

“Before REVO, I didn’t believe it” – REVO’s new advertising campaign kicks off

A commercial produced by E-motion and airing on Sky aims to showcase REVO’s offering for SMEs and professionals. The campaign also includes new creative materials for print, OOH, and DOOH formats, focusing on the new multi-risk solution for businesses.

Verona, 27 October 2025 – **REVO Insurance**, Italy’s first operator focused on specialty lines and parametric insurance, is launching its new TV advertising campaign “*Before REVO, I didn’t believe it*”, which has made debut on October 26 with the first of a total of 4,788 spots airing across SKY channels. The initial phase will conclude on December 27, with a second wave planned for next spring. Over a total of 12 weeks, the campaign will run across all time slots—except during the night—on **SKY Uno, SKY TG24, SKY TG24 Primo Piano, SKY Sport 24, SKY Documentaries, SKY Nature, and SKY Crime**. In addition to the TV campaign, REVO’s Communication & ESG Department has planned a new creative concept to introduce a new multi-risk product for businesses, which will be adapted for print, out-of-home, and digital out-of-home media.

The commercial, produced in two formats—15 and 30 seconds—was created by **E-motion** based on a creative concept developed by the Verona-based communication agency **Squee**. The narrative offers an authentic portrayal of REVO’s essence: a company that listens and responds concretely to the specific needs of small and medium-sized enterprises and professionals. The protagonist of the ad is a florist in search of a truly suitable multi-risk policy for her business – a tailor-made solution that is easy to activate and aligned with real needs. The message of concreteness and proximity is reinforced in the final scene, filmed inside REVO’s actual offices.

“With this new campaign, we’ve taken another step toward strengthening REVO’s positioning and perception among our key stakeholders. If last year we focused on showcasing the Company’s technological dimension, today our storytelling moves toward the concreteness and simplicity of the solutions we offer—fully aligned with our new industrial plan and made possible through the intelligent use of technology,” comments **Marica Cammaroto, Communication & ESG Director at REVO**. *“This reflects our vision for the future of the insurance industry: a future we define as the **TECHUMAN ERA**, where technology and human intelligence mutually enhance one another, giving rise to a model of innovation that is genuinely people-centered.”*

Highlighting the work of REVO’s intermediaries is, finally, one of the campaign’s key messages. The goal is to strengthen awareness that REVO is a brand capable of offering clients high-level solutions—made possible also thanks to the expertise of its intermediaries. It’s a human, direct, and trust-based relationship that remains the true point of contact between the Company and its clients, embodying the real value of the **TECHUMAN ERA**.

ABOUT REVO

REVO Insurance S.p.A. (www.revoinsurance.com) è una società assicurativa con sede in Italia, quotata sul mercato Euronext STAR Milan e attiva nei rami danni con particolare riguardo ai rischi speciali (specialty lines) e ai rischi parametrici, e con un focus prevalente sul comparto delle PMI. REVO Insurance si propone come player innovativo e all'avanguardia, con una formula imprenditoriale che fa leva sulla leadership tecnologica per ottimizzare e rendere più efficiente e flessibile il processo di sottoscrizione dei rischi e di gestione dei sinistri - anche attraverso l'uso di tecnologia blockchain - e caratterizzata da una spiccata vocazione ESG quale elemento costitutivo del suo orientamento strategico.

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