

“ALWAYS ONE STEP AHEAD”: THE UNIPOLSAI MULTIMEDIA ADVERTISING CAMPAIGN IS BACK

New episode dedicated to insurance innovation and the UnipolMove electronic toll service

Bologna, 22 May 2023

UnipolSai Assicurazioni is back on-air with the **multimedia advertising campaign “Always one step ahead”**. In a new episode that effectively blends corporate and business messages, the campaign lets customers know they can **“truly choose the future”** through UnipolSai, the Unipol Group’s leading car insurance company that counts over 10 million customers and around 4 million connected cars in Italy.

The major advertising project once again stars **Alessandro Gassmann**, the testimonial par excellence who interprets an **ability to predict the future and remain “always one step ahead”**. The **creative concept** leverages this distinctive trait to simultaneously underline **UnipolSai’s** authority, reliability and innovation, thanks to insurance solutions complemented by advanced technological services.

By combining MV product safety and quality with the Group’s new mobility services, UnipolSai launches the option for new customers requesting insurance quotes, as well as existing customers, to **receive one-year free subscription to UnipolMove**, the new electronic toll service. For this reason, Gassman is joined by another famous personality: Olympic swimming champion **Gregorio Paltrinieri**, a familiar face on the UnipolMove communication campaign.

According to **Vittorio Verdone, Head of Corporate Communication and Media Relations**, “In a mobility market that is moving more and more towards MAAS (mobility as a service), UnipolSai’s innovative vocation takes shape through the offer of insurance solutions combined with state-of-the-art technological services and mobility support services such as UnipolMove, which make life easier for our policyholders”.

The campaign, created by ad agency **BAM** and produced by **BRW Filmland** under director **Matteo Pellegrini** and director of photography **Paolo Caimi**, will air 30- and 15-second ads on **all main national television networks**, accompanied by presence on **digital and press channels** with an integrated creative concept across various media. For the soundtrack, UnipolSai confirmed a strong and memorable mainstream hit by one of the most followed bands worldwide: **“Whatever it takes” by Imagine Dragons**.

This important advertising campaign was born and developed around the objectives and positioning defined by UnipolSai and the entire Unipol Group in the **“Opening New Ways” Strategic Plan 2022-2024** and hopes to make a big contribution to the growth of premium income and the profitability of UnipolSai’s Non-Life business.

UnipolSai Assicurazioni

UnipolSai Assicurazioni S.p.A. is the insurance company of the Unipol Group, Italian leader in the Non-Life Business, in particular in the MV and Health businesses. Also active in Life Business, UnipolSai has a portfolio of over 10 million customers and holds a leading position in the national ranking of insurance groups with direct income amounting to €13.6bn, of which €8.3bn in Non-Life Business and €5.3bn in Life Business (2022 figures). The company has the largest agency network in Italy, with more than 2,300 insurance agencies spread across the country. UnipolSai is also active in direct MV insurance (Linear Assicurazioni), transport and aviation insurance (Siat), health insurance (UniSalute) and supplementary pensions and covers the bancassurance channel (Arca Vita and Arca Assicurazioni). It also manages significant diversified assets in the property, hotel (Gruppo UNA), medical-healthcare and agricultural (Tenute del Cerro) sectors. UnipolSai Assicurazioni is a subsidiary of Unipol Gruppo S.p.A. and is also listed on the Italian Stock Exchange.

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