



PRESS RELEASE

CATTOLICA AND THE JACKAL PRESENT FAMILY-FRIENDLY TECHNOLOGY

Verona, 15 July 2021. Technology brings families together. This is the creative idea behind 'Boomer Protocol', the latest video from The Jackal, released today on their social media channels. Created and produced by The Jackal in collaboration with Cattolica Assicurazioni, the video focuses on the generation gap, which is apparently unbridgeable when it comes to the internet, smartphones and apps. Challenges that may seem insurmountable to those with little knowledge of technology can turn out to be a powerful means of connecting parents and children.

"Behind the comedic intuition of 'Boomer Protocol' is the desire to tell the story of Cattolica Assicurazioni's strategy. This is a company that combines the solidity and values of 125 years of history with the ability to leverage innovation and technology in order to be ever closer to its customers," explains **Carlalberto Crippa, Business Development & Marketing Director of the Cattolica Assicurazioni Group**. *"Active Auto and the other products in the Active line for the Home, Health and Business translate this philosophy into concrete services. We wanted to provide our agents with a catalogue of innovative products that, in a simple way, make technology and digital solutions work for policyholders to promote a new paradigm of prevention and protection."*

Vincenzo Piscopo, Studios Director of Ciaopeople, says: *"The collaboration with Cattolica has given us the opportunity to convey the brand message through a message of highly shareable value, i.e. a technology that unites the generations. In a world full of services that make everyday life easier and more accessible, we wanted to present a technology that allows us to be connected to our loved ones."*

'Boomer Protocol' is part of the "ACTIVATI" communication campaign launched this spring on the main social media channels. The campaign is the

work of *Progettoimmagine* and *Take*, a communications agency of the Next Group, which found in The Jackal and their artistic approach the perfect partners to present a different way of understanding technology.

Watch the video: <https://youtu.be/Ea4FhGLxE3s>

CREDITS

Content and production: The Jackal

Director: Francesco Ebbasta

Assistant Director: Ylenia Azzurretti

Director of Photography: Roberto Ostuni

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General Organiser: Maria Chiara De Gregorio

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Editing and post-production: Nicola Verre, Francesco Ebbasta, Alfredo Felco, Mario Rotili, Fabrizio Somma

Music: Luca De Gregorio, Luigi Scialdone, Bea Sanjust

Artistic direction: Francesco Ebbasta and Alessandro Grespan

Written by: Francesco Ebbasta, Alessandro Grespan, Ciro Priello, Fabio Balsamo, Gianluca Fru, Aurora Leone and Claudia Napolitano.

Cast: Ciro Priello, Gianluca Fru, Aurora Leone, Rosalia Porcaro, Mario Porfito, Tiziana Tirrito, Carlo Verre, Giusepe Carosella, Giuseppina De Dominicis, Gaetano Orfeo

Cattolica Assicurazioni is one of the main players on the Italian insurance market and has been listed on the Milan Stock Exchange since November 2000. With around 3.5 million customers who rely on the insurance solutions and products it distributes, the Group generates total premium income of €5.7 billion (2020). At the Group level, Cattolica has 1,360 agencies throughout Italy, covering both large cities and smaller towns, and a network of 1,851 agents. For further information: <https://www.cattolica.it/en/profile>

The Jackal

With work ranging from YouTube videos to commercials for major brands, The Jackal is now an art collective and video production company with millions of views. In 2017 their first film, 'Addio fottuti musì verdi' ('Goodbye Fucking Green Faces'), directed by Francesco Ebbasta, produced by Cattleya and the Jackal and distributed by 01 Distribution, was released in the cinema. In 2021, their first book, 'Non siamo mai stati bravi a giocare a pallone' ('We Were Never Good at Football') was published by Rizzoli. This autobiography chronicles the journey and success of The Jackal, from 'Lost in Google', 'Gay ingenui' ('Naive Gays') and 'Gli effetti di Gomorra sulla gente' ('The Effects of Gomorrah on People') to the notorious hacking of the Sanremo Festival. In the same year they starred in Spotify's first original production for Italy: a podcast on the Sanremo Festival called 'The Jackal: Tutto Sanremo, ma dura meno' ('The Jackal: Everything Sanremo, But It Doesn't Last As Long'). Meanwhile, the Netflix series produced in collaboration with The Jackal, 'Generazione 56k' ('Generation 56k') starring Fabio

Balsamo and Gianluca Fru and created and directed by Francesco Ebbasta, came first on the Netflix ranking of most watched shows. For the 2021 European Cup, they are showing the original version of 'Europei a casa The Jackal' ('Europeans at Home The Jackal') in which they give an ironic live commentary on the national team's matches.

CONTACT INFORMATION

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