



PRESS RELEASE

A DIGITAL DOT: THE BRAND OF THE NEW ITALIAONLINE

It is a mix of creativity, passion, and Italian excellence, combined with the know-how and experience of two great companies whose merger consolidates their leadership in the digital advertising market for large accounts and local marketing services, with the mission of serving as a "digital guide" for SMEs.

For the first time, a corporate brand is also accompanied by a set of emojis: eight icons that graphically represent the values and the feelings of the new Italiaonline.

Milan, June 13, 2016

The new **Italiaonline S.p.A.**, which arose from the merger between the first national internet company SEAT Pagine Gialle (*Yellow Pages*), has selected a colorful digital dot as its new brand, created by New York-based brand architect **Amir Fayo**, who is well-known for his work with some of the most famous international brands.

The complex job of rebranding the newly formed company, which was part of the final stage in the long process of M&A, was carried out with the help of **Interbrand**, a leading brand consultancy agency that offers its clients strategic, creative, and analytical services aimed at the creation, management and evaluation of their most important asset: the brand.

THE CONCEPT - the "Italian digital dot" is the result of research and analysis intended to identify the Italian DNA in the graphic language and typography used by renowned national designers (Vignelli, Grignani, Munari, etc.), as well as in landscaping and in artistic, industrial, and cultural production in our country in order to isolate the primary cell, the nucleus, which has been graphically depicted by a dot. It is a dot that creates identification, meaning, and connection. This special point contains within itself the Italian DNA representing creativity, passion, and tradition. **The Italian digital dot** is the basis of the new language of our future.

EMOJIS - As a corollary to the brand, a set of emojis - *8 icons which graphically represent the values and sentiments that inspired the new brand* - has been created to convey everything the that dot can express: tradition, experience, creativity, dynamism, connection, identity, global/local aspects, and passion. This is the first time that a new brand has been accompanied by a set of emoticons.

PRODUCT BRANDS - The historical brand Pagine Gialle (*Yellow Pages*) has become a product brand represented by a G-shaped pin point, a reference to the digitalization of the classic thumbtack which we are accustomed to using in the physical world to mark places on a map which are important to us. Such



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places are defined by the people and experiences that we have there. In light of this, "we have digitalized what is local and localized what is digital". The brands *PagineBianche* and *TuttoCittà* also use pin points in the shape of B and T, respectively. The concept of the digital dot is also seen in the new *Virgilio* logo, in which the first 'i' is transformed into two dots.

The rebranding process is also accompanied by a campaign in the mainstream media, both online and offline, with various initiatives unfolding over the coming months.

"From the integration of SEAT Pagine Gialle and Italiaonline emerges a new Italian company whose mission is to serve as a guide for Small and Medium-Sized Companies, while also exploiting all of the possibilities which digitalization makes possible for their business", explained **Antonio Converti**, CEO of Italiaonline and SEAT Pagine Gialle. "The new brand represents a mix of creativity, passion, and Italian excellence, combined with the know-how and experience of the two great companies that form the new Italiaonline. The rebranding process had us engaged for several months in search of the perfect representation of what we want to be, while staying true to our fundamental values such as innovation steeped in tradition and attention to customers first and foremost".

Emojis: Emojis Set



Heritage



Aficionado



Creativity & Artistic Expression



Human, Playful, Young & Dynamic



Passion



Identity



Connectivity



Global



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ITALIAONLINE

Con sede a Milano, Italiaonline è la prima internet company italiana e ha tra i suoi asset la mail più diffusa del Paese; conta 16,8 milioni di visitatori unici mensili, 2,3 miliardi di pagine viste mese, 10,2 milioni di account email attivi e una active reach del 58%. Da febbraio 2013 la Società raggruppa tutti i brand e gli asset di Matrix S.p.a. e di Libero S.r.l. Oltre ai portali Libero.it e Virgilio.it, Italiaonline include ad oggi i web magazine superEva, Di-Lei, Total Tech, QuiFinanza, SportStadio, SiViaggia, CiboDiStrada, FoodInItaly, la piattaforma video ViTV e l'utility 1254. A marzo 2015 Italiaonline ha acquisito da DADA il 100% della sua controllata Moqu Adv S.r.l., digital media company, con sedi a Firenze e Dublino, focalizzata sul business del Performance Advertising. Italiaonline è indirettamente controllata da Orascom TMT Investments S.à r.l. tramite la sussidiaria Libero Acquisition S.à r.l. e i fondi GoldenTree Asset Management Lux S. à r.l., GoldenTree SG Partners L.P., GT NM LP, San Bernardino County Employees' Retirement Association, GL Europe Luxembourg S. à r.l.

(Fonte: Audiweb View, powered by Nielsen, 2H 2015, TDA)

SEAT PAGINE GIALLE

SEAT Pagine Gialle, grazie all'esperienza nella realizzazione di oltre 280 mila siti web, responsive e mobile, allo sviluppo di piattaforme per l'e-commerce, alle centinaia di milioni di visite online su PagineGialle, PagineBianche e Tuttocittà, alle decine di migliaia di campagne digitali, ai 10 milioni di download delle proprie APP, è la più grande web agency d'Italia, in grado di fornire alle piccole, medie e grandi imprese il più completo sistema di mezzi e servizi promozionali per farsi conoscere e contattare. Con una rete nazionale di circa 100 tra sedi e Seat Media Agency, 1400 consulenti in comunicazione, centinaia di specialisti media e web, SEAT Pagine Gialle mette a disposizione dei suoi 300 mila Clienti la più estesa piattaforma media multicanale, complementare a quella tradizionale delle directories cartacee, digitali e on voice. Per completare la propria offerta, SEAT Pagine Gialle ha stretto importanti accordi con i maggiori player sul mercato media: da Google - di cui è Premium Partner dal 2009 - a con Facebook, da Sky alle principali radio locali, alla carta stampata, all'outdoor e ai circuiti cinematografici.

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