

## PRESS RELEASE

### CATTOLICA IS READY TO FLY INTO ITALY'S AIRPORTS

*The brand's campaign kicks off on 1 July at six airports across the country until December*

Verona, 1 July 2019. Cattolica Assicurazioni will be “dressing” six Italian airports. Today marks the launch of the Group's new advertising campaign, aimed at building brand awareness and equity through high-visual-impact communication in six airports across Italy, in unusual spaces.

Bergamo, Pisa, Verona, Naples Capodichino, Palermo and Catania: from north to south, the insurance company will be present in the least conventional areas to accompany tourists, travellers and businessmen departing and arriving. Escalators, check-in desks, waiting rooms and baggage claim areas will all come to life with the tailor-made campaign. Utopia's creativity combined with Mktg's design ensures that a wide target audience will be reached – everyone from families to businesses – with maximum visibility for the brand. The tailor-made project has been specifically made to measure on the basis of the spaces and architecture of each individual airport. After the two corporate campaign flights at the end of 2018 and the beginning of 2019 linked to the sponsorship of the Italian national rugby team and Cattolica's values, the decidedly innovative third phase of the campaign is now underway, aiming to bring the claim and images of “Ready for Life” to the most unconventional spaces in airports, such as escalators, staircases, corridors and desks.

*“Cattolica has a distinctive identity that we want to continue to promote,” said Emanuela Vecchiet, Director of Communications and Public Affairs at Cattolica Assicurazioni. “After the two winter flights, which went on air making use of more traditional means, we decided to continue the company's positioning campaign by dressing Italian airports with our brand: a new choice, which will guarantee us long-lasting and widespread coverage at a national level, thus also encapsulating the territoriality that is one of the distinctive features of our Group”.*

At Bergamo, Cattolica will appear at boarding desks, escalators, and check-in and arrival areas. At Pisa San Giusto, 4x2m posters will be displayed in the non-Schengen departure area, as well as in the baggage claim area. At Catullo in Verona, the main gate to the departures area and high-traffic areas will be “dressed” with Cattolica's logos. At Capodichino in Naples, among other things, the Company will inject a little magic into the special “Family Lane”, an exclusive route especially for families who have to access the security area. In Palermo, the security area and boarding area will be involved in the campaign, whilst in Catania, the stairs and walkways of the departures area will all receive a splash of colour.

*Cattolica Assicurazioni is one of the biggest players on the Italian insurance market and the only cooperative in the industry listed on the Milan Stock Exchange, where it has been present since November 2000. With over 3.6 million clients who trust the insurance solutions and products it distributes, the Group posted a premium income of nearly 6 billion Euros (2018). At the Group level, Cattolica relies on 1,439 agencies spread throughout Italy, in large cities and small towns, and has a network of 1,924 agents. For more information: [www.cattolica.it/en/profile](http://www.cattolica.it/en/profile)*

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