

## COMUNICATO STAMPA

### ITALIAONLINE AND 01 DISTRIBUTION TOGETHER FOR THE LAUNCH OF "SOLDADO"

For the release on October 18 of the new film directed by Stefano Sollima, with Benicio Del Toro and Josh Brolin, Italiaonline has created a web campaign based on the homepages of [Libero.it](#) and [Wetransfer.com](#)

A "tailor-made" project, with a dynamic creativity and a strong emotional impact, realized on a client's brief by iOL Advertising

*Milan, October 18th 2018*

On October 18, for the release in the cinemas of *Soldado*, the new film directed by Stefano Sollima, director of *Suburra* and *Gomorra la serie*, starring Benicio Del Toro and Josh Brolin, **01 Distribution** relies on **Italiaonline** for a high impact web campaign.

The creative idea arises from the collaboration between 01 Distribution, a directorate of Rai Cinema, which distributes the film in the movie theatres, and **iOL Advertising**, the Italiaonline digital ad agency, in collaboration with the technological partner Sizmek and planned by Media Insight media center.

The campaign for the launch of *Soldado* is declined on the home page of [Libero.it](#), the portal of Italiaonline visited by millions of users every day, and [Wetransfer.com](#), the online service for sending and sharing big files all around the world in a fast and easy way, which Italiaonline, with iOL Advertising, is the advertising agency for our country.

The result of the partnership between Italiaonline and 01 Distribution is a "tailor made" web communication product. Creativity is dynamic and with a strong emotional impact to bring back the charm of the big screen on the web, it is modeled on each of the home pages and visible from h 16 to h 24 of 18 October on [Libero.it](#) and throughout the day of 18 October on [Wetransfer.com](#).

On [Libero.it](#) a morphing turns the home page into the rifle that characterizes the *Soldado* poster, and then leads to the trailer. On the [Wetransfer.com](#) home page, there is an interactive wallpaper with 3 videos, each of which shows the story of a character. According to the video on which the user dwells, the background of the wallpaper changes, showing the character of the chosen video.

**Massimo Crotti**, Sales house director at Italiaonline, commented: "Our digital communication projects stand out because they are perfectly integrated with user experience, playing on the characteristics of the portals on which they are declined. So, they are original and exclusive designs, like this one we made



for *Soldado*. We are proud that 01 Distribution has chosen us for a web campaign linked to an important and expected movie".

(N.B. This is a translation of the Italian press release)

#### SOLDADO

Director  
Stefano Sollima

Cast  
Benicio Del Toro, Josh Brolin, Isabela Moner, Jeffrey Donovan, Manuel Garcia-Rulfo, Catherine Keener

#### Synopsis

There are no rules in the war on drugs. The CIA's struggle against drug trafficking between Mexico and the United States has been exacerbated since drug cartels have begun to infiltrate terrorists across the American border. To combat the narcos, federal agent Matt Graver (Josh Brolin) will have to hire the mysterious and impenetrable Alejandro (Benicio Del Toro), whose family has been exterminated by a cartel boss. Alejandro will unleash a veritable, uncontrollable gang war on a mission that will involve him in a very personal way. Nella guerra alla droga non ci sono regole. La lotta della CIA al narcotraffico fra Messico e Stati Uniti si è inasprita da quando i cartelli della droga hanno iniziato a infiltrare terroristi oltre il confine americano. Per combattere i narcos l'agente federale Matt Graver (Josh Brolin) dovrà assoldare il misterioso e impenetrabile Alejandro (Benicio Del Toro), la cui famiglia è stata sterminata da un boss del cartello. Alejandro scatenerà una vera e propria, incontrollabile guerra tra bande in una missione che lo coinvolgerà in modo molto personale

#### CAMPAIGN CREDITS

Creative direction: 01 Distribution  
Media Agency: Media Insight

Facebook Soldado <https://www.facebook.com/soldadofilm/>  
Trailer [https://www.youtube.com/watch?v=mQMR5\\_NByUo](https://www.youtube.com/watch?v=mQMR5_NByUo)

#### 01 DISTRIBUTION

Web [www.01distribution.it](http://www.01distribution.it)  
Facebook [www.facebook.com/01Distribution](http://www.facebook.com/01Distribution)  
YouTube [www.youtube.com/01Distribution](http://www.youtube.com/01Distribution)  
Twitter @01Distribution  
Instagram <https://instagram.com/01distribution>

#### ITALIAONLINE

La nuova Italiaonline è la società nata dalla fusione per incorporazione di Italiaonline S.p.A. in SEAT Pagine Gialle S.p.A., il cui obiettivo strategico è consolidare la leadership nel mercato del digital advertising per grandi account e nei servizi di marketing locale, con la mission di digitalizzare le PMI, vera ossatura economica del Paese.

Italiaonline è direttamente controllata dalla Libero Acquisition S.à.r.l. - società di diritto lussemburghese che fa capo alla famiglia Sawiris - e dai 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.

Fanno oggi parte di Italiaonline i servizi per imprese e cittadini Pagine Gialle, Pagine Bianche e Tuttocittà, i portali Libero, Virgilio e superEva, le utility 892424 e 1240, la concessionaria di pubblicità online IOL Advertising e più di 60 Media Agency diffuse lungo tutta la penisola che costituiscono, con oltre 800 agenti, la più grande rete italiana di consulenti di servizi e prodotti per le grandi e piccole imprese.

Italiaonline è la prima web company nazionale: sono 5 milioni gli utenti unici in media al giorno che navigano le sue properties, di cui 2,4 milioni da mobile \*

\*Fonte: Audiweb Database, powered by Nielsen, Avg. last 12 months TDA. I dati Audiweb Database al momento non comprendono Google, Facebook e Microsoft



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