



PRESS RELEASE

"ITALIAONLINE AND YOU EARN ONLINE": A JINGLE FOR THE NEW AD OF THE LARGEST INTERNET COMPANY, ON AIR FROM OCTOBER 13

Italiaonline returns in advertising with a TV, radio and digital campaign focused on the advantages for small and medium enterprises, told by four musicians with a memorable and engaging jingle

A simple message, capable of generating engagement at first listening to the concrete benefit that online presence and communication can give to enterprises

The campaign is designed by KleinRusso and produced by Enormous Films. Media planning by Mindshare

Milan, 11th October 2019

On air from October 13 the new advertising campaign of Italiaonline, which returns to TV, radio and digital media with a commercial that tells with a jingle the advantages that every entrepreneur can have developing their digital business thanks to the largest Italian internet company. A campaign dedicated to the target of SMEs for which Italiaonline offers the best solutions to increase their turnover: digital presence, website, online advertising.

The commercial, designed and realized by KleinRusso - the creative agency founded in 2008 by Fabrizio Russo and Sofia Cortellini Klein, which has to its credit many successful collaborations with major brands - and produced by Enormous Films, has as its protagonists four musicians who accompany with cheerful and engaging viewers in a roundup of the world of small and medium Italian companies. A light but memorable tone of voice, in line with the company's digital identity.

The text of the jingle (in Italian) reads: More customers at the restaurant, more work at the shopkeeper, more time at the entrepreneur, more success at the manager. Italiaonline and you earn online. Before you

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weren't online, now you have Italiaonline, before you did it, now you don't think about it anymore. The reference to Italiaonline digital guide for the world of SMEs is illustrated in an unconventional way with a song that captures the first time you listen. A simple message, working on memorability and awareness, to make the message for SMEs clear: by going online, companies earn money.

Roberto Giacchi, CEO of Italiaonline, comments: "We return with great pleasure to TV and other media with a campaign that wants to take the very important segment of Italian SMEs by the hand, the beating heart of our country, conveying in a fun way a message of optimism and growth: we are the company with which "we earn online". Being present and clearly visible on the Internet today is essential and Italiaonline is the right key to open the doors of digital business to every company.

Fabrizio Russo, CEO of KleinRusso, says: "The originality and uniqueness of this Italiaonline campaign is that it is memorable, in order to tell a target still to be conquered completely, how digital is within everyone's reach and can make a great contribution to business development. The array of locations that you can see in the commercial represent all types of small and medium Italian companies, in which every entrepreneur can identify. Italiaonline represents, with its network of consultants, the physical contact that makes the digital world human, light and understandable like its jingle. The role of the campaign, therefore, is to win the challenge of memory, memorability and awareness with an integrated communication strategy between off and online, between interruption and interaction.

The planning of the commercial, in 30" and 15" versions, is carried out by the Mindshare media centre and is so articulated:

- TV: the commercial will be on air from 13 October to 6 December on the Publitalia, Sky and Discovery networks, with a mix of the 30" and 15" versions.
- Radio: the commercial will be on air from 14 October to 8 December in 30" format on the main networks (RTL 102.5, RDS, Radio DeeJay, Radio Italia, Radio 105, Radio Rai, Radio 24), on the CNR circuit and on local circuits.
- Digital: video formats will be planned on Facebook, YouTube and on social channels Italiaonline
- Moreover, from October 28th the spot will be planned for 5 consecutive weeks in the main national airports.

CREDITS

Cliente: Italionline
Chief Communication Officer: Giorgia Camandona
Media planning & creativity: Chiara Magnabosco
Agenzia: KleinRusso
CEO: Fabrizio Russo
Direttore creativo: Antonio Fatini
Art director: Massimiliano Brancaccio





Copywriter: Pablo Granatiero
Direttore clienti: Manuela Bartelli
Strategic planner: Sandro Volpe
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Casa di produzione: Enormous Films
Regia: Gigi Piola
Direttore della fotografia: Emanuele Zarlenga
Executive producer: Silvia Cattaneo
Producer: Giulia Cirio
Editor: Tommaso Bianchi
Musica: Federico Landini

ITALIAONLINE

Italiaonline - società quotata sul MTA di Borsa Italiana - è la prima internet company italiana con 5,3 milioni di utenti unici* che navigano ogni giorno sulle sue web property, di cui 3,5 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.

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

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