

## Samsung chooses Italiaonline ADV for a new digital communication project

*Online tomorrow on Libero.it and Monday on the vortal SportStadio*



The collaboration between Samsung and Italiaonline ADV, the national advertising agency of Italiaonline, continues. At the launch of the new, innovative feature “Ultra power saving mode” of the new Galaxy S5, Italiaonline ADV has designed and developed a digital communication campaign, displayed tomorrow on Libero and on Monday on the vortal SportStadio, through a new, high impact and top visibility ADV format.

The project has been tailor made according to the specific clients’ needs, and consists of a BrandHeader and a video animation and it is optimized for all devices, exploiting the fluent, multi-touch navigation on the newest devices, facilitating the users fruition and optimizing the engagement. The creativity has been developed by the “Custom Projects” division of Italiaonline ADV, a team of professionals that assist customers with the design and development of fully customized online communication solutions.

Samsung and Italiaonline ADV have long collaborated on innovative campaigns developed for the launch of successful products, not the least, the digital communication project “Galaxy Note 3 + Galaxy Gear” for the launch of Samsung Galaxy Note 3 and Galaxy Gear last October, which has achieved excellent results in terms of visibility and engagement.

### ITALIAONLINE

*Italiaonline è la società che da febbraio 2013 raggruppa tutti i brand e gli asset di Matrix S.p.a. e di Libero S.r.l., a seguito dell’acquisizione di Matrix da parte di Libero, conclusa a Novembre 2012, e alla successiva fusione per incorporazione di Matrix S.p.A. nella Italiaonline S.r.l., conclusasi a dicembre 2013 e diventata Italiaonline S.p.A. da aprile 2014. E’ indirettamente controllata dalla Orascom TMT Investments S.à r.l. tramite la Libero Acquisition S.à r.l., società che fanno capo al magnate egiziano Naguib Sawiris, protagonista a livello mondiale nel settore delle telecomunicazioni. Fanno oggi parte di Italiaonline i portali Libero e Virgilio, i web magazine Di•Lei, TotalTech, QuiFinanza, SportStadio e MotorLife, la piattaforma video ViTV, le utility 1254 e Apritisito, le concessionarie di web advertising Italiaonline ADV e Italiaonline Local, il solution provider IT.NET.*

### MEDIA CONTACT

Simona Vecchies - Giorgio Marigliano

Image Building

Via Privata Maria Teresa, 11 20123 Milano

Mobile: +39 02 89011300

E-mail: tlc@imagebuilding.it