

COMPANY PROFILE / SEPTEMBER 2026

Italian creator campaigns for Chinese brands

A Milan based creative agency and talent management partner for brands and agencies reaching Italian audiences.

Bombo Studios develops creator partnerships and brand content for Italy. We connect your product brief with local creative ideas, relevant creators and a clear delivery plan.

For brand teams

Build a defined Italian campaign around a product launch, product demonstration or brand story. Agree the audience, deliverables and use of content before production starts.

For agencies

Add Italian creator sourcing, production and project coordination to your client scope. White label and joint delivery can be discussed, with client ownership, confidentiality and responsibilities agreed in writing.

A practical starting point

Send the product, the Italian objective, the intended launch window and a budget range. We can then discuss the right scope and the information needed to prepare a proposal.

[China to Italy partnership page](#)

Start with a defined pilot

Choose one product, one audience and one primary objective. Expand the programme after reviewing the agreed evidence.

Pilot campaign

A scoped first activation can combine a creator shortlist, a creative direction, agreed content assets, an approval calendar and a final report. Creator availability, asset quantities and delivery dates are confirmed in the proposal.

Ongoing programme

For teams with a continuing Italian plan, organise recurring creator briefs, content production and reporting through an agreed campaign calendar. Renewal scope and budget remain explicit.

What the proposal makes clear

Creator fees, production, content rights, the agency fee and any paid media budget appear as separate items. Usage terms specify the platforms, territory, duration, paid amplification and any exclusivity.

How a campaign progresses

Brief. Product, audience, objective, market readiness and budget.

Plan. Creative route, creator options, fees, rights and dates.

Produce. Samples, scripts, filming and written approvals.

Review. Published links, available platform data and next actions.

Reporting is defined around the campaign objective and available data. Views, sales and return on investment are not guaranteed.

Creative examples with clear project credits

These are published creator collaborations. Each entry states the documented Bombo role; creator portfolio work is not presented as an agency production credit.

Cornetto × Pantone

Strangecollabo imagined frozen blue flip-flops for Better in Blue, presented as an AI image concept. Bombo Studios: talent management. The concept was not a physical product launch.

[Read the Cornetto project and credits](#)

FLORA

Strangecollabo demonstrated a Fashion Studio workflow, from prompt and reference images to fashion imagery. Paid creator collaboration. Presented as creator portfolio work.

[Read the FLORA creator example](#)

Saily

Tuzzo integrated an eSIM recommendation and a dedicated code into practical New York travel tips. Presented as creator portfolio work.

[Read the Saily creator example](#)

Ringo

Tuzzo appeared in a short video built around choosing vanilla or cocoa, published on the brand channel for UniqueTogether. Presented as creator portfolio work.

[Read the Ringo creator example](#)

03 / YOUR ITALIAN BRIEF

Tell us what you want to achieve in Italy

A short written brief is enough to start. You can send it in English or Simplified Chinese.

Company and product

Your company, product link, product category and current availability in Italy.

Audience and objective

Who should see the campaign, and what action should it encourage?

Timing and investment

Desired launch window, budget range and currency.

Content and rights

Preferred platforms, content formats, advertising use and exclusivity requirements.

Project contact

Your role, approval process and, for agencies, how client communication should work.

[Send your brief to info@bombostudios.it](mailto:info@bombostudios.it)

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Project scope, supplier details and commercial terms are confirmed in the formal proposal and agreement.