



PRESS RELEASE

The campaign for the launch of PagineBianche Salute has started

Milan, February 2nd 2021

Just a few days after the launch of the PagineBianche Salute portal - the marketplace for real-time booking of specialist visits and diagnostic examinations at the best hospitals - which will be added to the Italiaonline properties, the digital campaign by the creative community KleinRusso is underway. The aim is to convey the immediacy of access to care through a simple, fast and secure booking process.

The launch campaign of PagineBianche Salute introduces the new brand payoff, "First you visit, first you visit", which summarizes and describes the distinctive strength of the service: the ease of booking examinations and tests directly online. The campaign is developed through a multi-subject pop, which uses the colorful and ironic world of the circus as a metaphor for the difficulties (acrobatics, somersaults, challenges to the limit of the human) that the user encounters every day when it comes to book visits and examinations. Thanks to the call to action that emphasizes the ease of booking immediately online, PagineBianche Salute becomes the natural answer to this type of need.

"We all have experience with long phone searches, queues and wasted time trying to book a specialist visit or exam. Things that can put a strain on anyone's patience and serenity - comments Roberto Giacchi, CEO of Italiaonline. PagineBianche Salute was therefore created with the precise aim of being a help and facilitating the lives of customers and patients, thanks to digital technology. Not to mention the benefits also for operators in the sector who, thanks to PagineBianche Salute, increase the number of contacts and reduce their administrative workload. The newly launched campaign encapsulates, in an ironic and amusing way, the basic concept of the project: no more phenomenal efforts. From today, booking a visit or an exam can be quick and easy."

The planning is by the Mindshare media center and is articulated as follows: video pre-roll, display, DEM and social formats.

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With this campaign, Italiaonline continues its fruitful collaboration with the KleinRusso agency, which has already brought three awards, two of which were assigned last night: bronze at the NC Digital Awards, silver and bronze at the "l'Italia che comunica" award by UNA (Aziende della comunicazione unite).

CREDITS

Client: Italiaonline
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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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