

## PRESS RELEASE

### **THE FIRST ADVERTISING CAMPAIGN OF UNIPOLSAI “EVEN CLOSER” HAS LAUNCHED**

Bologna, 28 January 2014 – The advertising campaign “**Even Closer**” kicked off today. It was designed so as to present to the general public **UnipolSai Assicurazioni**, a leading company in Italy in the vehicle liability insurance sector, born out of the merger of **Unipol Assicurazioni**, **Fondiarria-SAI**, **Milano Assicurazioni** and **Premafin** on 6 January.

The campaign, arranged on three TV subjects, will be on air on the main national and satellite TV channels (RAI, Mediaset, Sky, La7, Class and Discovery channels) until 16 February this year and will be extended to newspapers and magazines as from February.

**Closeness to people and the Italian identity** are the guiding principles of the communication strategy concept, which aims at enhancing the Company’s most important asset: the network of insurance agencies, the leader in Italy by distribution, capillarity and ability to respond effectively to the customers’ needs.

The agents who are the protagonists of the three commercials, accompanied by the song “Stand by me”, bear witness to their country and their historic trade names. The frank and engaging communication style highlights their role, a reassuring presence in every corner of Italy, everywhere close to their customers, from Rottofreno (Piacenza) to Cepagatti (Pescara), from Salve (Lecce) to Giovinazzo (Bari), through Scanzorosciate (Bergamo), Travagliato (Brescia) and Linguaglossa (Catania), places united by the originality of their name and by the fact that they are the location of one or more UnipolSai agencies.

The UnipolSai message, in its first advertising campaign ever, will fix a historic moment for a Company that - having just started operations - actually contains in its DNA the experience and proximity to local communities of Italian classic trademarks which have made the history of the national insurance industry and have now been integrated within the Unipol Group.

The campaign was carried out in collaboration with Leo Burnett (creative agency), Filmmaster (production house) and Starcom (media center).

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