



# CONNEXIA

Creativity in Love with Data and Technology

## **'buddybank Love': Connexia's innovative 3D campaign OOH goes live**

*The campaign, the first of its kind in Italian banking,  
will run for two weeks on installations and megascreens  
in the main hubs of Milan.*

Milan, 20 December 2021 – Live **from 20 December**, the new **3D OOH** (Out-Of-Home) campaign for **buddybank**, UniCredit's bank for smartphone users.

**Running until 6 January** in the main hubs of the Lombardian capital, the campaign designed by marketing and communication agency **Connexia** (Retex Group) will explain **buddybank's 'Love' Module** which, as well as offering cost reductions on some banking transactions, also includes a **Lifestyle Concierge** service by **Quintessentially**, to whom you can forward any type of request **via chat 24/7**. From booking a table in a restaurant to home delivering gifts, from getting tickets for a concert to cancelling a flight, the **Lifestyle Concierge** is available **365 days a year non-stop**.

The star of buddybank's unusual 3D OOH campaign is a **quokka**, a cute marsupial which, because of its features, is known as the **happiest animal in the world**. The **claim**, simple and laid-back, is in line with the concept at the heart of *'buddybank Love'*: **'Zero hassle? Here's buddybank Love'**.

A visual campaign that aims to maximise the performance of the **virtual scenarios** created by visual communication firm **Bluemotion** for **ClearChannel** to produce a short, **unforgettable experience**: thanks to the principles of anamorphism it is possible to create three-dimensional perception through video devices, video walls or led walls, which are two-dimensional.



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By reconstructing an accurate perspective and applying this to a video developed in 3D animation, you get the illusion of depth in a scene.

This illusion transforms and elevates a 'normal' 2D monitor into a highly engaging tool by surprising the spectator with a 'real' visual impression, like none they've ever seen before.

The star of the campaign appears to be rocking about and having a great time on rollercoasters, before launching himself against the walls of canopies and city screens.

The people of Milan can follow **the misadventures of the likeable quokka** on **ClearChannel** vertical screens **across the city** and on **V.G. Pubblicità** horizontal megascreens in the **Garibaldi** district.

## Credits

Creative Director & Head of Branded Content - Riccardo Catagnano

Client Director - Valerio Frontini

Creative Supervisor - Renata De Rosa, Emiliano Di Leno

Account Supervisor - Loretta Meroni

Account Manager - Denise Licari

## 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: 140 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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