

International

strategy for Emergency

before
after

brief

EMERGENCY is often confused with a generic term, requiring **clearer brand positioning** and stronger digital visibility aiming at international awareness and donor engagement.

Communication strategies must be tailored to different donor generations, **adapting messages and media channels**.

before
after

re -
brief

Define an international communication strategy that creates awareness about EMERGENCY by enabling a context in which targeted communities can see their own realities reflected.

The transportation in
Milan is _____

The transportation in
Milan is well-connected

The transportation in
Milan is over-crowded

The transportation in
Milan is unreliable

Same city
Same transport system
Same question
Different meanings

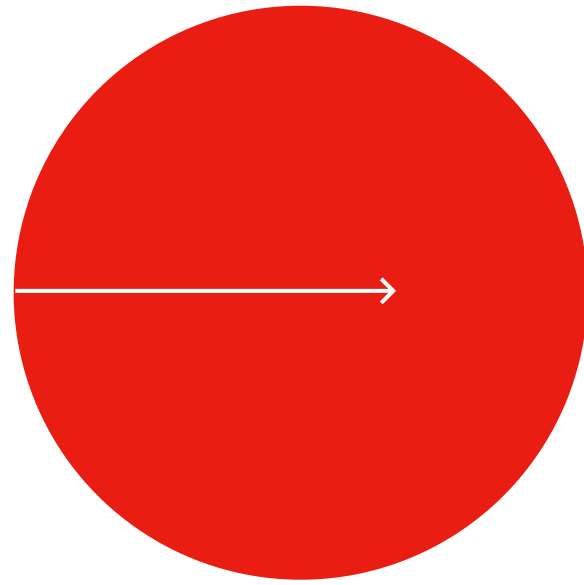
The media campaign

Fill in the _____

The media campaign

Fill in the blank

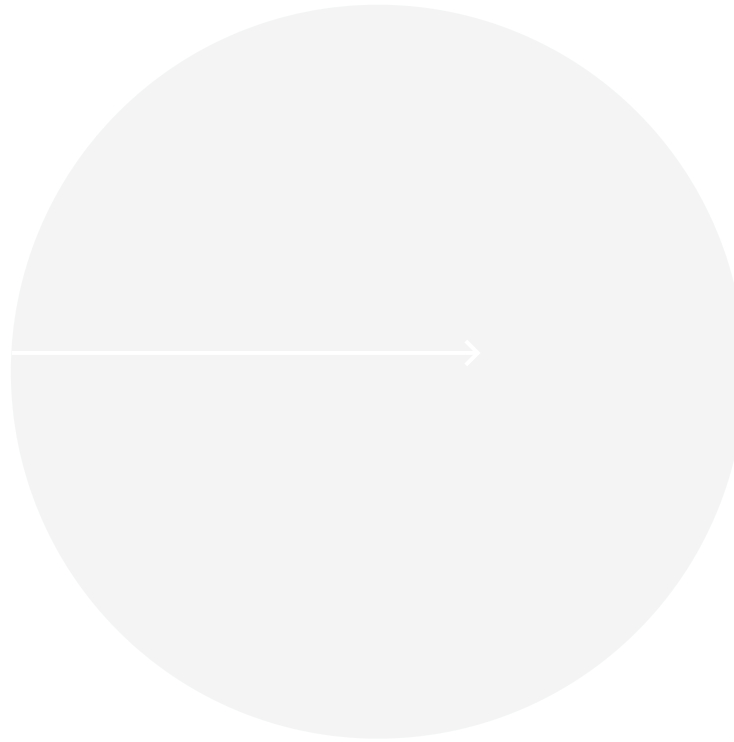
Logo Redesign



01

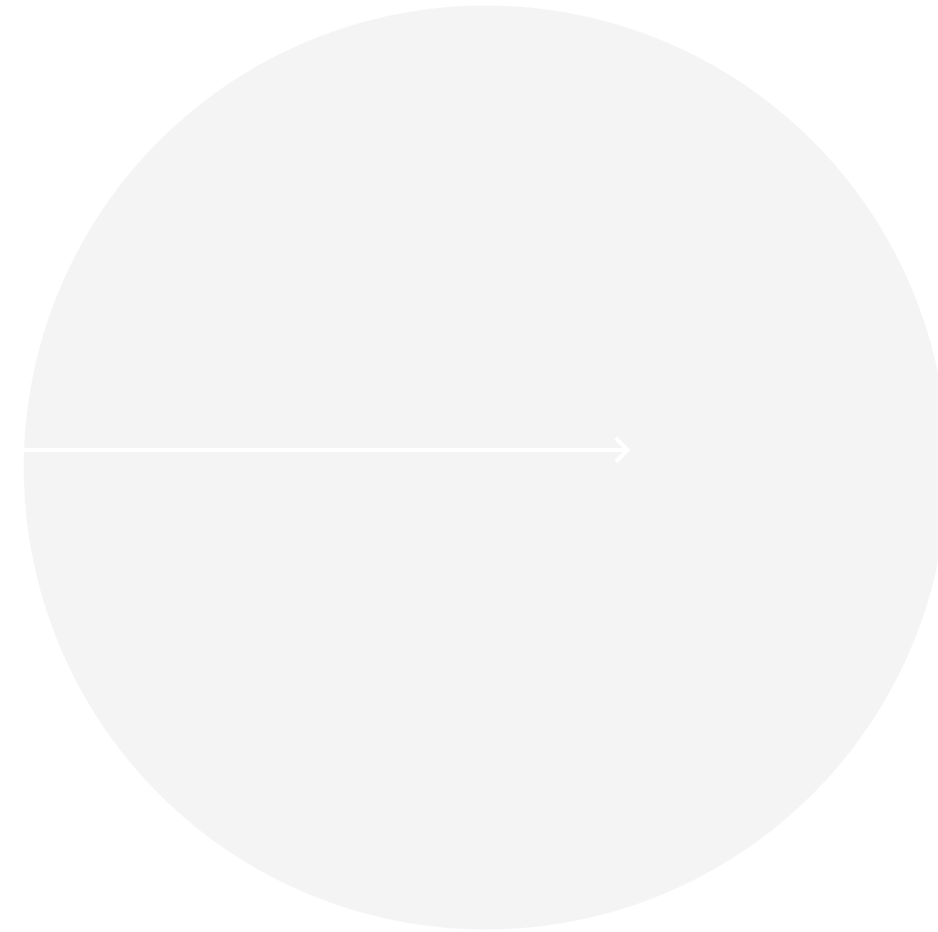
Reason

The word emergency is perceived as a common noun. We wanted to transform it into a proper noun that has a direct association with only the brand.



02

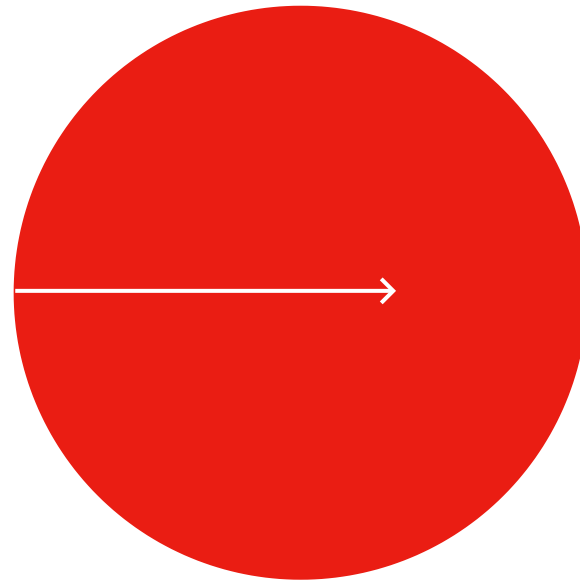
Logic



03

New look

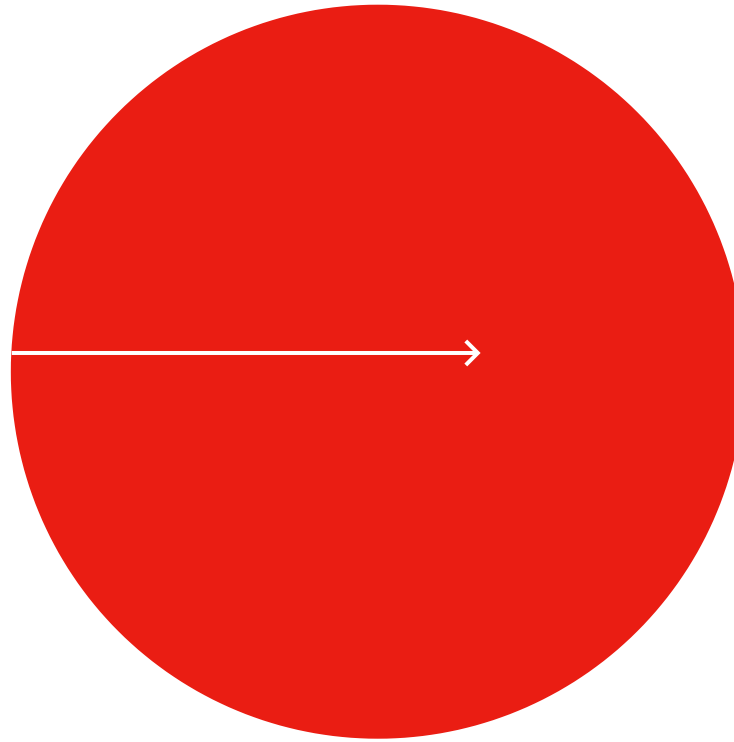
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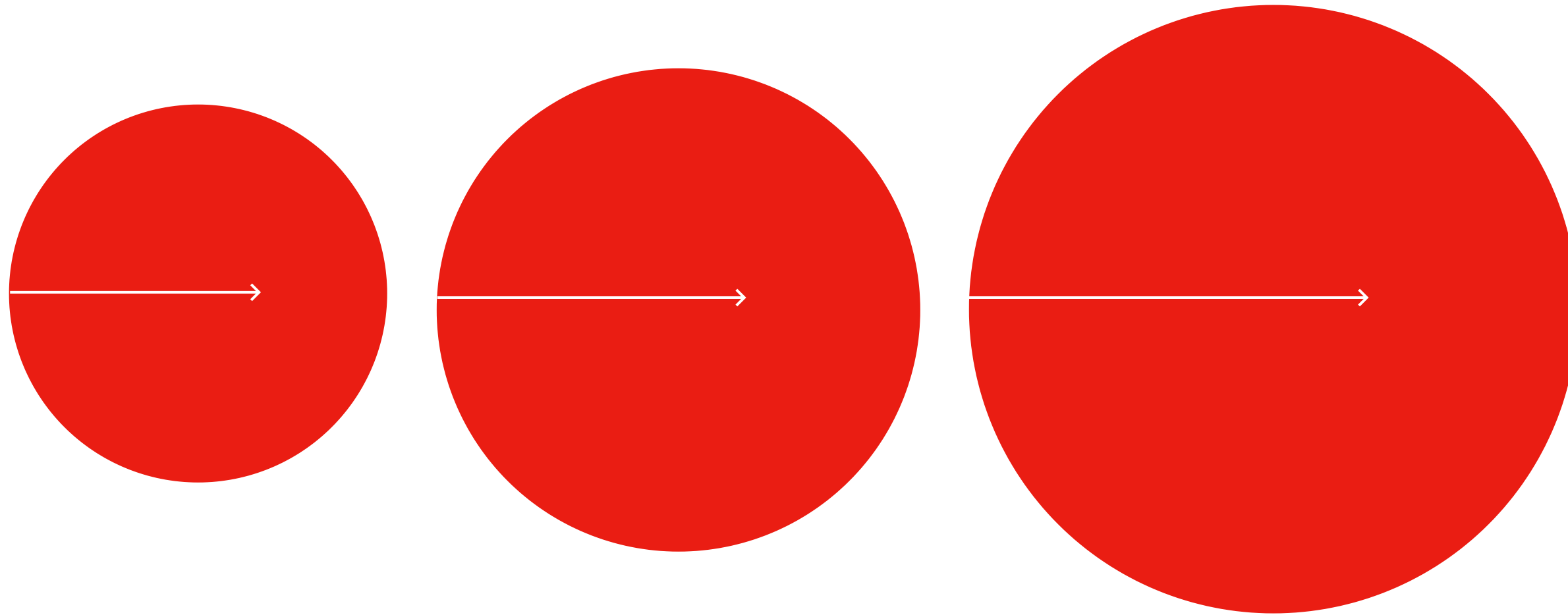
Since Emergency is an Italian company, it has the word sì as a recall. Sì means yes, which means proactiveness



03

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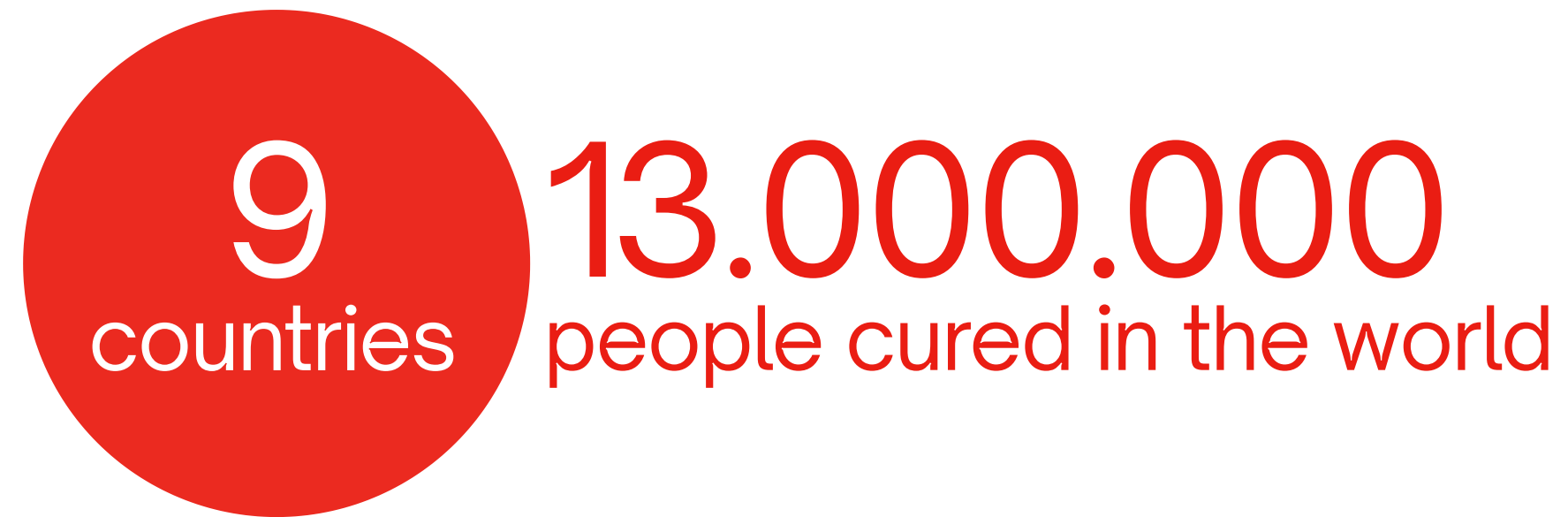
In order to solve all the problems, we analyzed the data we had and we surveyed people that new of emergency to provide a new look

The new look



Emergensi gives **facts**

Emergenesi gives facts



Emergensì gives facts

[Pressroom](#) > [Press Releases](#) >

AFGHANISTAN | KABUL SURGICAL CENTRE RECEIVES 20 PEOPLE FOLLOWING EXPLOSION

Monday, January 19, 2026



[Blog](#) > [Dai progetti](#) >

LA SITUAZIONE A GAZA: GLI AGGIORNAMENTI DI EMERGENCY

5 Febbraio 2026



[Blog](#) > [Articoli](#), [Dai progetti](#) >

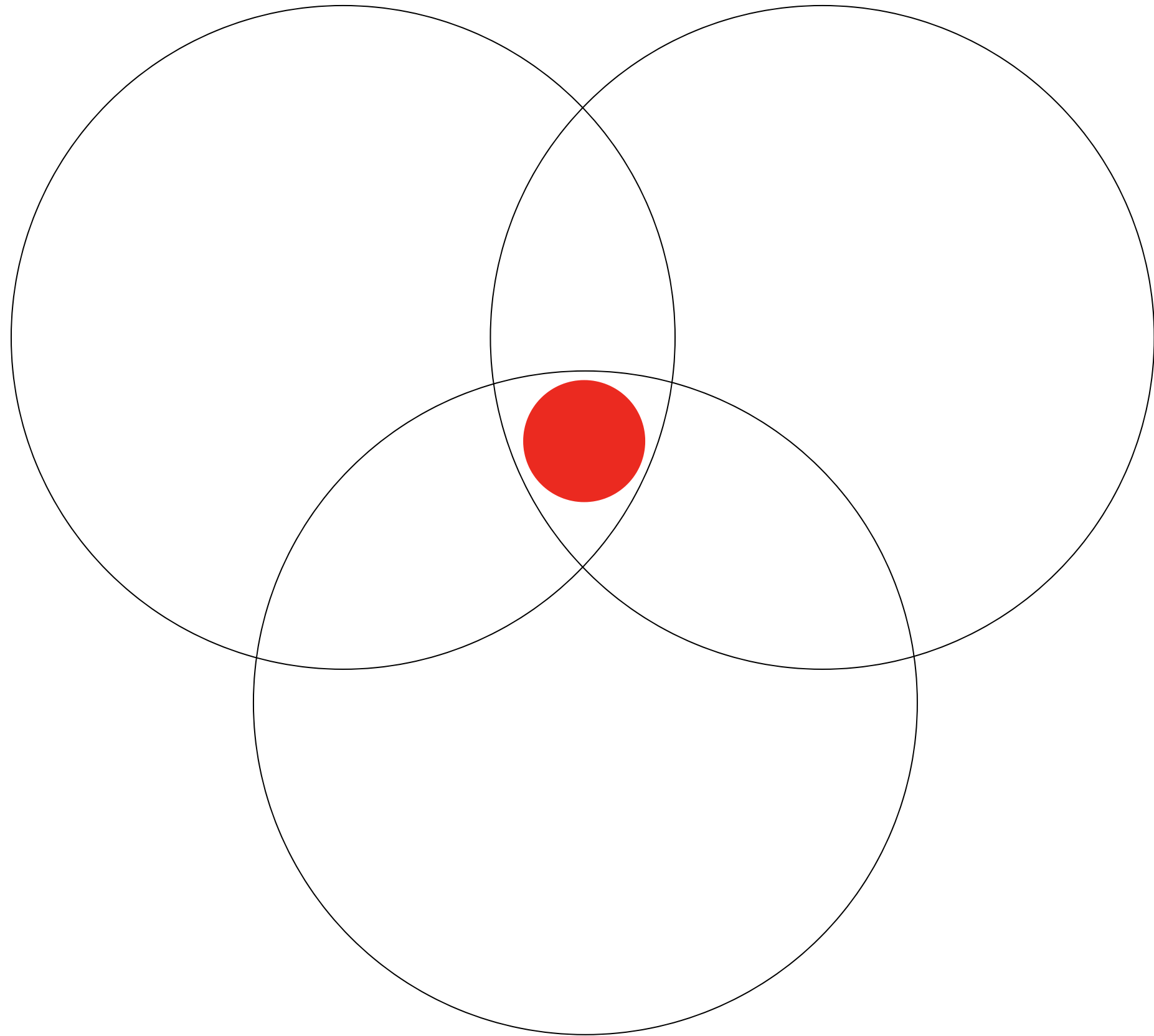
UCRAINA: "IL FREDDO USATO COME ARMA DA GUERRA"

6 Febbraio 2026



Emergensis gives facts

but
meaning?



meaning is
completed
by people

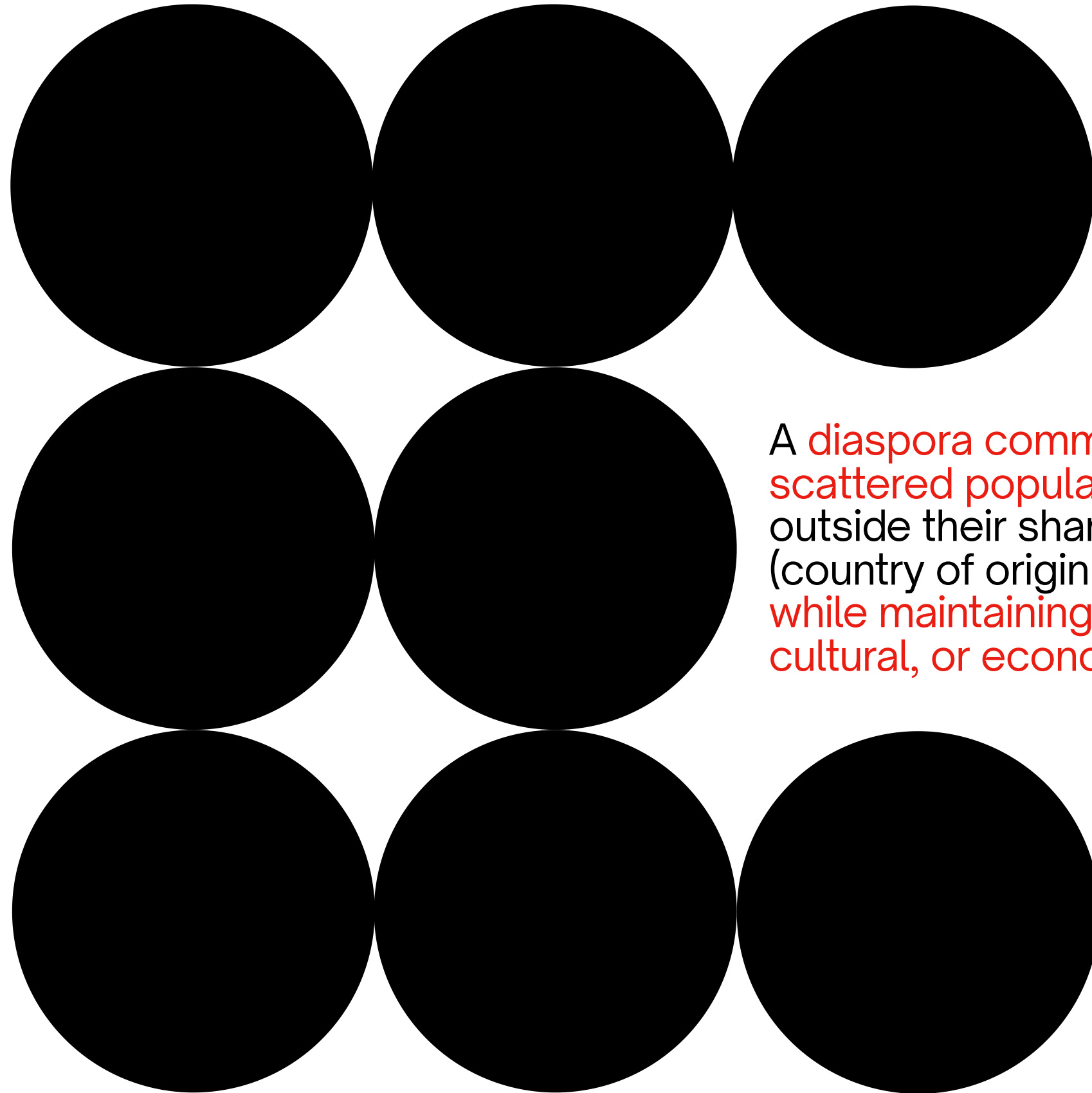
From Donors

to
participants

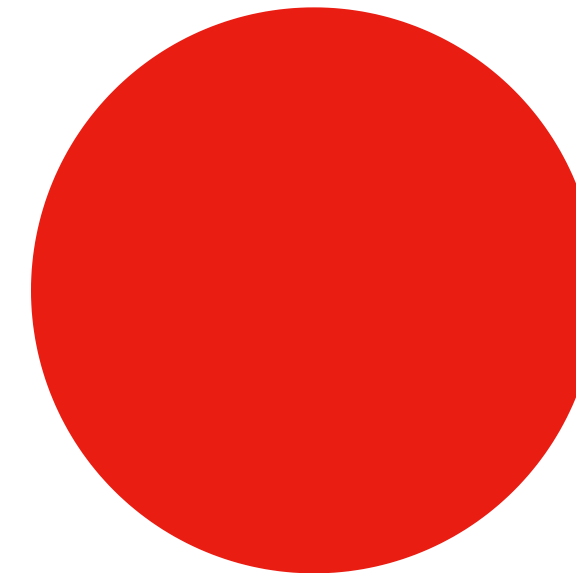
People create meaning by
activating who they are in
response to what they care about.

People give meaning
if they see
themselves inside
the story

who is going to fill in
the blank?



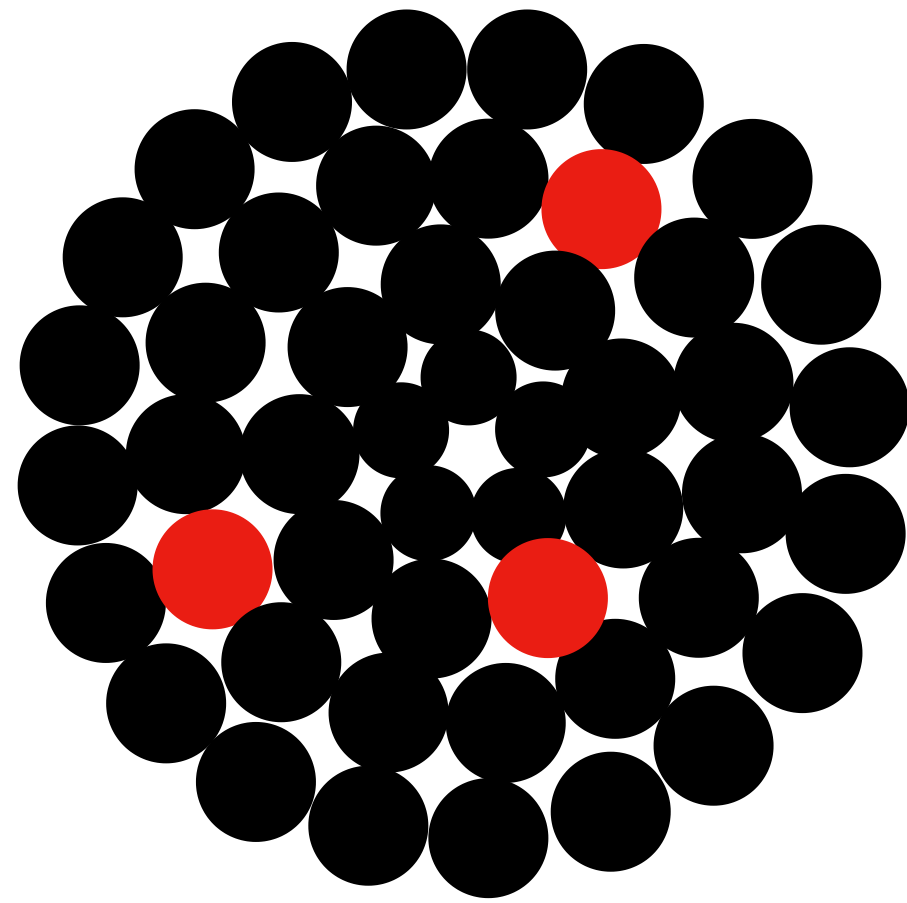
A **diaspora community** is a **scattered population** living outside their shared homeland (country of origin or ancestry) **while maintaining emotional, cultural, or economic ties** to it.



Diaspora communities

Out of the diaspora communities we want **proactive members** that carry out the program with us

These will be our **ambassadors**



Ambassador program

Emergensi can cultivate people who would want to go a step further - by leading volunteers, helping Emergensi spread the message and kickstart the program.

the ambassadors

5M instagram followers

Bisan Owa



4K instagram followers

Abu Julia



1.3M instagram followers

Maha Jaafar



members of the diaspora communities

cultural translators

sense of belonging and sharing a larger purpose

high reach for a positive outcome

networking power and key connections

can deliver the same message in varying ways

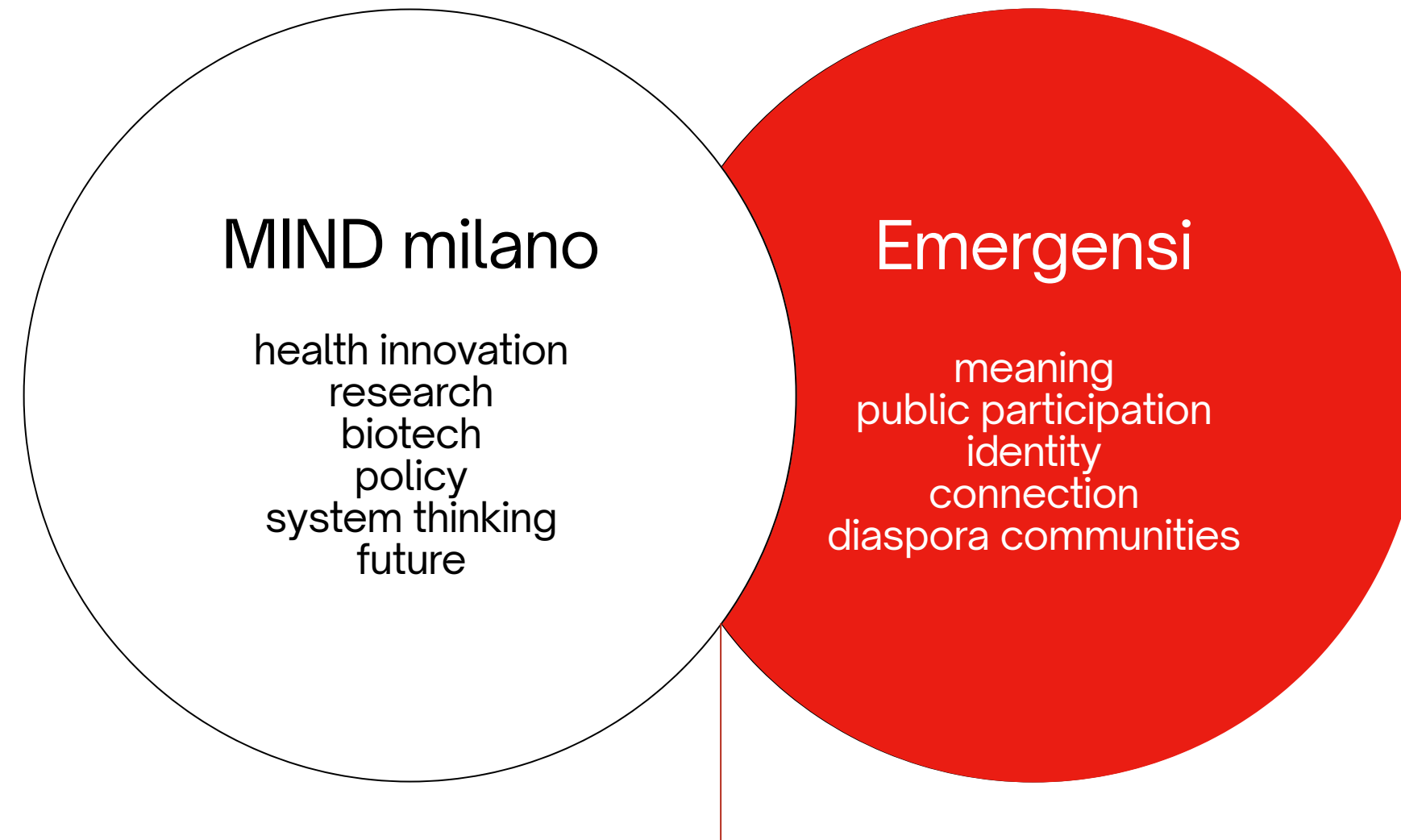
different countries meaning diversity

With whom can we fill the blanks?

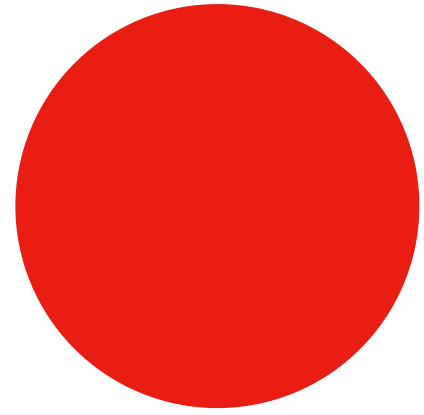


Milano Innovation
District

The new Italian center of scientific
excellence and district of the city.
Create a vital space for the territory, a
reason for collective development.



MIND builds the future of science and healthcare.
Emergenzi connects you to it



01
podcasts

02
popup

03
activists

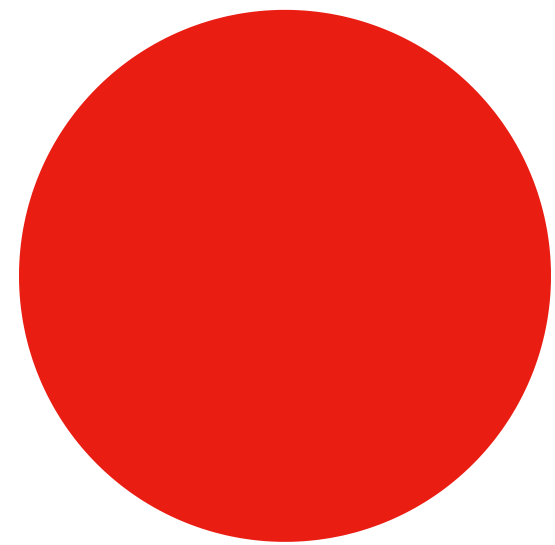
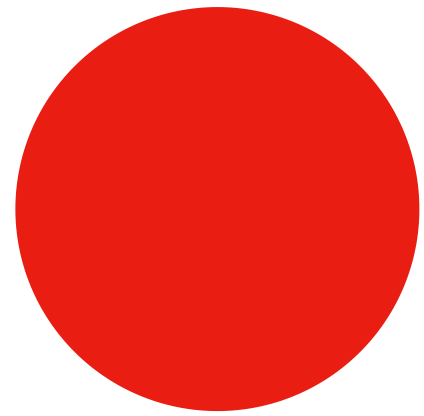
04
professionals

MIND benefits....

Going beyond science
Shifting to ethics
Social media content
Innovation is not sterile

Emergenesi benefits...

Access to credibility
Elevated positioning
New audiences
Startups, scientists etc



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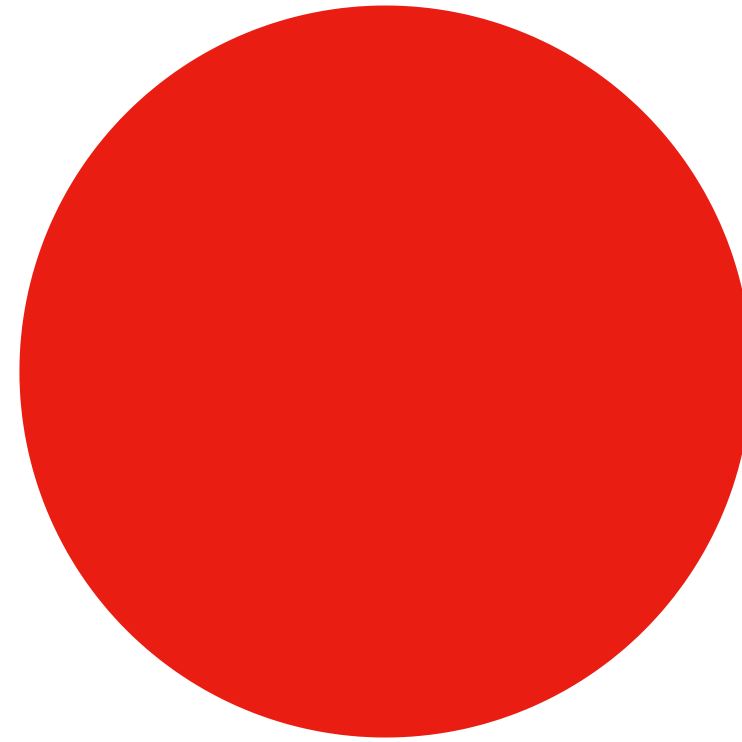
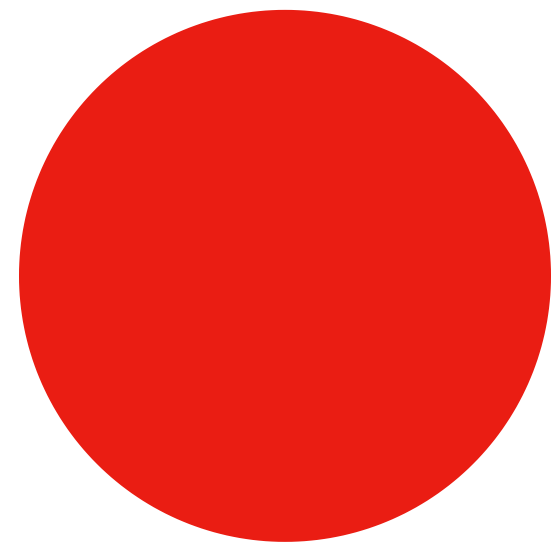
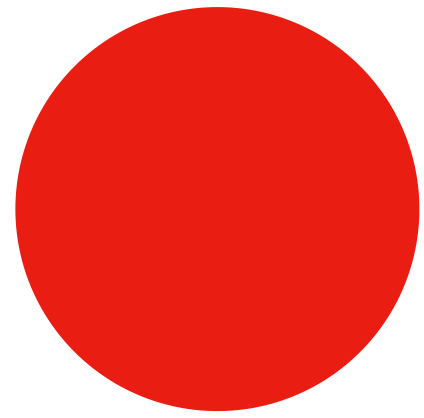
Public activation on site
Expands to other sectors
Community engagement
Visibility and versatility

Emergensis benefits...

Access to credibility
Elevated positioning
New audiences
Startups, scientists etc

Emergensis benefits...

Legitimacy
Reduced venue costs
Proximity to key players
Strategic visibility



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MIND benefits...

Innovation becomes attached
Builds trust with communities
Adds social credibility

Emergensis benefits...

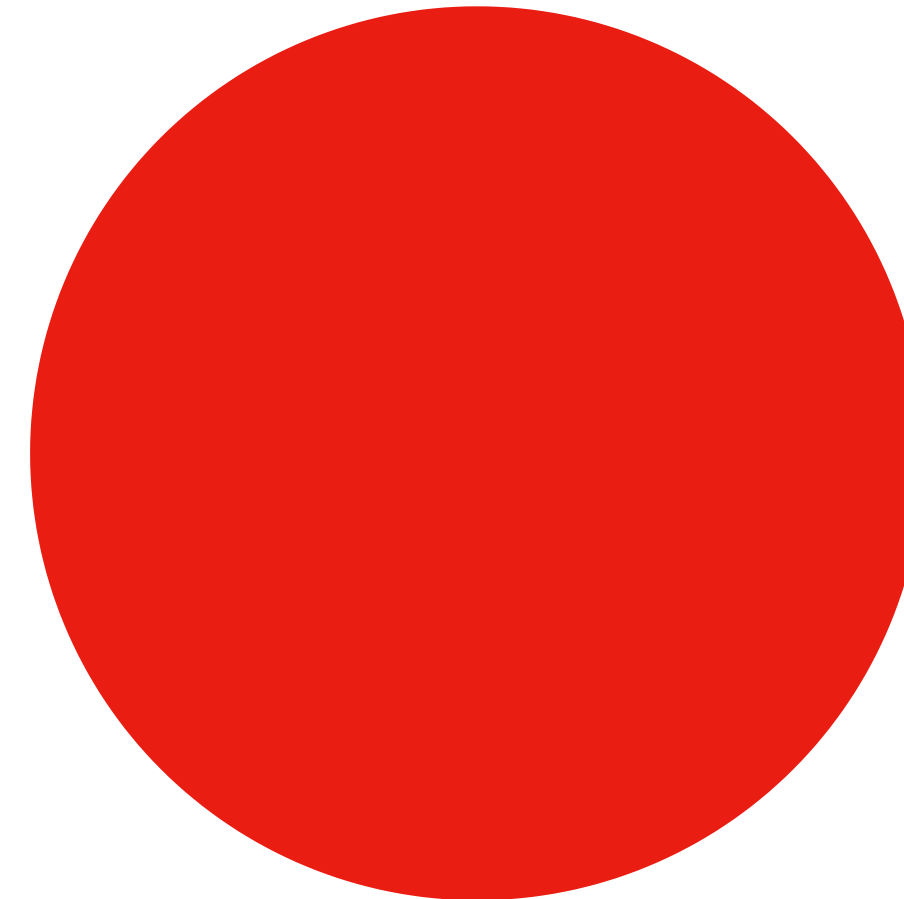
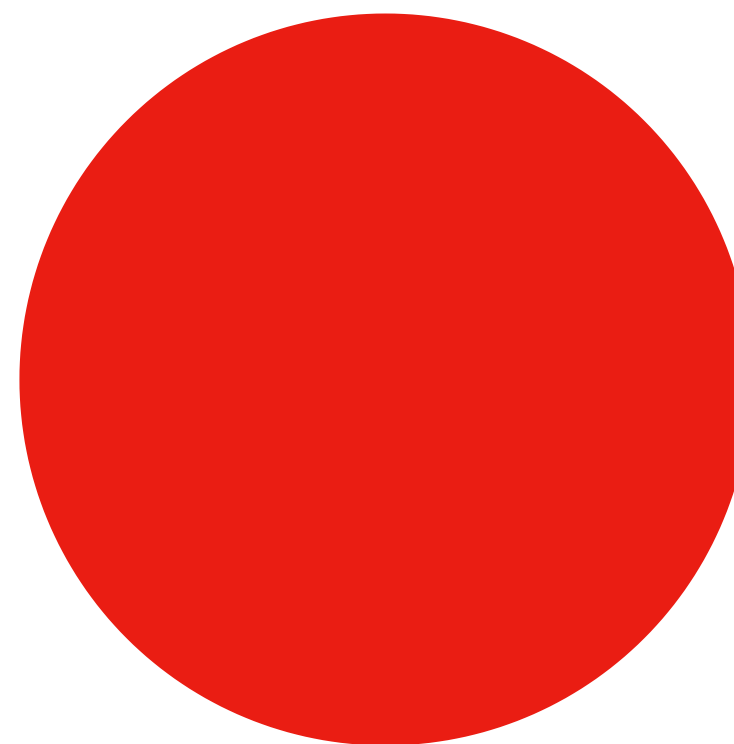
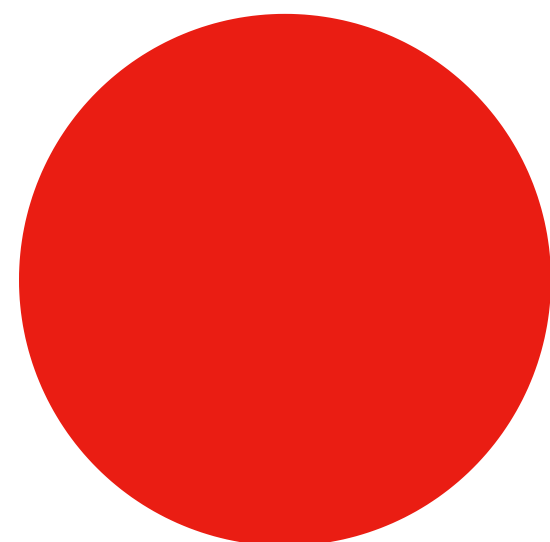
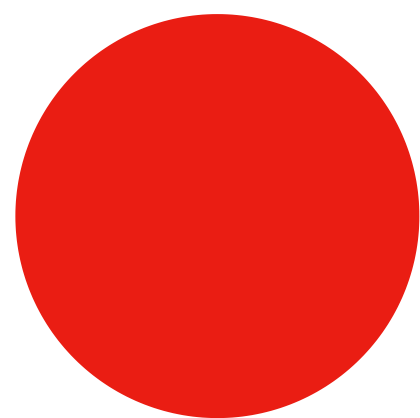
Access to credibility
Elevated positioning
New audiences
Startups, scientists etc

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Emergensis benefits...

Expands beyond traditional
donor base
Elevates voices through
institutionalised content



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Builds trust with communities
Adds social credibility

MIND benefits...

Showcases its ecosystem
Humanises its professionals
Visibility for partners
Strengthens talent attraction

Emergensis benefits...

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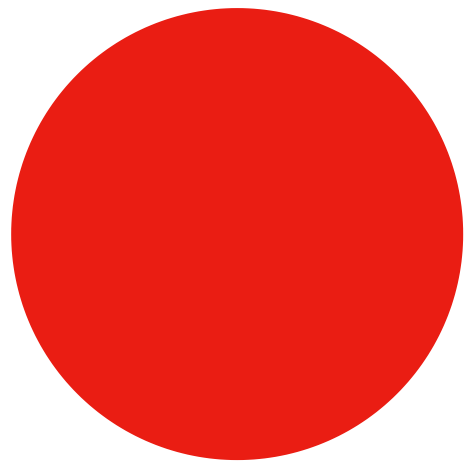
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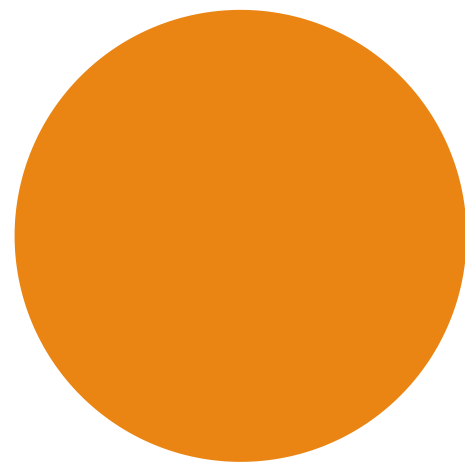
Access to expertise
Potential long term
collaborations
Reframing global challenges

Triage : the medical standard revived as colour system



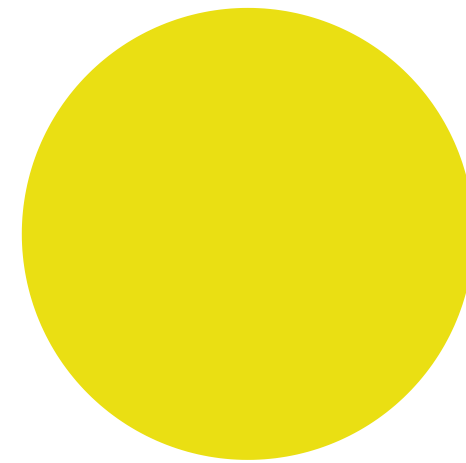
Emergency

Requires immediate attention : life-threatening



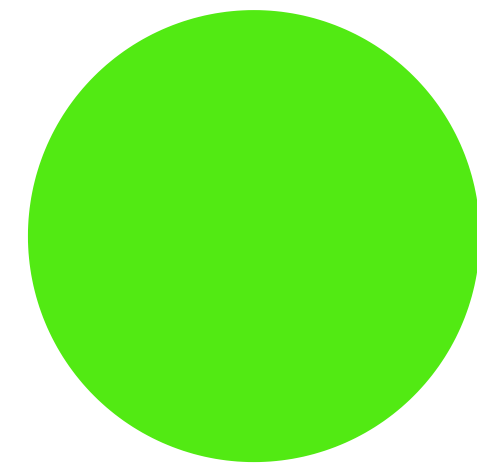
Very Urgent

Extremely serious



Urgent

Expects attention



Routine

Can function without immediate care, however needs to be as soon as possible.

Triage : the medical standard revived as colour system



Emergency

Blanks that need to be filled immediately participation.



Very Urgent

Blanks that require participation on large scale solutions.



Urgent

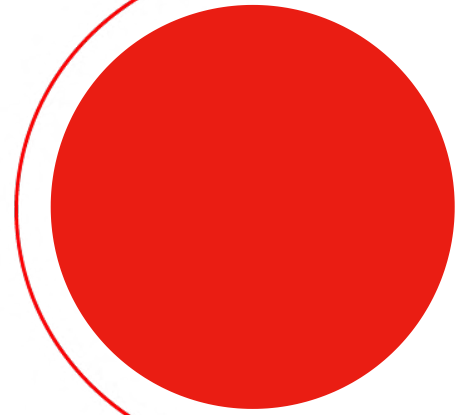
Blanks that can have varying answers and suggestions.



Routine

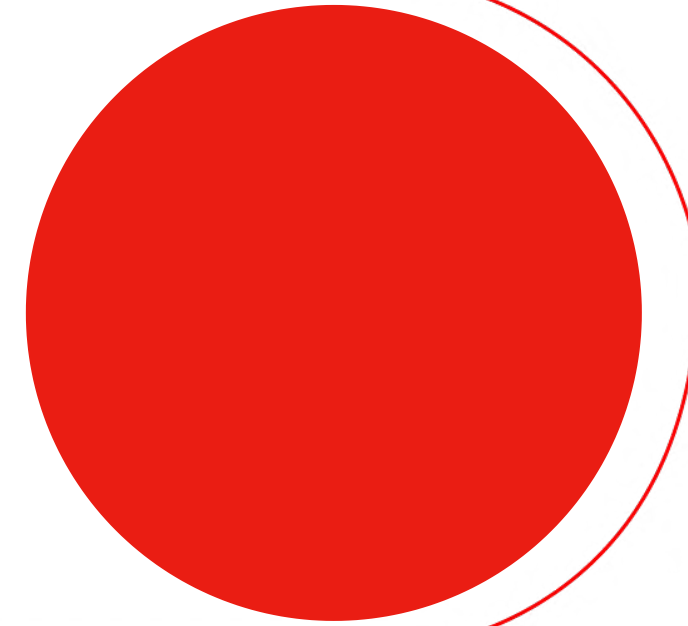
Blanks that can create awareness and help spread the word.

physical outreach campaign



The print ads will create awareness and outreach by being placed in strategic positions with diverse footfall : bus stations, parks, metros and universities.

The Museum pop-up is a travelling museum taking attendees behind the scenes of war in an immersive way.



Print advertising promoting the campaign



Print advertising promoting the campaign

he_lth

without access, health is incomplete.




[fill in the blank]
and help restore
healthcare in Gaza




Through

4 stroke survivors relearned

how to walk independently.



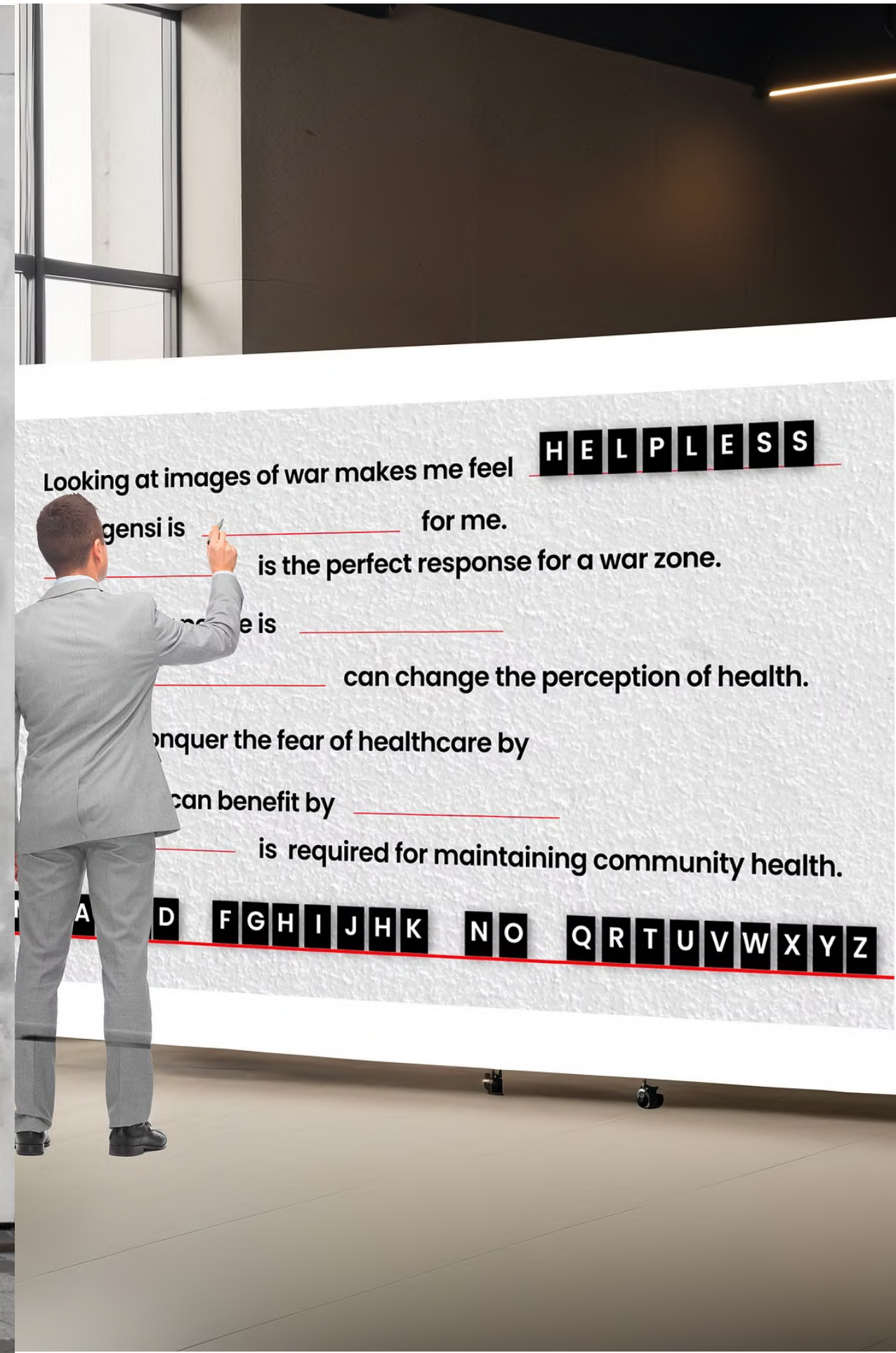
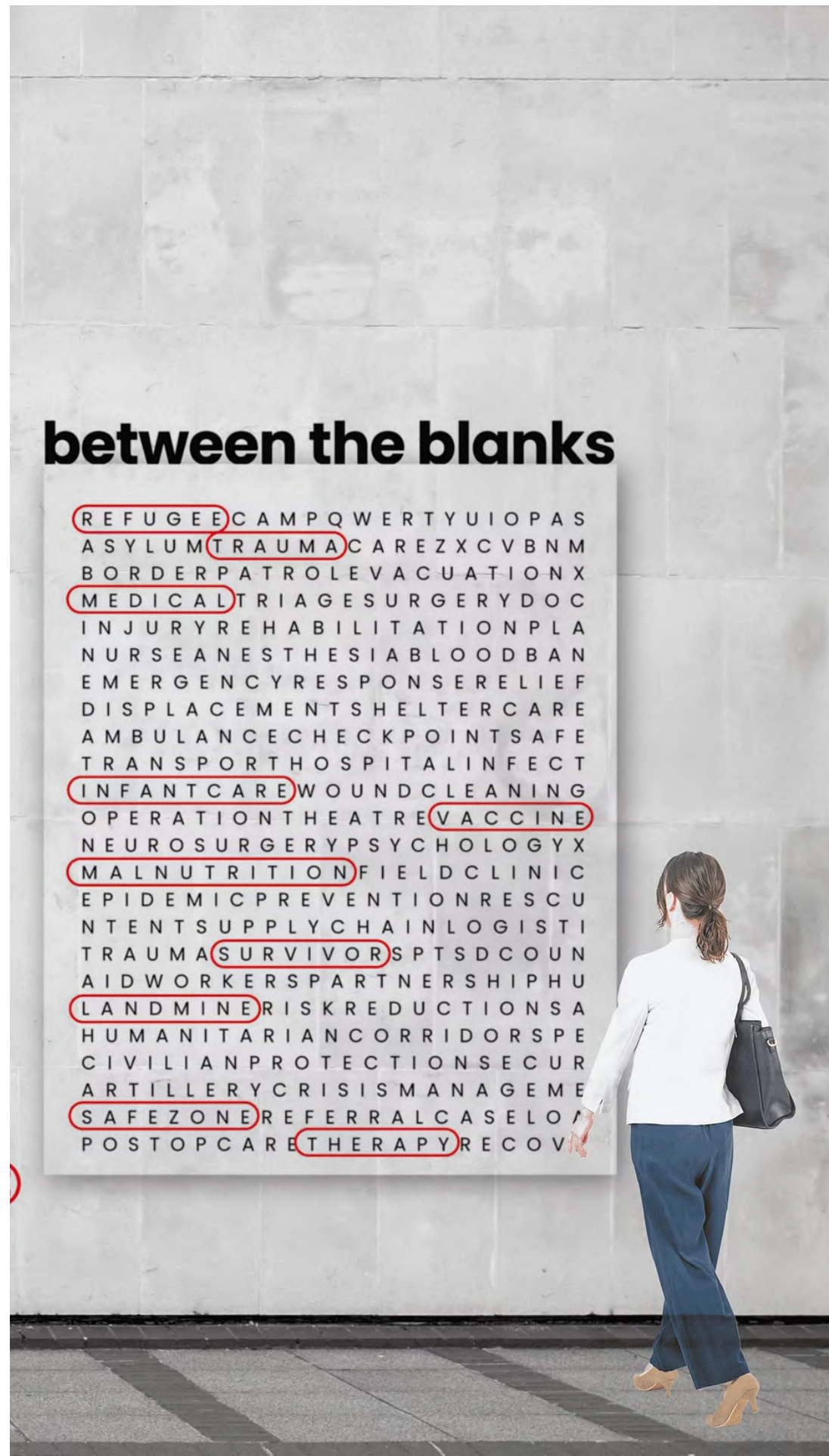
[fill in the blank]



Interactive walls during partnered events

between the blanks

a word search game designed to create awareness and connections in the minds of the players.



Interactive walls during partnered events

the blanks you filled

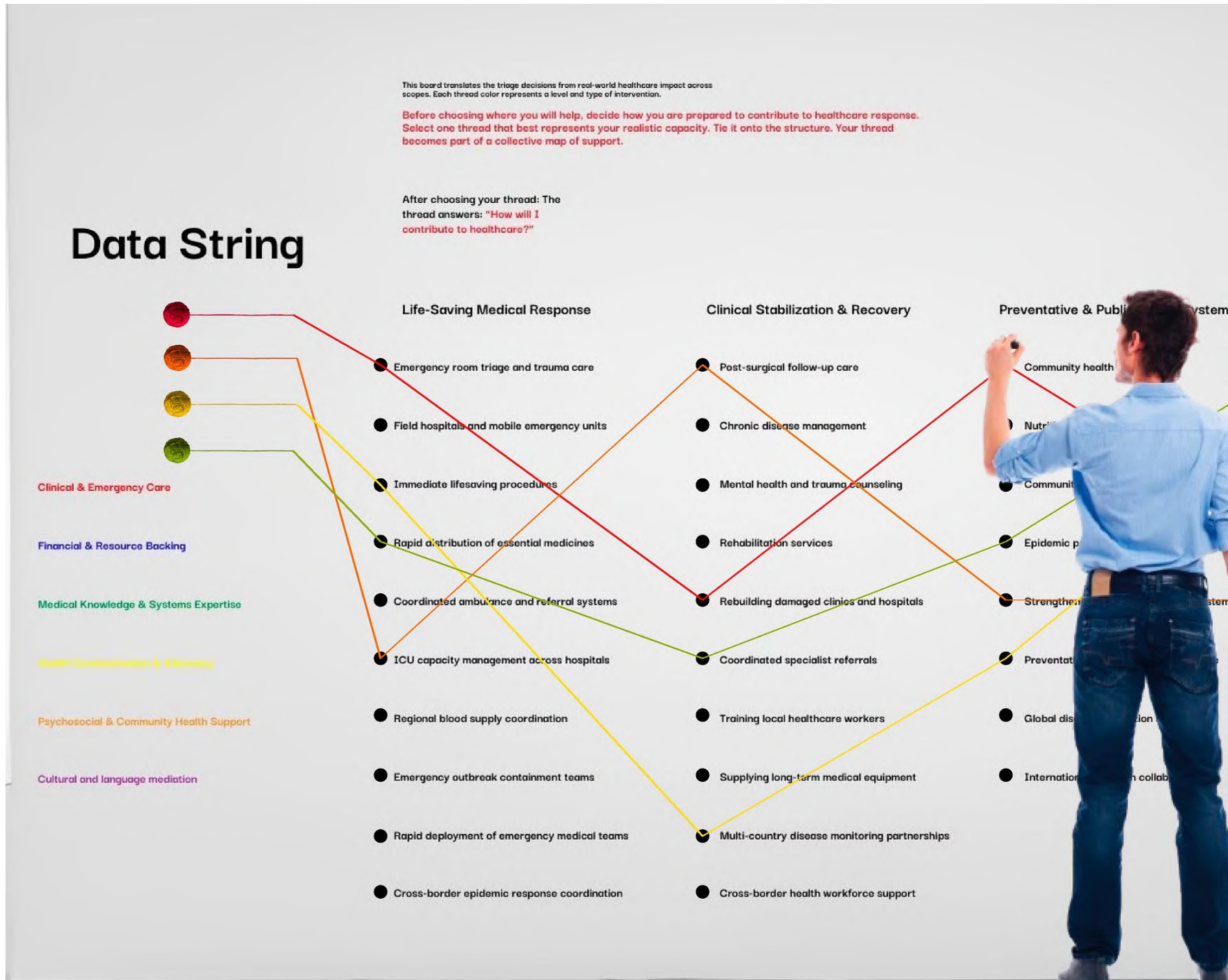
a data visualisation
immersive map which
showcases the
answers received
through the campaign.



Interactive walls during partnered events

bridge the blank

a wall to involve participants to draw connections between activities carried out by Emergensi in active war zones - allowing participants to interpret and imagine.



Pop-up



A DAY THROUGH 5 EYES



EMERGENSI EXHIBITION

22nd March
Piazza Gae
Aulenti



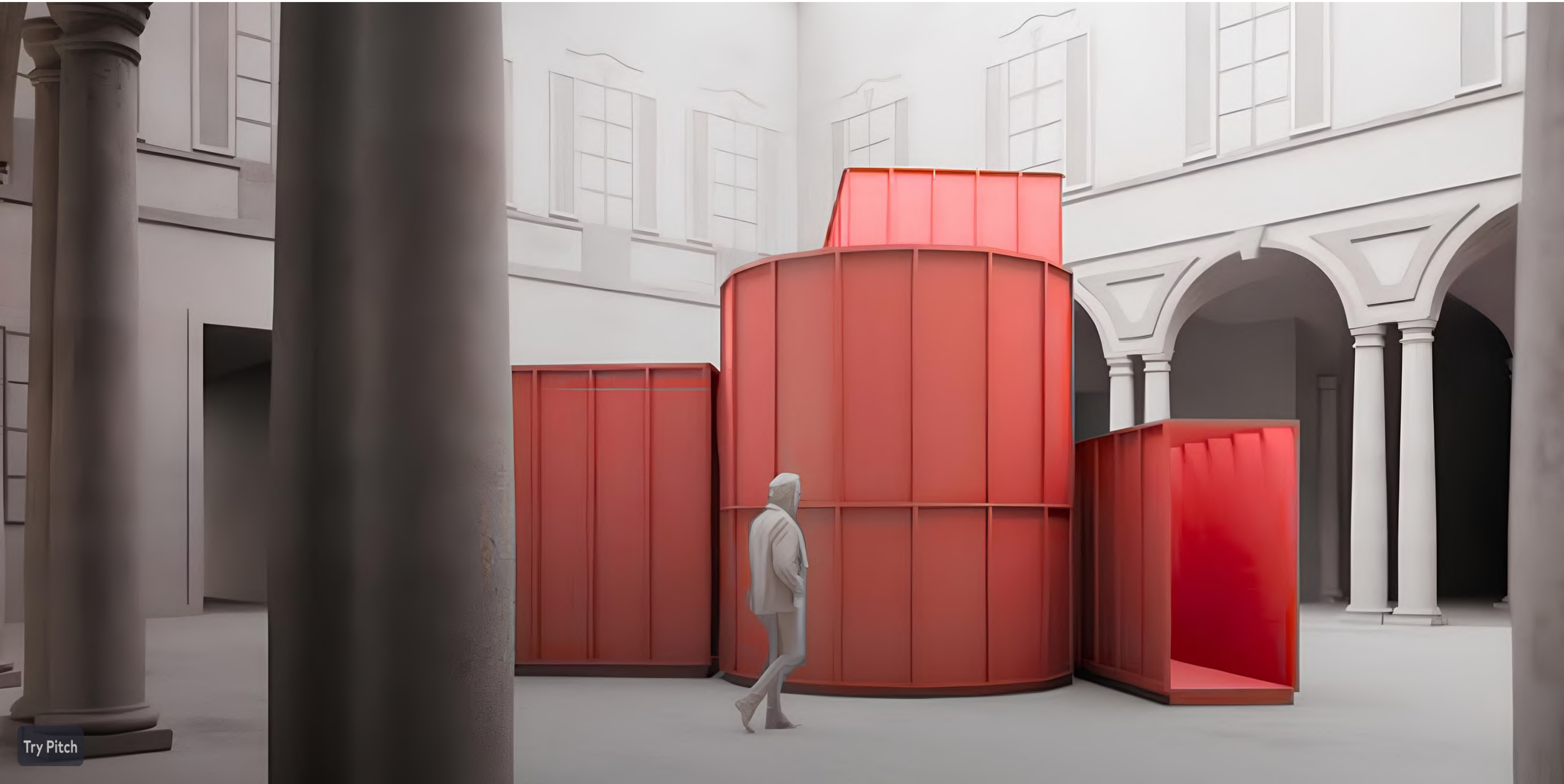
A DAY THROUGH 5 EYES

Step Into the Space Between Crisis and Care

What happens in the hours between injury and healing?
Between hunger and nourishment?

EMERGENSI presents A Day Through 5 Eyes
an immersive, hands-on exhibition where participants
don't just observe humanitarian response... they experience it.

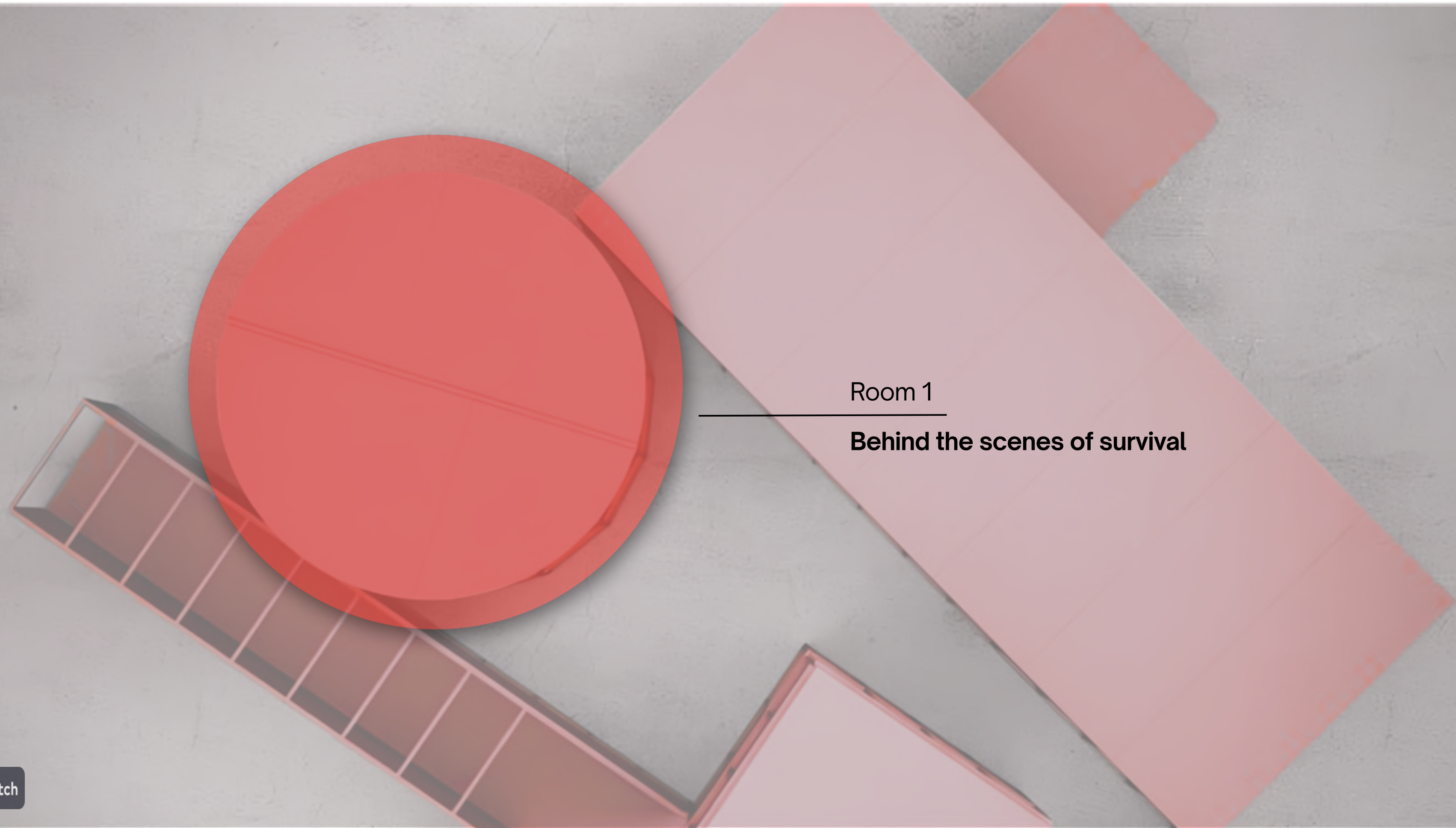
Pop-up



Pop-up



Pop-up



Room 1

Behind the scenes of survival

Pop-up - Room 1 Behind the scenes of survival



On the walls are scans of injuries suffered by war victims, kept by the association.

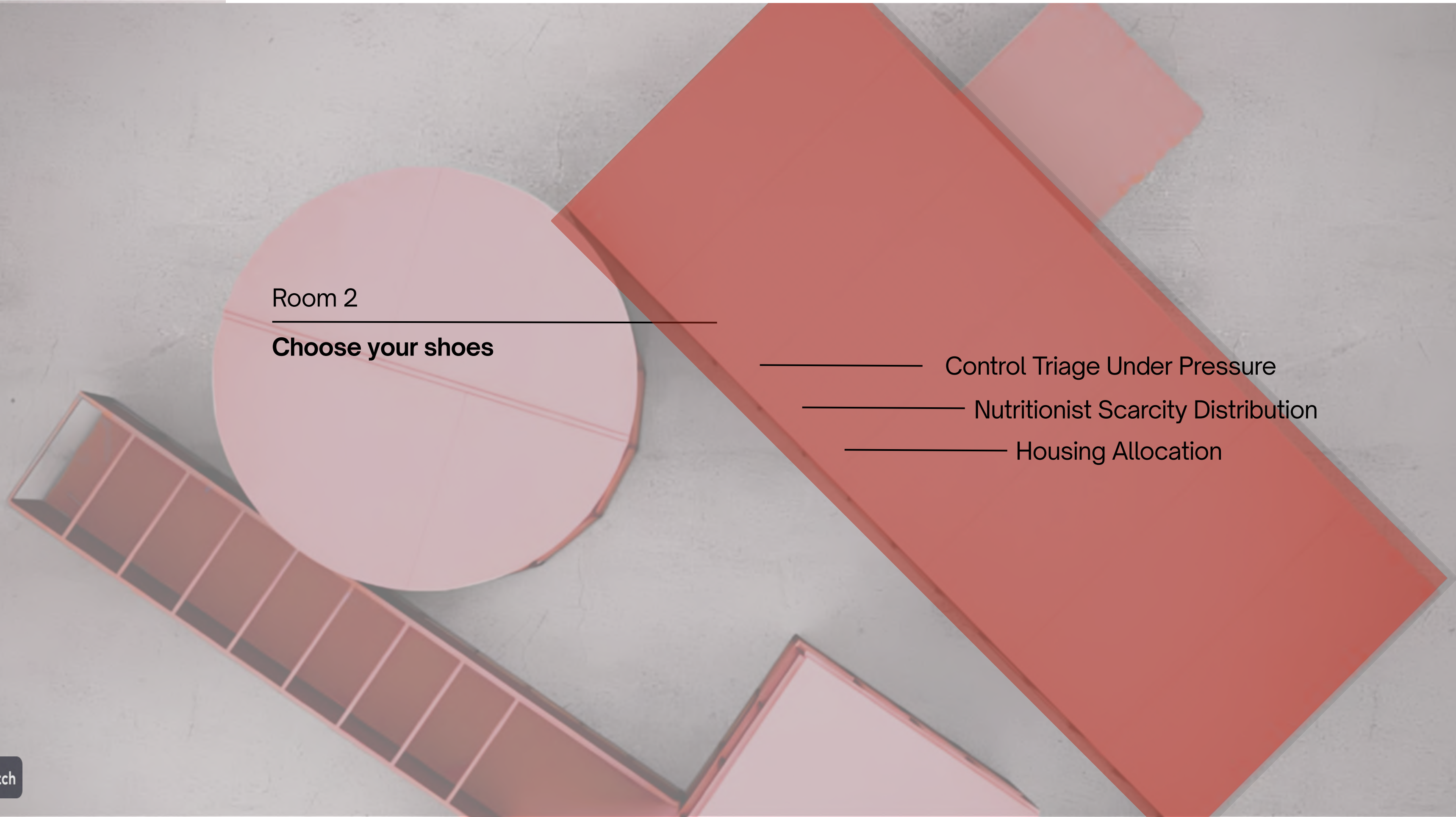
Pop-up



Room 2

Choose your shoes

Container Pop-up



Room 2

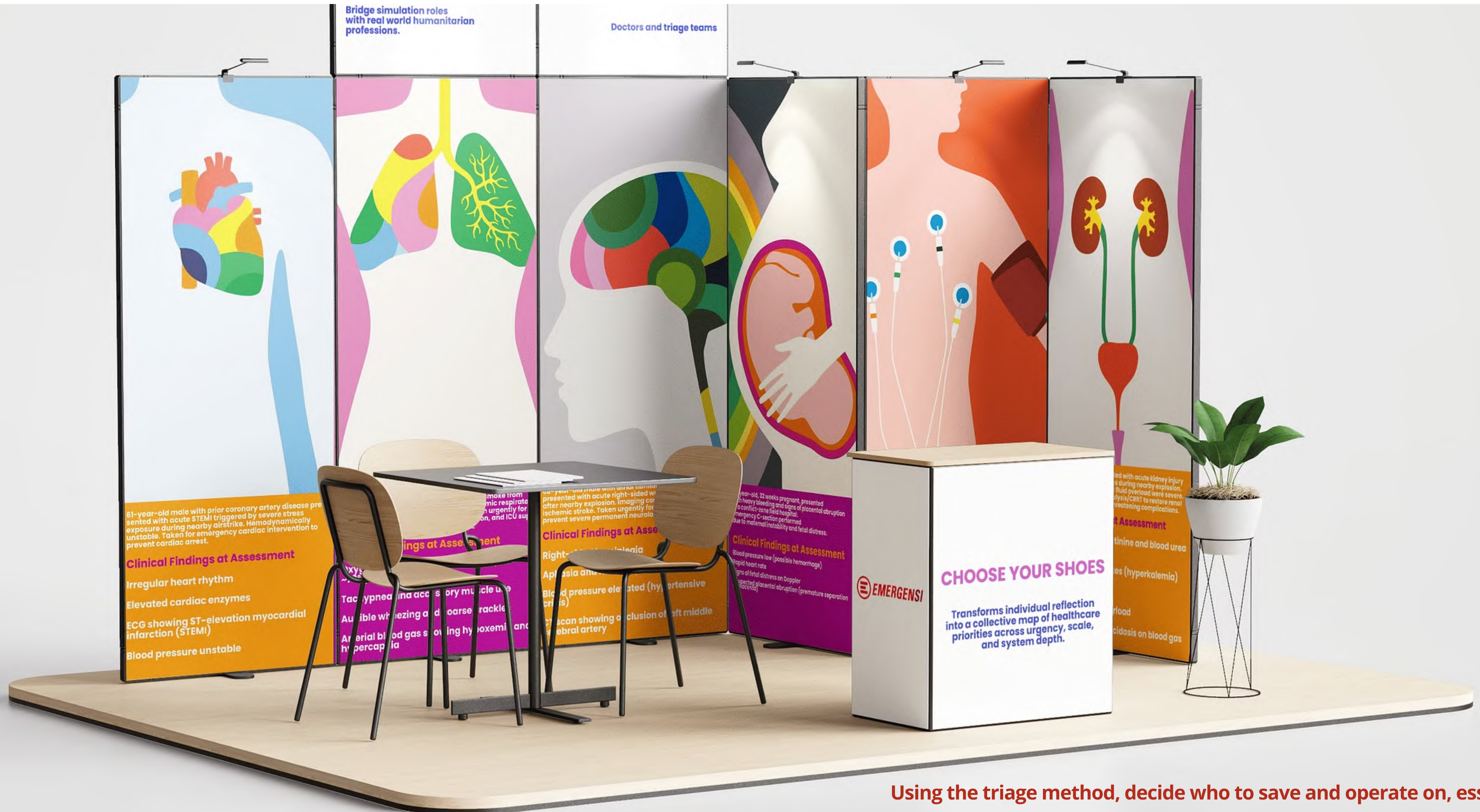
Choose your shoes

Control Triage Under Pressure

Nutritionist Scarcity Distribution

Housing Allocation

Pop-up - Room 2 Control Triage Under Pressure



Using the triage method, decide who to save and operate on, essentially establishing the order of procedures in the operating room.

Pop-up - Room 2 Nutritionist Scarcity Distribution

Rations at Risk

Plan and allocate food with scarcity

Build food boxes distribute to families with varied needs; manage leftovers

Use the provided food cards to assemble distribution boxes, making careful decisions about where to provide food and where to reduce support, based on the families and identities listed.



Try Pitch

Pop-up - Room 2 Housing Allocation

The Infant
8 months old
Needs formula, diapers, warmth, quiet space
High vulnerability to infection

The Pregnant Woman (3rd Trimester)
Limited mobility
Needs prenatal monitoring, extra calories, rest area
Risk of emergency delivery

The Elderly Woman with Limited Mobility
Uses a walker
Needs accessible sleeping area, medication storage
Sensitive to cold and dehydration

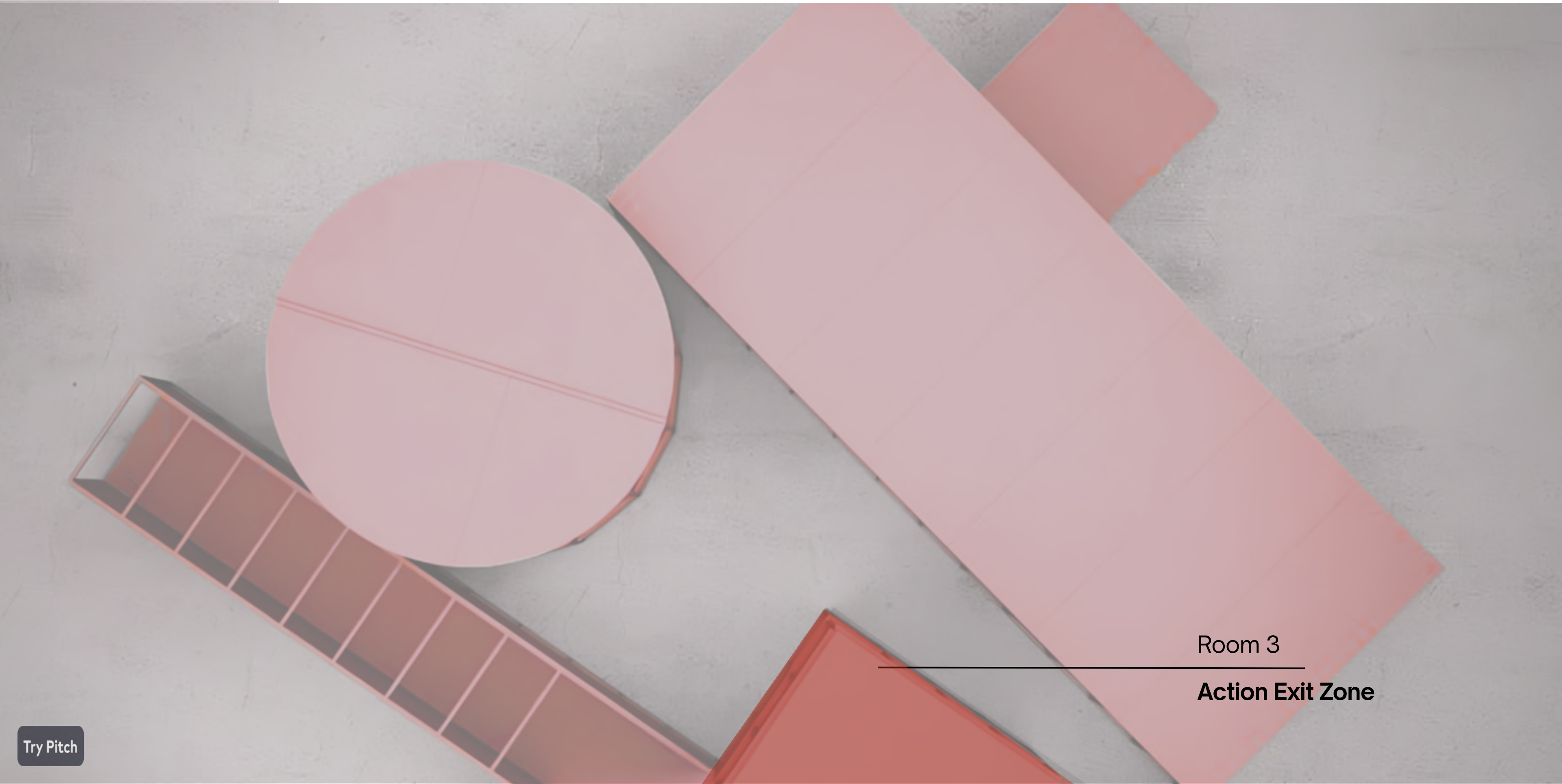
The Man with Chronic Heart Disease
Needs medication refrigeration
Low-stress environment
Quick access to emergency response

The Woman with Asthma
Needs clean air, minimal dust
Emergency inhaler access
Protection from smoke exposure



Building blocks on which people's identities and cases are recorded should be rotated and assembled to form shelters, effectively giving structure and protection to the shelter itself.

Pop-up



Room 3

Action Exit Zone

Pop-up



Real-time badge maker: photo taken instantly



Pop-up



Real-time badge maker: printed on the spot.

Pop-up



EMERGENCY
www.emergency.it

Where does your passion meet impact?
Pick the vertical you want to help with and the scope where you want a difference.
Place your magnet to show your commitment!

Community or city-level action

Multi-city or province/state coordination

Cross-country collaboration

Systemic, worldwide impact

Raise awareness, represent, advocate

Connect and coordinate with diaspora communities

Provide healthcare and medical aid

Allotment of safe housing

Rebuild or design facilities

Ensure access to food and nutrition

SCOPES	LOCAL	REGIONAL	INTERNATIONAL	GLOBAL
AMBASSADORS/ ADVOCACY				
COMMUNICATION WITH DIASPORA				
MEDICAL SUPPORT				
REAL ESTATE & SHELTER				
ARCHITECTURE & INFRASTRUCTURE				
FOOD SECURITY AND NUTRITION				

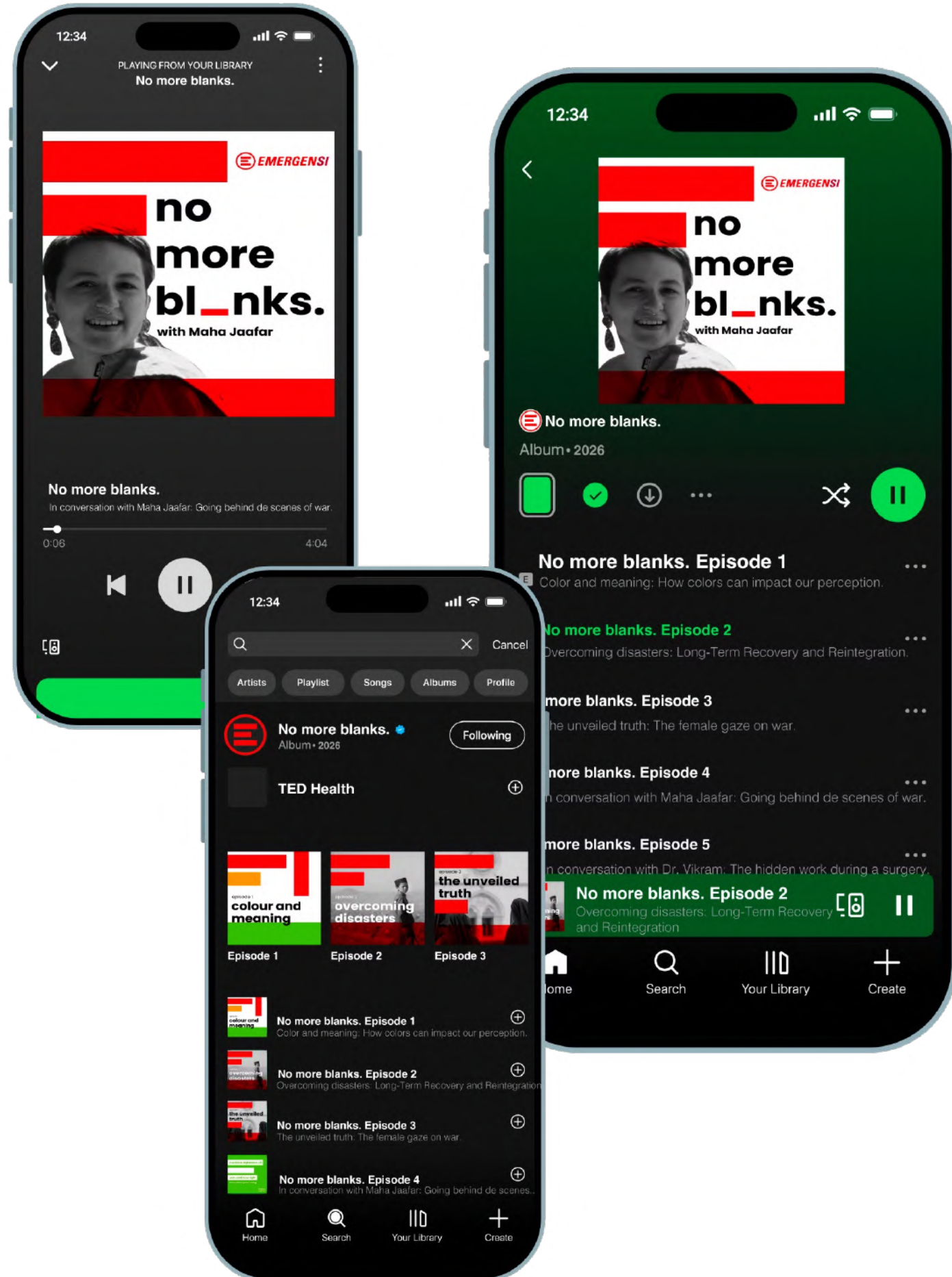
social media outreach campaign

The podcast '**No More Blanks**' features guests explaining disaster management and stories from the frontline.

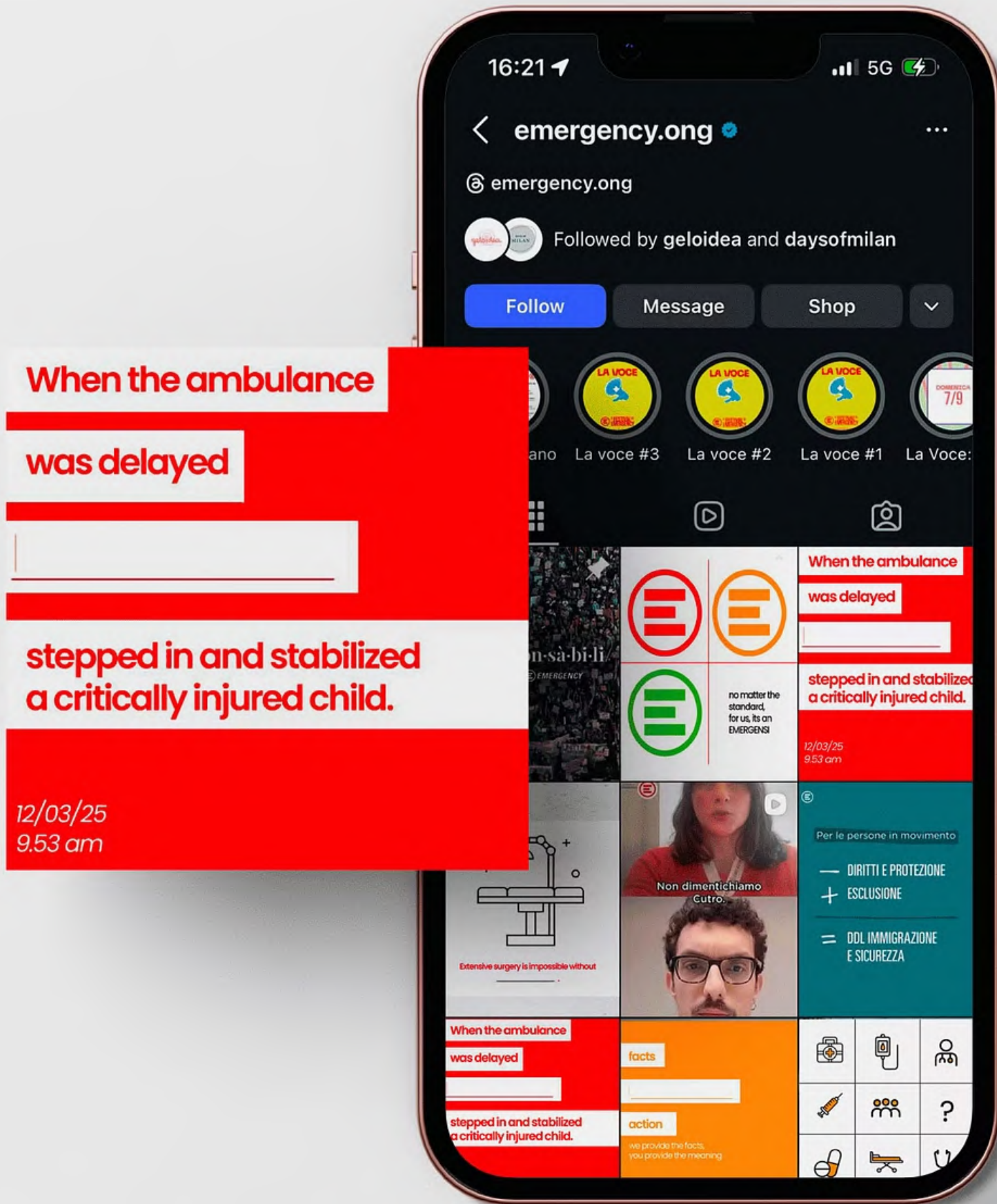
The **social media campaign** - On Instagram - will carry forward the campaign while providing actual facts from the war.

The **Newsletter** shares activity and accountability updates, key developments, results achieved, partner promotions, and upcoming events to keep members informed.

Campaign which acts as a forum to spread information



Instagram campaign which acts as a forum to spread information



When the ambulance was delayed

stepped in and stabilized a critically injured child.

12/03/25
9.53 am

facts

action

we provide the facts,
you provide the meaning

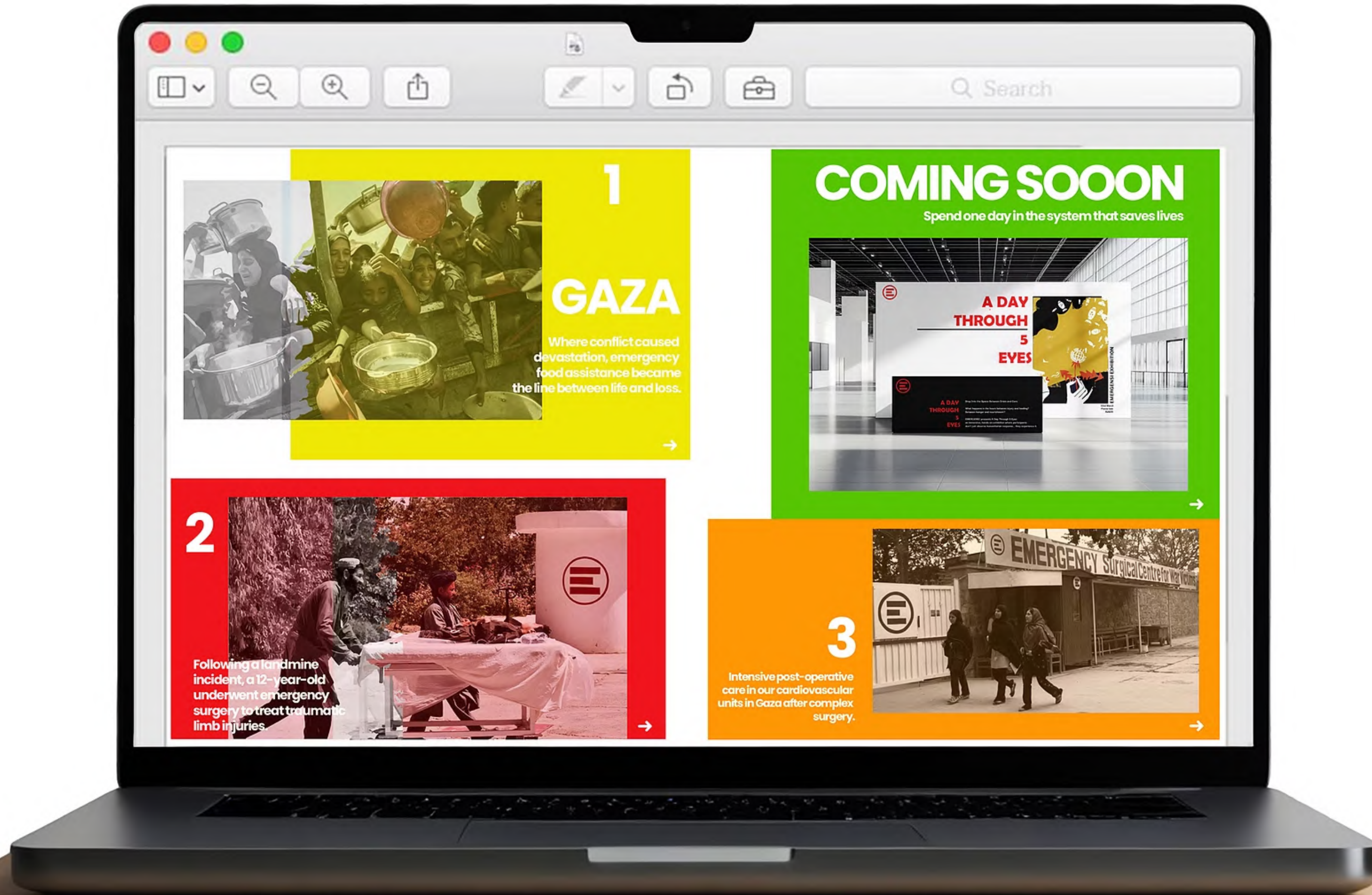
In a clinic in Afghanistan, 120

were used in one night

to treat civilians injured in shelling.

15/08/23
01.45 am

Newsletter

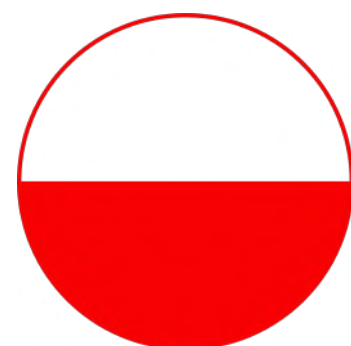


The MVP: Fill in the Blank Pilot Program



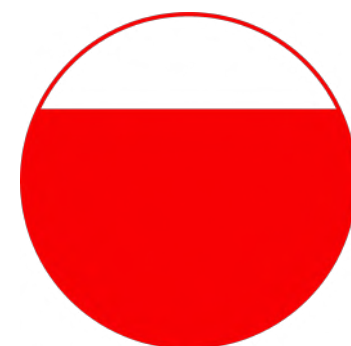
Physical campaign

Museum pop up in mind
Interactive walls in
association with mind's
partners - wellness based
Print advertising



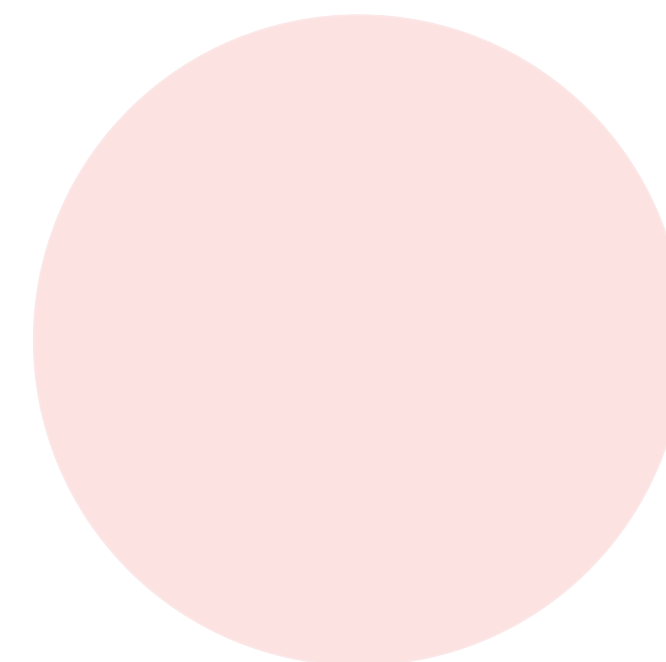
Digital campaign

Instagram campaign
Newsletter



Ambassador program

3 ambassadors
Milan



Upon success

Ambassadors in all
countries where
Emergensi functions.

Large scale digital
campaign spread
across : Instagram,
Facebook and e-mail.

Local partnerships in all
functional countries.

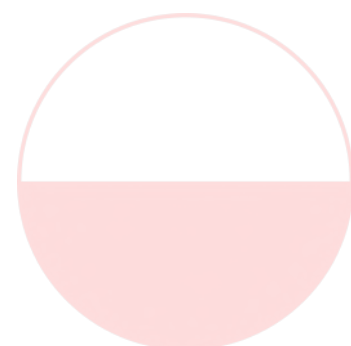
Museum popups and
events with higher
frequency.

The MVP: Fill in the Blank Pilot Program



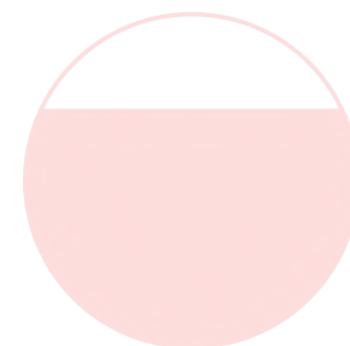
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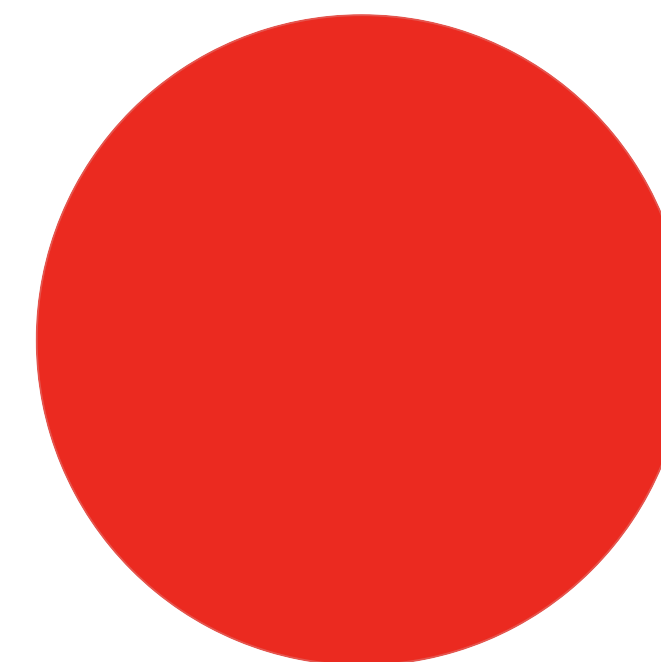
Digital campaign

Instagram campaign
Newsletter



Ambassador program

3 ambassadors
Milan



Upon success

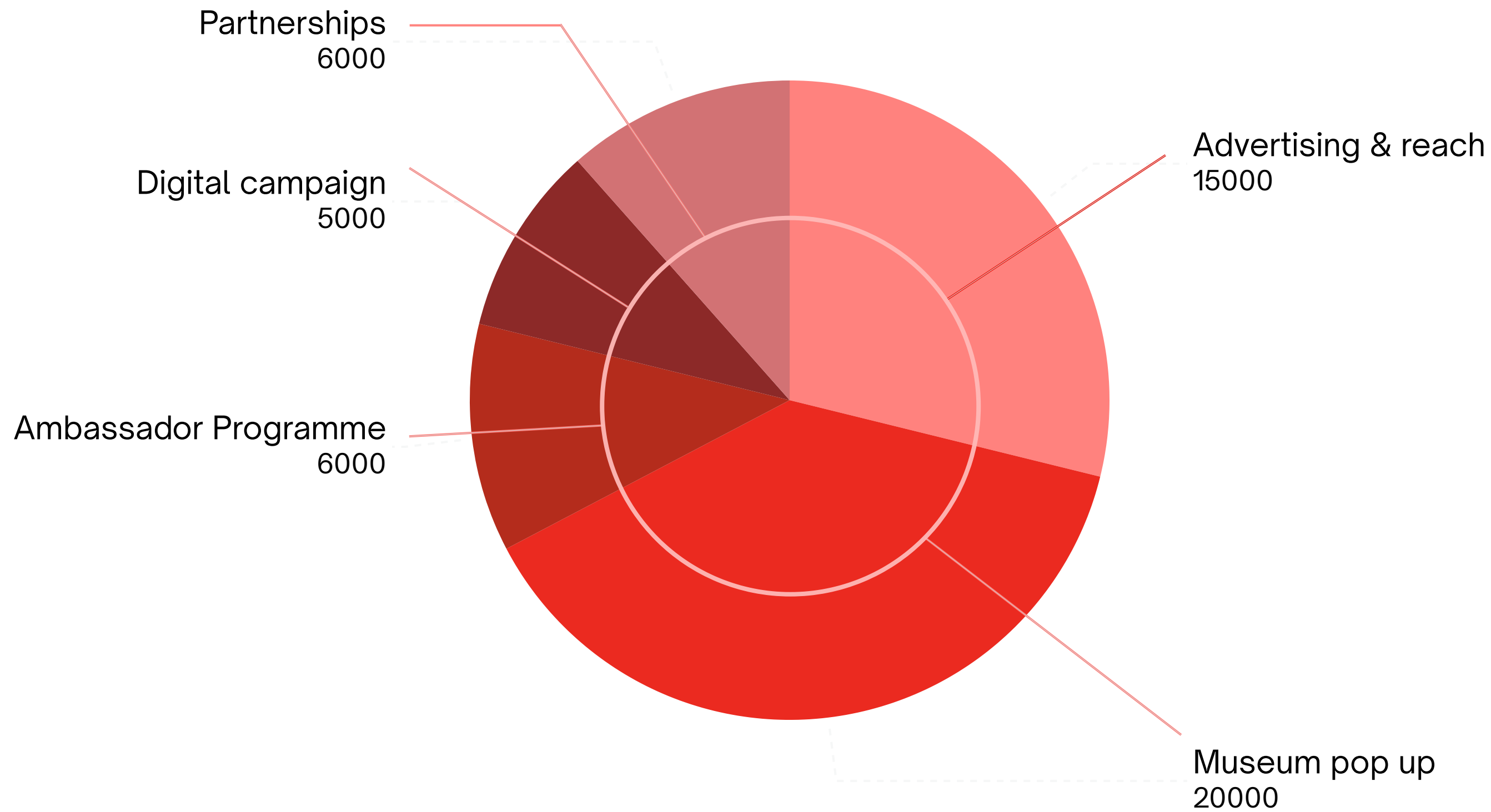
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Budget



International communication

strategy for Emergency

Workshop: Group 4

Carmen Martinez

Eileen Fazzi

Davide Ramundo

Judy Masri

Shruti Kembhavi