

## The rebranding of buddybank - courtesy of Connexia.

*The bank for smartphones from UniCredit  
always more "WOW" and always more "buddy"!*

Milan, 24 September 2020 – **buddybank**, the bank model from UniCredit exclusively for smartphones, presents **its new brand platform**.

**"bank of now, bank of wow"** is the rebranding concept for buddybank, the result of an in-depth reworking of company values with a view to defining new objectives two years from the market launch.

*"We are a digital bank, but our approach remains firmly focused on the value of people, proximity and inclusiveness,"* affirms **Claudia Vassena, Head of buddybank**, *"We are innovating fast and for some time we have felt the need to change our look to better represent our identity."*

A synonym of innovation, reliability and simplicity of interaction, buddybank embodies a completely new way of "being a bank". Direct, authentic, but, above all, showing empathy, buddybank is **"the bank you don't expect"**, which doesn't neglect you, available 24/7 via chat with real people.

Chatting with "buddies", the clients, is like a conversation between good friends. A more relaxed, informal approach, but always focused on maximum efficiency of service and on reinforcing the sense of belonging to the buddybank community.

The rebranding involved all communications assets - **logo, app design, website and layout of the payment cards** - with a view to consolidating the connection with the



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customer base, prioritising the **Generation Z** age range. **An exclusive communications partner:** from consultancy on strategic positioning to description of the creative concept - the communications agency, **Connexia**.

*"We are extremely happy with our progress so far and the results achieved with buddy bank. An atmosphere of mutual trust and a cooperation-based approach to work have given life to a unique large team, reinforcing the originality and the efficiency of our strategic proposals, creative consultancy and consultancy on market positioning."* comments **Massimiliano Trisolino, Managing Partner for Strategy & Creativity at Connexia**, *"The rebranding of buddybank has involved creativity being an expression of strategy and vice versa, a visible transposition of an authentic, stimulating and innovative vision - with values akin to our own. There are lots of factors which have fuelled in all of us a passion and an enthusiasm for this project, born at a time which is certainly not easy, but built on a common objective which is absolutely shared by all: to reinforce for clients of buddybank the sense that "their" bank is close by and available to them."*

At this time buddybank is celebrating its new look with the launch of "**Find a buddy - find treasure**", the 'member get member' initiative valid until 30 December 2020. buddybank account holders will have a code for inviting friends to open a current account and, once this is activated, will receive a bonus of 40 euros, up to a maximum of 240 euros. All the details can be found at [www.buddybank.com](http://www.buddybank.com)

The full media kit can be found at the following link: <https://we.tl/t-XVZAiTMFO2>

## Credits

Creative Director - Clio Zippel

Creative Supervisor - Emiliano Di Leno

Creative Supervisor - Renata De Rosa

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



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Senior Creative Strategist - Chantal Cimmino

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Art Director - Marta Perego

Valerio Frontini - Client Director

Loretta Meroni - Senior Account Manager

## 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](http://www.connexia.com)

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