



ALKEMY AND MAKE-A-WISH ITALIA TOGETHER TO MAKE THE CHILDRENS' WISHES COME TRUE: A HIGH SOCIAL IMPACT COOPERATION

The new Make-A-Wish Italia Christmas Campaign made by Alkemy is on air starting from December on the main national TV channels. It underlines through actual data the value of a wish that comes true.

Milan, December 2nd, 2022 – **Alkemy** supports the mission of **Make-A-Wish Italia** to make the wishes of children suffering from serious diseases come true: the company has made a video campaign that underlines how the Make-A-Wish mission is unique within the variety of non-profit organization dedicated to children. The spot aims at pointing out the solid and quantifiable impact that the contribution of the organization has on the lives of many children, as revealed in studies conducted by the non-profit.

Alkemy's campaign focuses on the results of this research pointing out how in 95%¹ of cases, a wish that comes true for a child brings benefits in terms of hope in the future and higher motivation in tackling the healing process. This demonstrates how, together with the importance of specific medical treatments, it is key to manage the psychological impact of such situations. This is where Make-A-Wish makes a difference through collecting and making children's wishes come true.

The video is online starting from November 30th, and it will also be aired between December 18th and January 14th by the main Italian TV channels. It is voiced by Luca Ward, iconic Italian voice actor, with the audio mix and sound design created by Jackleg Studio, a Milan-based audio production company.

For Alkemy, the partnership with Make-A-Wish Italia has a cardinal value, not only because it brings out the awareness that through offering its services, the company is able to give back to who needs it the most, but also because the two entities share the same approach: use creativity and data to generate a positive impact. Brand Experience and Digital Marketing were the two Alkemy competence centres involved in the realization and media amplification of the campaign.

*"When we first met the President of Make-A-Wish Italia, Sune Frontani, we immediately gathered the potential of the alchemy that could be generated between our two organizations. With the non-profit we share two key values: excellence and integrity," commented **Duccio Vitali, CEO of Alkemy**. "When high professionalism and good people meet, only great collaborations like this can be born. This is why we were more than happy to put our competences of brand and communication to service Make-A-Wish Italia, with passion and concreteness that are the other two core values of Alkemy."*

*"We are really glad about this collaboration," said **Sune Frontani, Co-Founder and President of Make-A-Wish Italia**. "We immediately appreciated the fact that we were on the same page, both willing to tell, with generosity and accuracy, the meaning of our Mission, which guided us in the last 18 years. For each of our children having a wish coming true, that is not only an experience among others, but also a positive and solid support that can give them peace and hope in the future. All of this was wonderfully captured in the beautiful video made for us by Alkemy, and we can't help but being grateful for it."*

[Click here to see the video \(Italian only\): "Non c'è nulla di più concreto della Felicità"](#)

¹ Wish Impact Study: MAW Foundation of America 2021



Alkemy S.p.A. works to improve the market positioning and competitiveness of large and medium-sized companies by stimulating the evolution of their business models in line with technological innovation and consumer behaviour. Alkemy integrates skills and expertise in the areas of Strategy, Communication, Design, Performance, Technology and Insights and Analytics, with an offering designed for our post-digital environment and covering the entire chain of value from strategy to implementation.

Make-A-Wish® Italia is a Non-profit organization born in 2004 that aims at making come true the wishes of children between 3 and 17 years old that suffer from serious illnesses. The value of a wish coming true is unvaluable: it brings to believe that nothing is impossible and helps improving the children's life quality. In fact, specific researches proved that positive emotions generated when the wish comes true, lead to solid benefits for the unwell children and families: 95% of children felt more confident in the future, 91% of the parents believed that the experience was key in the recovery process and 98% of medical doctors stated that making a wish has a positive impact on the general wellbeing of the patient (Source: Wish Impact Study result – Make-A-Wish Foundation of America, 2021). To prove its transparency and trustworthiness, the non-profit allocates a high percentage of its total expenses to its Mission (71% in 2021). Make-A-Wish® Italia is affiliated to Make-A-Wish® International – one of the most well-known charities worldwide, that operates in 50 countries through 40 affiliates, 45'000 volunteers and 500'000 wishes made true.

<http://www.makeawish.it>

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