

## PRESS RELEASE

Bologna, 30 September 2010 – On 3 October Unipol Gruppo Finanziario (UGF) will launch its advertising campaign for **Km Sicuri** (Safe Miles), its new MV product. UGF has invested €7m in this campaign, including reinforcing the message of the Group ad broadcast on RAI and Mediaset between 5 and 19 September following on from last year's corporate campaign.

The 2010 campaign, likewise entrusted to the McCann Erickson agency, will make its television début on 3 October with 30-second and 15-second adverts. In the subsequent weeks radio, press and the Internet will also carry the advert, thus reinforcing the message and increasing the value of the investment in the television advert.

As in the previous Group campaign, the television adverts were made using the tilt-shift photographic technique, whereby real life scenes are filmed from above, leading to the curious effect of making the people and objects photographed look very small or even like little toys. The concept that Unipol Gruppo Finanziario is endeavouring to get over is the constant support that the Company offers its customers to 'reduce the size' of their problems and thus provide concrete solutions for them.

Not only does everything seem smaller when you have a Group such as Unipol at your side but the mere presence of the Group enables it to offer solutions that 'Look after your tomorrow'.

The press and Internet campaigns, which will run from mid-October, will use images taken from the television advert, suitably adapted to the individual medium, whilst the radio adverts will make use of irony and paradox. The adverts will focus on the two major pluses of Km Sicuri: 1) the convenience of the tariff per kilometre, which allows policyholders' premiums to be based on the actual distance travelled; 2) safety, thanks to the installation of a satellite device which automatically guarantees assistance in case of need and locates the vehicle in the event of theft.

Full information on the **Km Sicuri** advertising campaign will be available on [www.ugfassicurazioni.it](http://www.ugfassicurazioni.it), which was thoroughly overhauled when the advertising campaign was launched.

Unipol Gruppo Finanziario S.p.A.  
[www.unipolgf.it](http://www.unipolgf.it)

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