



**“ALWAYS ONE STEP AHEAD”:
UNIPOLSAI ASSICURAZIONI’S LEADERSHIP AND INNOVATION AT THE
HEART OF NEW MULTIMEDIA ADVERTISING CAMPAIGN**

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UnipolSai Assicurazioni is back on air with the **new multimedia advertising campaign “Always one step ahead”**.

Thanks to a creative concept that effectively combines corporate and product elements, the campaign communicates the certainty that customers can **“really choose the future”** through [UnipolSai](#), the number one insurance company in Italy in non-life business and product and service innovation, with over 10 million customers, more than 4 million black boxes installed and 2500 agencies across Italy.

For this new and important advertising project, UnipolSai chose actor **Alessandro Gassmann** to endorse the company, as the prestigious interpreter of the **ability to predict the future and be “always one step ahead”**. This distinctive trait at the basis of the campaign’s **creative concept** emphasizes the authority, expertise, reliability of UnipolSai, as well as its innovative business that offers insurance solutions combined with cutting-edge technological services.

In a scenario of everyday mobility, the creative direction conveys the message with the evocative power of unpredictable situations, in which Gassmann knows how to **look ahead and truly predict the future**. The same ability that UnipolSai offers its customers on a daily basis, to find increasingly innovative answers to their safety and protection needs.

With a confident and reassuring mood and a refined cinematic look, the campaign will initially launch **two commercials dedicated to MV insurance**, with the addition of new advertisements concerning other areas of UnipolSai’s insurance innovation in 2020.

These two commercials focus on:

- **Unibox MV telematics**, the satellite device linked to the [KM&Servizi MV policy](#), which offers a series of features, including the activation of towing and roadside assistance in case of need, and allows the modulation insurance premiums based on driving style;
- **The innovative UnipolSai App**, which can be used to directly manage vehicle data from smartphone or tablet. Car mileage, routes, as well as more sophisticated high value-added services, all at your fingertips: such as the option to call a tow truck and monitor its live position.

The campaign, conceived by the agency **BAM** and produced by **BRW Filmland** with director **Matteo Pellegrini** and director of photography **Paolo Caimi**, will frequently air 30 and 15 second commercials on **all main national television networks**, along with presence on **digital, radio and press** channels, using an integrated concept across the different media.

In line with the quality and innovation of the commercials, UnipolSai chose a mainstream **soundtrack**: the high-impact and memorable song by word famous group **Imagine Dragons**, **"Whatever it takes"**.

This major advertising campaign was born and developed as a part of the targets and positioning defined by UnipolSai and the entire Unipol Group in the new **"Mission Evolve" 2019-2021 Strategic Plan**.

UnipolSai Assicurazioni S.p.A.

UnipolSai Assicurazioni S.p.A. is the insurance company of the Unipol Group, Italian leader in Non-Life Business, in particular in vehicle liability insurance. Also active in Life Business, UnipolSai has a portfolio of 15.4 million customers and holds a leading position in the national ranking of insurance groups with a direct income amounting to approximately €12.2bn, of which €7.9bn in Non-Life Business and €4.3bn in Life Business (2018 figures). The company has the largest agency network in Italy, with more than 2,800 insurance agencies and about 6,000 sub-agencies spread across the country. UnipolSai Assicurazioni is a subsidiary of Unipol Gruppo S.p.A. and, like the latter, is listed on the Italian Stock Exchange, being one of the most highly capitalized securities.

Unipol Gruppo

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