



# CONNEXIA

Creativity in Love with Data and Technology

## Connexia working alongside the Italian Committee for UNICEF on the "legacies" campaign

*This not-for-profit organisation committed to childhood protection has gone online with an integrated campaign dedicated to legacies. So that you can rest forever in the most beautiful place in the world: at the side of a child needing to be rescued.*

Milan, 28 September 2020 – [Connexia](#) presents the new **legacies campaign** by the [Italian Committee for UNICEF](#), Italian representative of the United Nations International Children's Emergency Fund, an auxiliary body of the UN with a mandate to protect and promote the rights of children and adolescents (0-18) throughout the world, and to contribute to improving their living conditions.

**Legacies** represent a fundamental source of funding for the Italian UNICEF committee and make a significant contribution to achieving major changes in the lives of many children. In specific terms, this type of giving increased by 5.9% in 2019 with respect to the previous year (Source: UNICEF)

The video brings together images taken during the course of various UNICEF missions in all the areas of the world where childhood is experiencing major challenges - from Syria to Somalia. The focus of the campaign is the concept of the "**future**": to bequeath a legacy to UNICEF is in fact a way of enhancing your own sense of civic responsibility, continuing to do good "at a distance", making a fundamental difference in the lives of many children by a single, apparently small gesture.

**The Italian Committee for UNICEF's new integrated campaign** can be seen on TV from 18 August 2020, to be followed by an ongoing campaign on social and digital media. This campaign, conceived by Connexia (TV commercials; printed social

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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](mailto:info@connexia.com) · [www.connexia.com](http://www.connexia.com)

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



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and digital media campaign), is adding a new chapter to the story of dedication, hope and daily commitment, which UNICEF has been contributing to over many years, first and foremost in the fight against child poverty in the least fortunate areas of the planet.

## Credits

Creative Directors - Adriano Aricò and Anna Vasta  
Client Director - Roberta Croce  
Account Supervisor - Valentina Gorla  
Account Manager - Martina Fagnani  
Senior Copywriter/Creative Supervisor - Renata De Rosa  
Digital Copywriter - Francesca Gazzillo  
Senior Art Director/Creative Supervisor - Emiliano Di Leno  
Digital Art Director - Margherita Sartor  
Senior Creative Strategist - Chantal Cimmino  
Producer - Giulia Moroni  
Video editing - Cesare Ambrogi  
Post-production - Exchanges

## 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)