



CONNEXIA

Creativity in Love with Data and Technology

Europe Assistance: a digital campaign for MyClinic. Connexia company.

*The new Adv programme campaign
to promote MyClinic by Europ Assistance,
a digital service for the health of the whole family, is now online.*

Milan, 15 May 2020 - **Europ Assistance**, a leading private insurance company in Italy, has chosen **Connexia** as its new creative agency, after a tender involving multiple players. The first campaign for the launch of **MyClinic**, the digital service for the health of the whole family, is already online, and has been integrated with a new **COVID-19 Assistance function**.

Present on all of the company's social channels - Facebook, Instagram, Youtube - and planned on the main online newspapers in the months of **May and June**, the new **Adv programme** campaign, including video and display, was **designed, produced and managed entirely by Connexia**, under the **creative direction of Adriano Aricò and Anna Vasta**. It conveys the distinctive features of the service, which has been created to provide remote medical support and implemented to deal with the current health emergency.

True to its vocation as a Care Company, Europ Assistance has identified the needs caused by the Covid-19 emergency, integrating its range of services with great flexibility and promptness. At a time when mobility is still limited, the provision of prompt and qualified assistance in people's homes is essential.

Connexia Società Benefit S.r.l.

Via B. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056

C.F. e P. IVA 12205240158 · Capitale Sociale Euro 500.000,00 i.v. · R.E.A. 1537791

info@connexia.com · www.connexia.com

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



CONNEXIA

Creativity in Love with Data and Technology

"Here at Europ Assistance, we have always taken care of people remotely, wherever they may be located. At the moment, we feel the need to emphasise our closeness with our clients and remain in contact with them in an even clearer way - explains **Chiara Giglio, Head of Brand Communication & Social Responsibility at Europ Assistance Italia.** - We are experts in assisting clients while they are on the road, and now - due to MyClinic's innovative technology - we can continue to protect our clients' health even while they are at home, and with the same levels of professionalism and empathy".

"We are truly proud to be able to support our clients in communicating initiatives and activities that can make a real difference people's lives, especially at this current time of emergency, and Europ Assistance's MyClinic campaign is a perfect example of this - says **Massimiliano Trisolino, Managing Partner Strategy & Creativity at Connexia.** - Connexia's digital campaign, which is simple and direct, presents itself as the most effective way of informing clients about the available services that can be used to address medical concerns and unclear information".

Link to the video:

<https://www.youtube.com/watch?v=uoVrl7ougJc>

<https://www.youtube.com/watch?v=3xVDtjZxols>

<https://www.youtube.com/watch?v=75lv1YzWdww>

<https://www.youtube.com/watch?v=7WiCX72LfbY>

Credits

Creative Direction - Anna Vasta, Adriano Aricò

Senior Art director - Virginia Perez

Senior Copywriter - Miriam Zaccagni

Senior Creative Strategist - Giuseppe Laricchia

Video Editing - Cesare Ambrogi

Client Director - Valerio Frontini

Digital Account Senior - Elena Arnaboldi

Media Planner - Gabriella Ronchi

Connexia Società Benefit S.r.l.

Via B. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056

C.F. e P. IVA 12205240158 · Capitale Sociale Euro 500.000,00 i.v. · R.E.A. 1537791

info@connexia.com · www.connexia.com

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



CONNEXIA

Creativity in Love with Data and Technology

EUROP ASSISTANCE: "YOU LIVE, WE CARE"

Founded in Italy in 1968, Europ Assistance has always accompanied social transformation, responding to the needs of people - and often anticipating them in advance. In 2018, the company passed an important milestone: its 50th anniversary, marking half a century of assistance in an ever-changing context of which the company has become an interpreter - thanks to innovation routes and future-proof solutions.

Europ Assistance can provide assistance in more than 200 countries, in both everyday and emergency situations, offering personalised assistance services and insurance cover for travel, cars, health, the home, and families. With a 24-hour operations centre, a service network of more than 425,000 centres globally, and a Europ Assistance medical team, Europ Assistance is synonymous with safety and peace of mind, because it stands at the side of its clients - anytime and anywhere.

In Italy, the company closed the 2018 financial year with a revenue of 374 million Euros. The company has more than 900 employees and more than 10,300 assistance centres. The company's motto of "you live, we care" reflects the essence and vision of the Group, as well as its ambition to become the most reliable "Care Company" in the world. It is also reinforced by four distinctive brands that are enclosed within the very concept of CARE: Caring, Available, Reliable and Easy to work with.

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

Connexia Società Benefit S.r.l.

Via B. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056

C.F. e P. IVA 12205240158 · Capitale Sociale Euro 500.000,00 i.v. · R.E.A. 1537791

info@connexia.com · www.connexia.com

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