

PRESS RELEASE

“READY FOR LIFE”: THE CATTOLICA ASSICURAZIONI COMMUNICATION CAMPAIGN IS STARTING

The values of the Company explained through rugby and daily life

Milan, 24 October 2018. The Cattolica Assicurazioni communication campaign starts today: during the press conference of the “Cattolica Test Matches”, the creativity was presented with which the Company will be on air starting in the coming days on all the main national media.

The autumn rugby window of the Cattolica Test Matches marks the beginning of the first phase of communication of the Company, Main Sponsor of the Italian Rugby Federation. Rugby as metaphor of life: healthy sports values that Cattolica shares and has embraced with its sponsorship. A communion of values that goes beyond the sports setting to explain who Cattolica is and its way of being and operating.

Through the “Ready for Life” pay-off, Cattolica expresses its image: the angel is its logo, close and always present, protect and take care of those who live the action of the game, as well as those who are living their own life. It is not a gamble but requires the right assessment of the risk to know how to face and handle the challenges, allowing anyone to trust it because Cattolica will have a solution for every need in any situation.

The campaign is addressed to all the current and future clients, with a strong focus also on the younger element, strengthening the national position of the company involved in a transformation which, consistent with the 2018-2020 Business Plan, wants to establish itself as an innovative, flexible company reactive to the new challenges of the market, but still faithful to its founding values. This first phase of communication will be followed by a second campaign launch which will further reinforce the corporate message and the positioning of the company.

The campaign, created in cooperation with Utopia, a creative agency which began in 2016 with the intent of merging together ideas and production by investing in new talents in all the artistic sectors, is on air starting today on the national media with a media plan handled by Vizeum, a company of the Dentsu Aegis Network group, which includes TV, radio, print, posters, cinema and web.

Emanuela Vecchiet, Communication and Institutional Relations Director of the Cattolica Assicurazioni Group, commented: *“The communication campaign that is starting today marks a significant moment in Cattolica’s new path, a Company increasingly open to the future, with a strong tradition the founding values of which remain firm. We start with a sport like rugby to make the values in which we believe and which we want to experience in our daily business life emerge. We want to strengthen and support the brand awareness of the Group which is involved in an industrial and cultural change, increasing the sense of community among our policyholders. The angel, our logo, expresses by antonomasia the protection that we offer, the campaign pay-off “Ready for Life” gives a voice to this concept”.*

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