



Connexia is buddybank's new creative partner

Unicredit's online bank chooses Connexia for its creative coordination and advertising strategy.

Milan, 28th April 2020 — **buddybank**, Unicredit's banking model designed exclusively for smartphone, has seen its own "buddy" in **Connexia**, the best strategic and creative partner to have by its side in all of the brand's communication initiatives.

Under the creative direction of **Riccardo Catagnano**, with strategic planning and communications support for ATL and digital campaigns, Connexia will illustrate the young brand's disruptive innovation spirit within the Group.

*"buddybank is the embodiment of innovative, unconventional and creative: the same qualities we found in Connexia and that we were seeking, to achieve, together, a further leap in communication terms" — declares **Federico Napoli, Head of Marketing & Products at buddybank** — Connexia has managed to fully comprehend the spirit that guides all of our actions which we also want to get across to our potential clients: smart, early adopters, searching for a service that is unique, efficient and always active. We will continue working on proposals for new banking concepts, like buddybank: simply open the app and talk to your bank via chat, always open 24/7 to assist or for personalised services. An ever more appreciated service, particularly in these unprecedented times".*

Connexia will accompany buddybank in all communication campaigns in order to make its service even more appealing on the market.



CONNEXIA

Creativity in Love with Data and Technology

"We're excited to have undertaken this journey with buddybank team: this victory, in a race which has also seen historical advertising giants amongst the participants, confirms once again that the new agency model that Connexia represents is successful." — affirms **Stefano Ardito, Chief Growth Officer at Connexia** — Combining data, creativity, media and technology with passion to offer a complete consultation, putting the human element at its heart: this is the true identity of Connexia.

People remain the driving force of day-to-day work: they are our key value that distinguishes our agency from competitors, and we are proud that this approach has been adopted so eagerly. — continues Ardito — Work began in February, with a time scale of two years: we have a future of campaigns, commissions and much more, through various touchpoints and different platforms, and we can't wait to make our enthusiasm and professionalism available to buddybank and charter this journey together".

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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Società sottoposta a direzione e coordinamento di Alchimia S.p.A.