



PRESS RELEASE

New tv, radio, digital and out of home campaign for Italiaonline

https://youtu.be/U_4XfEMihHU

Milan 27 november 2020

The new Italiaonline campaign is on air, a revival of the well-known karaoke jingle, but renewed in content by the creative community KleinRusso. Objective: to support the path of digitization of Italian companies through the promotion "Buy now and pay in spring" that embraces the offer of the most relevant products and services for SMEs, i.e. website, social presence and online advertising.

Italiaonline continues in this way to be close to Italian companies that, due to the continuing health crisis, in these months work at a reduced regime and see consequently very often reduce their turnover. To them, in particular, they want to "open" the doors of online business, with the possibility to activate and enjoy key services and products immediately, but paying in spring. The favorable conditions proposed at this time by Italiaonline are valid on virtually all its offer of products and services for the digitization of SMEs; it is a concrete help for the many micro, small and medium-sized enterprises in our country, which are suffering the greatest repercussions from the current situation.

The format chosen for the commercial - which maintains its fresh and "pop" style - is 15 seconds: short, effective and incisive, which allows the best focus on a simple and important message.

Roberto Giacchi, CEO of Italiaonline, comments: "As partners of Italian SMEs in their digitization process, we believe that today more than ever it is our duty to be even closer to them and to provide them with as many tools as possible to help them overcome this second health and economic emergency. With our support we are really sure that for many companies this period of difficulty can be translated into an opportunity: that of discovering new business opportunities thanks to digital and make that leap in quality that is no longer postponable to remain competitive. This is the right time; ours are the right tools. Taking advantage of them today is the right choice. The campaign just launched has once again the merit of communicating what we offer - but also what we are - in a direct and immediate way".

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The planning of the commercial is done by the Mindshare media center and is so comprehensive:

- TV: the spot will be on air on the Publitalia, Discovery and La7 networks.
- Radio: the spot will be on air on Radio 24 and RDS
- Digital: preoll, native, display, DEM, social and search video formats will be planned
- OOH: video Go Tv format 15" on the Metro circuit of Milan, Rome, Brescia and Genoa of Class publisher.

CREDITS

Customer: Italiaonline
Chief Communication Officer: Giorgia Camandona
Media planning & creativity: Chiara Magnabosco
Agency: KleinRusso
CEO: Fabrizio Russo
Executive Creative Director: Antonio Fatini
Customer Director: Manuela Bartelli
Strategic planner: Sandro Volpe
Executive account: Valentina Beretta
Music: Federico Landini
Media Center: Mindshare

NB This is a translation of the Italian press release

ITALIAONLINE

Italiaonline è la prima internet company italiana con 4,8 milioni di utenti unici* che navigano ogni giorno sulle sue web property, di cui 3,3 milioni da mobile, ed una market reach del 63%**. Italiaonline offre servizi di web marketing e di digital advertising, inclusi la gestione di campagne pubblicitarie e la generazione di leads attraverso i social network ed i motori di ricerca. L'obiettivo strategico dell'azienda è consolidare la leadership italiana nel mercato del digital advertising per grandi account e nei servizi di marketing locale - con la mission di digitalizzare le PMI nazionali. Alle PMI, vera ossatura del paese, Italiaonline offre un portafoglio completo di prodotti integrato sull'intera catena del valore di servizi digitali, dalla presenza on line al digital advertising, al web design, al web marketing e alle soluzioni cloud.

Fanno oggi parte di Italiaonline i portali Libero, Virgilio e superEva, i servizi per imprese e cittadini Pagine Gialle, Pagine Bianche e Tuttocittà, la concessionaria di pubblicità online IOL Advertising e oltre 660 agenti che costituiscono la più grande rete italiana di consulenti di servizi e prodotti per le grandi e piccole imprese.

* Fonte: Audiweb View 2.0, powered by Nielsen, TDA DAUs luglio 2019

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MEDIA CONTACT

Marinella Mola Davide Valenti
Via del Bosco Rinnovato 8, 20090 Assago (Milano)
Tel: +39 02 2904 7788

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E-mail: pressarea@italiaonline.it



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