

TooGoodToGo, founded in Copenaghen, is a global application operating in both B2C and B2B markets. Giving people the chance to sell food surplus at a discounted price, TooGoodToGo helps to reduce food waste.

LUZ, as TgTg's Italian agency for the activity, developed the project calling to action both B2C and B2B customers and letting them participate in the creation of high-end user generated contents.

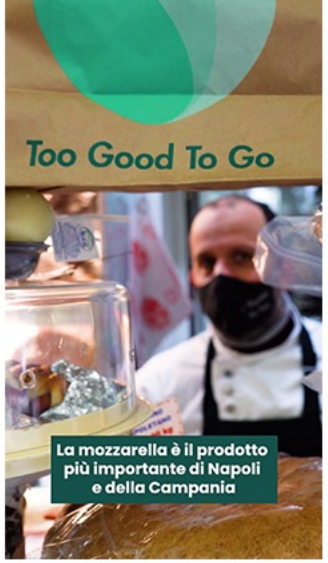
Earth&Life delivered the video and photographic contents for the Naples area.



B2C - 9:16



B2B - Carraturo



B2B - 'A Muzzarella Mia Parla



B2B - TooGoodToGo





B2B & B2C adaptations in other adv formats

CASE STUDIES

LUZ. → AKAI

Customer: LUZ. × AKAI

Placement: INSTAGRAM + FACEBOOK

Services: SOCIAL MEDIA MANAGEMENT

Country: ITALY

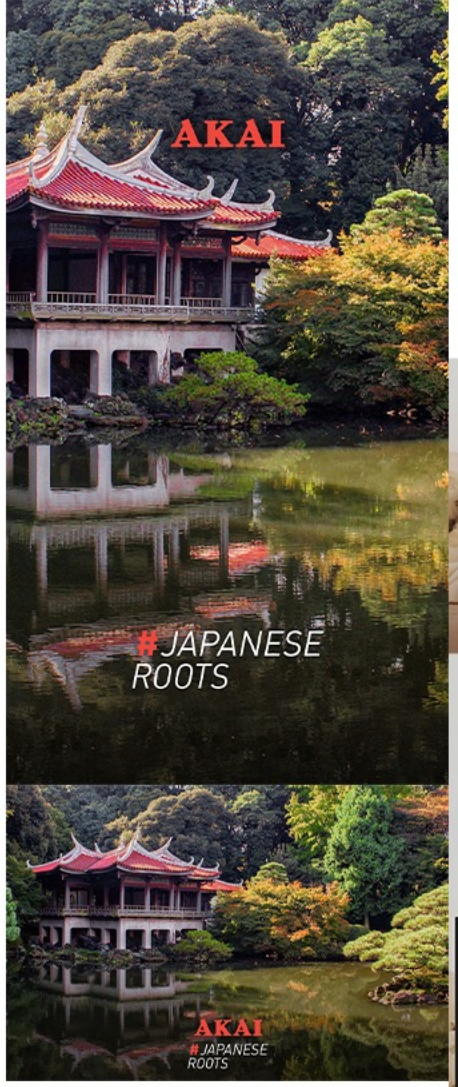
"AKAI ELECTRONICS SMM"

Notes

AKAI Electronics, founded in 1946 in Tokyo, delivers an excellent home appliance experience at an affordable price.

AKAI has chosen LUZ as its Italian advertisement agency and to manage its digital presence.

Earth&Life participated in the project developing the media plan for the social media profiles, content creation, content management, paid adv and customer care services.



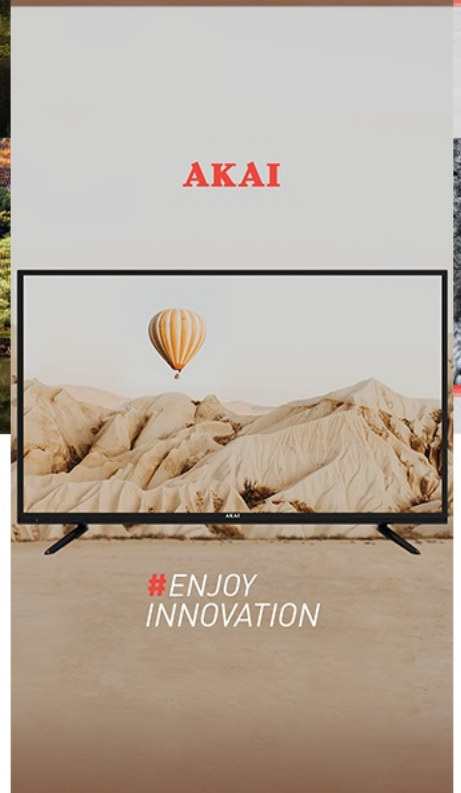
Monday Posting

1 #JAPANESE ROOTS

#ENJOY INNOVATION 2

Wednsday Posting







Friday Posting

#PROMO 3

CASE STUDIES

Cliente: PASTA SETARO

Placement: IG + FB

Servizi: SOCIAL MEDIA MANAGEMENT

Country: ITALY

"PASTA SETARO"

Notes

Pasta Setaro is the last active of the 150 former pasta producers based in Torre Annunziata. Pasta Setaro mission is to deliver to its customers an handmade, premium artisan quality pasta.

Earth&Life supports Pasta Setaro developing the Social Media Plan, its contents and with the publishing.







CASE STUDIES

dal 2015
DOVE C'È UN ITALIANO ALL'ESTERO, ARRIVA
MAMMA PACK®

Customer: MAMMAPACK
Placement: FACEBOOK + INSTAGRAM + NEWSLETTER
Services: SOCIAL MEDIA MANAGEMENT
Country: EUROPE

"MAMMAPACK SMM"

User Generated Content & Custom Posting



Notes

MammaPack is the point of reference when it comes to food shopping online for the Italian expats.

Its mission is to deliver a friendly and cheerful customer experience, a full range of Italian products at an Italian price.

We support MammaPack in the development of the Social Media Plan, the content creation and management for their Facebook and Instagram profiles.



New Products Launch, Video 1:1 & 9:16 Reel





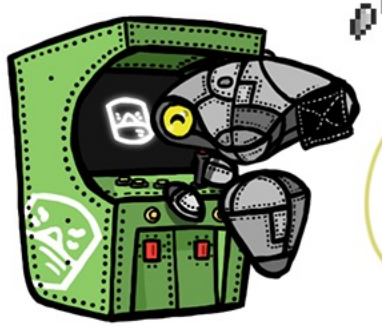
Community Engagement & Value Co-Creation



CASE STUDIES

odyssee





Customer: EART & LIFE

Placement: STEAM

Services: GAME DEV.

Country: GLOBAL

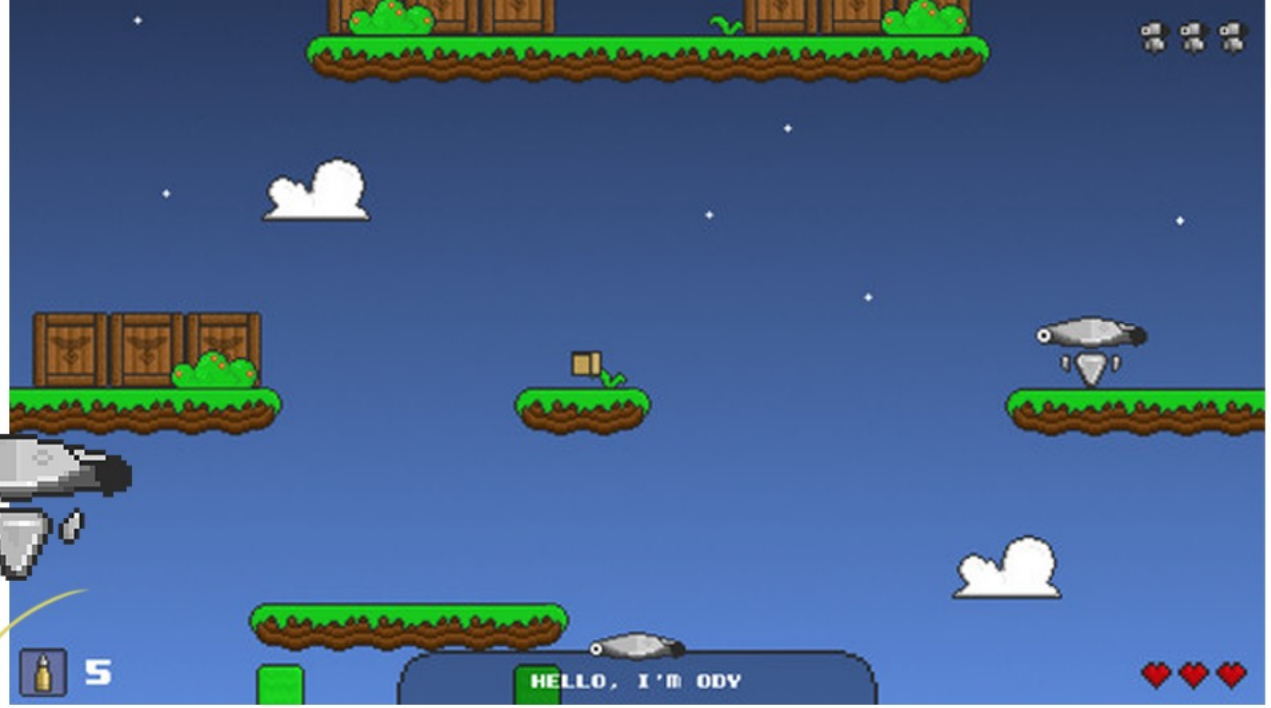
"odissee"

Notes

Odyssee is the first videogame developed and produced by Earth&Life. It's E&L's R&D sandbox: graphics, music, sound effects and C# coding are entirely developed in-house.

Ody, the main character, travels through different levels and gameplays, fighting against nazi-bots, solving problems, classic videogames references and jokes, in a 16-bit style world and original music.

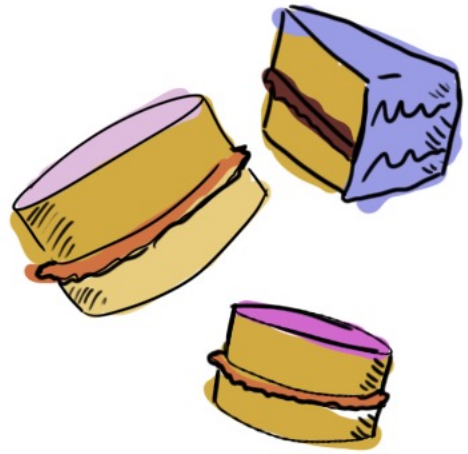
Odyssee is available on Steam.





CASE STUDIES

PASTRY SHOP DELUXE







HAND HELD EXP.

Customer: EARTH & LIFE

Placement: GOOGLE PLAY STORE

Services: GAME DEVELOPMENT

Country: GLOBAL

"PASTRY SHOP" DELUXE

Notes

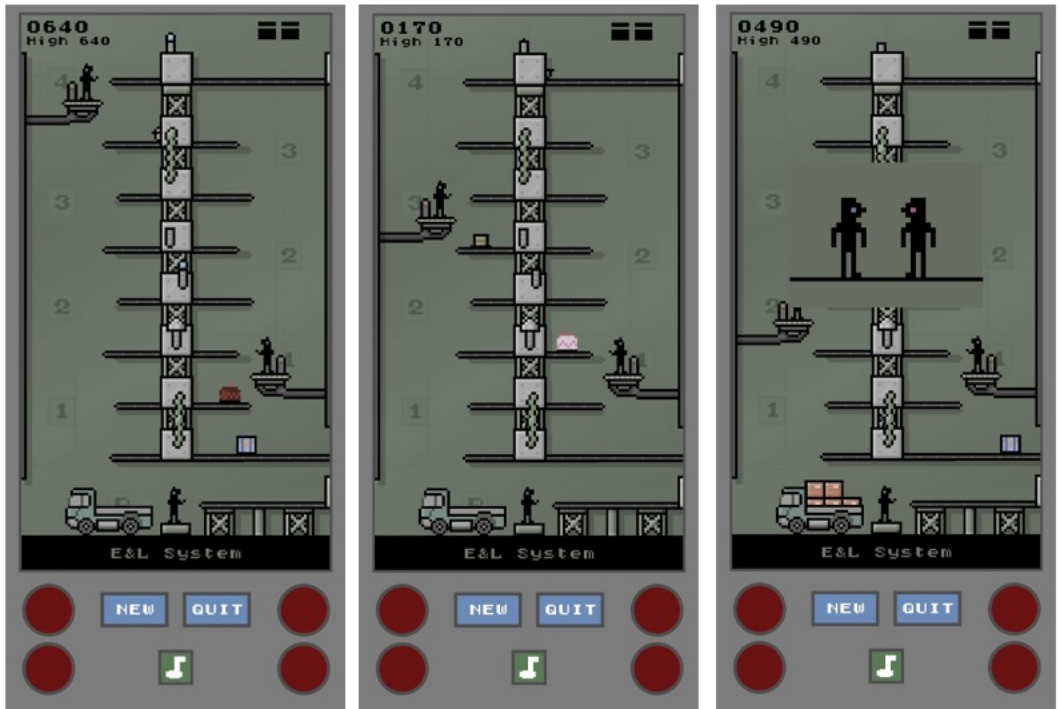
Pastry Shop Deluxe is a mobile videogame, developed as an experiment by Earth&Life and distrubted on Google Play Store. It's the second videogame developed by E&L.

The videogame has been inspired by 90s handheld LCD videogames. In PSD you can help three pastry chefs in a cake factory. The videogame includes ten levels by a growing difficulty, with ten different cakes: some made of chocolate, some are "jumping", some are kinda crazy. An addictive and challenging videogame!









CASE STUDIES

Customer: EARTH & LIFE

Placement: YOUTUBE

Services: VIDEO REPORTAGE

Country: ITALY

"WESTERN SPAGHETTI"

Notes

We celebrate food through its people's stories. We tell tales about food, beyond the standard formats, with a cinematic touch.

Wester Spaghetti, today, is our story telling R&D lab. At the moment we have produced 4 mini-series, counting 14 episodes.

Find more at: https://www.youtube.com/western-spaghetti

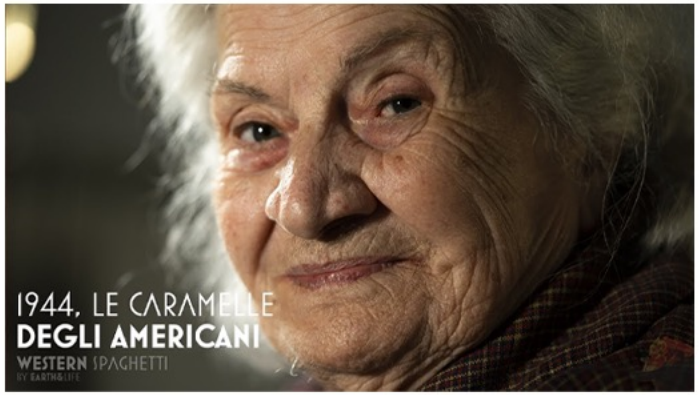


"Norou - Heart of Senegal" - 3 Episodes
Wide Screen

NEXT SERIES:
- PAESTUM
- CETARA
- SENEGAL
- VESPER



"Domenico Iavarone" - 6 Episodes
16:9 - Short Lenght Episodes



"1944" - 1 Episode
16:9 - Interview



"Rareche" - 4 Episodes

CASE STUDIES

Erasmus+

Customer: ERASMUS + / LA FUCINA DEI SAPERI

Placement: CLASS

Services: EDUCATION

Country: EURODE

"EDUCATION"

Notes

We provide educational support and marketing & digital marketing scholarship in Erasmus+ Projects since 2017.

As industry's professionals we plan and deliver courses, activities and project works about business and marketing subjects.



Educational Planning



Class Lessons





Workshops

Sharing experiences





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by
EARTH&LIFE
AND BODY.