

## PRESS RELEASE

### **WELL-BEING AND THE FUTURE PLAY A CENTRAL PART IN THE NEW CATTOLICA ASSICURAZIONI COMMUNICATIONS CAMPAIGN**

*Created by Saatchi & Saatchi and produced by Think Cattleya, the campaign will be dedicated to the product Active Benessere. On air from 5 September with integrated media planning*

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Verona, 2 September 2021. The new Cattolica Assicurazioni communications campaign dedicated to the product Active Benessere is ready for launch. From Sunday 5 September, the company will be on air across all the major national media, with a concept created in collaboration with creative agency Saatchi & Saatchi and a media plan handled by Vizeum, a member of the Dentsu Aegis Network group, encompassing TV, print, radio, digital and billboards.

In this precarious environment, getting back their future is still both a central and a delicate issue for consumers. The "new normal" fluctuates between the desire and the actual possibility of achieving this. And Cattolica, with Active Benessere, aims to stand alongside its customers to fulfil the new needs of today and tomorrow, helping to enhance lifestyle and well-being. We remain faithful to the "Ready for life" principle, interpreted in this campaign as "Ready for whatever the future holds for us".

Through snapshots of day-to-day life, Cattolica Assicurazioni and Saatchi & Saatchi portray, in an immediate and simple way, moments in which people prepare for the future that awaits them with confidence, optimism and awareness. Four different scenarios exemplify the philosophy behind the Active Benessere offer: a supportive tool for Cattolica's customers, to plan for and address the challenges of the future in a proactive and positive way.

Created by production company Think Cattleya and directed by Sami Schinaia, the advert boasts an original soundtrack, "Ready for Life", composed for the occasion by Sizzer. The song, which has an energetic and sunny feel, is a communication tool to create consistency across all media and build a unique, distinctive and recognisable brand identity.

“The future’s waiting for us. Let’s be ready for it’, at a conceptual level, naturally and consistently flows from our ‘Ready for life’ claim, adding a deeper and more current meaning,” said **Riccardo Acquaviva, Communications Director of the Cattolica Assicurazioni Group**. At this particular point in history, Cattolica once again remains true to its traditional role as a “safety net”, protecting people from the concerns of today and the unforeseen events of tomorrow. And it does so with a positive message of pragmatism and proximity.”

**Carlalberto Crippa, Business Development & Marketing Director of the Cattolica Assicurazioni Group**, said: “Health and well-being are clearly a priority for each of us. With the Active Benessere campaign we look towards the future with confidence, promoting the conscious and proactive style of those who recognise and can tackle life’s challenges. Active Benessere is not only an insurance product, but a real ecosystem of services that supports our customers in their everyday life as they move towards the proactive and conscious management of their own health, acting on the basis of the four pillars of prevention, diagnosis, treatment and convalescence.”

**Manuel Musilli, Executive Creative Director of Saatchi & Saatchi**, said: “Cattolica Assicurazioni’s new campaign conveys a very important positive message, telling a series of stories that portray, in an intimate and personal way, the importance of taking care of yourself and protecting your health.”

**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 trust in the insurance solutions and products it distributes, the Group has total premium income of €5.7 billion (2020). At 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>

**Saatchi & Saatchi Italia** is one of the largest agencies in the Italian market and one of the 50 most influential agencies in the world. The agency’s customers include names such as Asvis, Cattolica Assicurazioni, Enel (for which Saatchi & Saatchi also acts as a global creative hub), Fater, Ferrovie dello Stato, Gruppo Abiby, Gruppo Peroni, La Molisana, Latteria Montello, LeasePlan, Menarini, Oreo, Poste Italiane and Procter & Gamble (with a global hub dedicated to Fixodent). With its “Nothing is Impossible” positioning, Saatchi & Saatchi stands out on the market due to its creative excellence and believes, with passion and courage, in the power of ideas. Saatchi & Saatchi’s mission is to create special and charismatic brands that offer products, services and experiences that build lasting emotional connections with people and to which consumers are loyal “beyond reason.” The agency, part of Publicis Groupe, is headed by Camilla Pollice and is based in Rome and Milan.

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