

**Milan, 20 February 2015**

## **EVEN MORE “INCREDIBLE, BUT TRUE” THE NEW UNIPOLSAI ADVERTISING CAMPAIGN ON AIR**

Following a 2014 marked by the success of the product advertising campaign “**Incredible, but true**”, related to the launch of the zero-interest MV policy paid in monthly instalments, UnipolSai Assicurazioni decided to continue the strong communication of this innovative offer in 2015, enriching it with new and important services aimed at making the insurance proposal even more incredible.

Taking advantage of the simple language and ironic mood that characterize the communication style of UnipolSai, the new multi-subject “*Pupazzi*” (Soft Toys) campaign, on air from 22 February, features exceptional testimonials as protagonists: the soft toys that live inside our cars, accompany us on our travels and, in the end, also tell a bit of our story. They are the ones – a cow, a dog and a bear – that within the world they inhabit, that of the car, suddenly come to life bringing “incredible, but true” news: the new benefits and services of the UnipolSai zero-interest MV policy.

The amusing exchange of words between the soft toys and the various characters featured in the commercials plays on a double disbelief: on one hand, the amazement of a soft toy coming to life and, on the other, the incredibility of the UnipolSai offer enriched with new benefits.

With this new advantageous product proposal, valid throughout 2015, in addition to ensuring customers who purchase MV policies the option to pay in monthly, zero-interest instalments, UnipolSai also offers:

- the opportunity to have lower instalments and greater security by installing a black box - for which UnipolSai is a European leader with over 2 million devices installed;
- free access to “*InPiù la tua salute*” with healthcare services and discounts for certain diagnostic tests at the largest national network of private affiliated healthcare facilities.

Moreover, the leading company on the Italian market expands its commercial proposal by also offering zero-interest monthly payments for many other policies covering home and family needs.

The benefits related to the new UnipolSai product offer will be conveyed by the campaign through a communication strategy providing for the progressive airing of the three protagonists a few days apart of each other.

The campaign, created by the agency Leo Burnett, produced by FilmMaster and directed by Matteo Pellegrini, includes significant planning on TV, digital channels, radio and print, and is highly integrated across the various media.

In the wake of the choices made in previous campaigns, the soundtrack for this new campaign will again be the evergreen “Stand by me”, a further element of recognition and continuity of the UnipolSai communication style.

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### UnipolSai Assicurazioni S.p.A.

UnipolSai Assicurazioni S.p.A. is the insurance company of the Unipol Group, Italian leader in Non-Life Business, in particular in vehicle liability insurance.

Also active in Life Business, UnipolSai has a portfolio of over 10 million customers and holds a leading position in the national ranking of insurance groups with a direct income amounting to €15.4bn, of which €9.3bn in Non-Life Business and €6.1bn in Life Business (2013 figures).

The company currently operates through 5 divisions (Unipol, La Fondiaria, Sai, Nuova MAA and La Previdente) and has the largest agency network in Italy, with approximately 3,800 agencies and 7,300 sub-agencies spread across the country.

UnipolSai Assicurazioni is a subsidiary of Unipol Gruppo Finanziario S.p.A. and, like the latter, is listed on the Italian Stock Exchange, being one of the most highly capitalized securities.