

DOS Com, the communication agency that starts with questions

The new agency within the DOS Design group brings a design approach to communication: understanding systems, people and needs before choosing solutions, and measuring work based on the effects it produces.

Rome, 7 October 2026 – Designing a good solution is not enough if it does not generate real change. Because questions come before solutions. In a rapidly changing world, the quality of projects begins with the quality of the questions we ask.

This is the belief behind DOS Com, the new agency within the DOS Design group.

For DOS Design, communication is not the final stage of a project, when what has been created is simply presented. It is part of the transformation process itself, because it helps create the conditions for change to be understood, shared and adopted.

DOS Com is a design-driven communication agency: it starts by listening to and analysing the needs of organisations, brands and stakeholders in order to build solutions capable of generating measurable change and tangible impact. The same principle that guides design is applied to communication: first understand the problem, the context and the people involved; then identify the skills and tools required. An approach the agency defines as **sense making**.

Sense making starts from the knowledge held within every organisation – an asset worth more than the sum of individual campaigns, yet one that naturally tends to become fragmented across people, projects, channels, messages and initiatives. It is precisely at these points that redundancies, inconsistencies, hard-to-find information, longer lead times and missed opportunities can emerge.

DOS Com works to bring this knowledge back together: connecting information and expertise, identifying what has value and building a shared framework before deciding how to communicate it. In this way, communication also helps make processes more fluid, reducing redundancies, misalignment and the loss of value.

This principle becomes particularly urgent in a world where digitalisation has imposed increasingly performance-driven logics and communication has adopted the language of platforms, creating the risk that brands and organisations, in pursuing simplification, may lose depth and distinctiveness.

From outputs to outcomes

DOS Com positions itself as an **outcome-based communication agency**: an agency that designs and evaluates its work based on the effects communication produces on client behaviours, decisions and performance.

The starting point is therefore not “what campaign should we create?”, but “what change should we help bring about?”. Supporting this model is **an in-house Research & Data team**, which informs the agency’s work with actionable insights and metrics designed to assess the impact of communication against defined objectives.

DOS Com therefore brings together research, strategy, creativity, editorial expertise, design and technology before selecting the solution. Content, a campaign, a digital experience or an event become the response to a problem that has first been understood and designed around.

Now operating from offices in Rome and Milan, DOS Com combines creative, editorial, strategic, design and technology expertise. In an ecosystem where platforms, AI and new consumption behaviours make content increasingly easy to produce, the challenge shifts towards the ability to identify what has value, build meaning and preserve the distinctive identity of organisations and brands.

This vision is expressed through the identity People about Change: people with different skills working together around a concrete change.

The roots of DOS Com

DOS Com stems from the growth journey of DOS Design, an independent Italian company active in strategic design and innovation management since 2006, which issued two minibonds worth a total of €5 million in December 2025. The opening of the Milan office and the launch of DOS Com are part of a broader expansion path that, together with DOS Mind, brings design, artificial intelligence and communication expertise into the same ecosystem.

Statements

"Every organisation is more than the sum of the campaigns through which it communicates. Within it lies a wealth of knowledge that inevitably becomes distributed across different people, processes, channels and initiatives. It is precisely within this fragmentation that inefficiencies, redundancies and missed opportunities arise. DOS Com was created to apply the design method to communication: understanding the system, bringing knowledge back together, integrating expertise and designing solutions capable of producing measurable effects," says **Marco Pardini, CEO of DOS Design**.

"We believe the market is becoming increasingly aware that buying communication solutions does not, in itself, solve business problems. Our goal is to help brands and organisations build coherent, distinctive narratives around projects that place their business at the centre and are capable of generating measurable value, without losing their identity in an ecosystem that is constantly evolving," says **Luca Bernasconi, Head of Brand Communication at DOS Com**.

"Today, producing content has become much easier, also thanks to Artificial Intelligence. But producing faster does not automatically make something more interesting. Creativity remains the ability to read and interpret reality, generate curiosity and give meaning to what a brand does. And a good idea always starts with the ability to ask the right questions," adds **Luca Scotto di Carlo, Head of Creative Communication at DOS Com**.

"Our raw material is not content: it is knowledge. We bring it to the surface within organisations, connect it and give it form. For us, Complexity to Clarity means being able to speak to different audiences using the language best suited to each of them, while maintaining coherence and a shared vision. We do not simplify complexity: we make it readable. In other words, we design understanding," concludes **Elisabetta Curzel, Head of Institutional Communication at DOS Com**.