

“PROTECT WHAT YOU LOVE”: CATTOLICA LAUNCHES NEW PROTECTION CAMPAIGN AND FORMS AN ALLIANCE WITH CHILI CINEMA

Customers who take out a policy of their choice from the Protection, Home and Family line will receive the gift of “great cinema”.

Verona, 22 December 2017. Cattolica Assicurazioni has signed a partnership with the film and TV series streaming platform Chili Cinema to launch its “Protect what you love” campaign in support of the Protection, Home and Family insurance line. This initiative will help the company to work side-by-side with those researching even more effective tools for the protection and stability of personal and family life. Sure enough, subjects such as security and health are taking on a significant role amongst the most widely felt needs of the Italian population.

Valid until 31 January 2018, “Protect what you love” will allow customers who subscribe to one of the promotional products at Cattolica Assicurazioni’s Agencies to receive a Promotional Gift Card Code worth €50, which can be used to rent films and TV series straight from their own home, choosing from over 800 available titles.

The policies included in the “Protect what you love” campaign are: “Cattolica&Casa Senza Pensieri” [Cattolica&Carefree Home] and “Senza Pensieri Click” [Carefree Click], two solutions to suit customers' different spending capacities in order to protect the home and family, guarding them against the unexpected events of everyday life; “Cattolica&Salute Ogni Giorno” [Cattolica&Everyday Health], for facing the future with confidence even if an accident or illness limits your ability to work or no longer allows you to provide for your loved ones; “Cattolica&Protezione Tutta la Vita” [Cattolica&Lifelong Protection], the solution that protects your loved ones from nasty surprises; “Cattolica&Previdenza per la Pensione” [Cattolica&Social Security for Pensions], for self-employed or employed workers who wants to start thinking about their future.

This campaign confirms Cattolica's commitment to support Italian families who want to face the needs of day-to-day life with peace of mind.