

On air “REVOlution has started”, the new advertising campaign for REVO Insurance

Produced by the creative agency SQUEE ADV, the campaign is designed for SKY and print media

Verona, 19 September 2024 – **REVO Insurance**, the first Italian operator focused on parametric policies and specialty lines, **launches its advertising campaign “REVOlution has started”**. Starting on **22 September** and running for **12 weeks**, a **total of 4788 commercials** are scheduled on the **min SKY channels**, together with a series of national and local press advertising to run until the end of 2024.

In particular, the 15-second ad will be broadcast across all time slots, except at night, on the channels **SKY Uno, SKY TG24, SKY TG24 Primo piano, SKYSport 24, SKY Documentaries, SKY Nature and SKYCrime**.

Reflecting REVO’s values, the advert highlights the Company’s digital and innovative soul. At the same time, the tone of voice used is calibrated to capture the attention of the target audience, i.e. SMEs and Professionals. The campaign, by the **creative agency SQUEE ADV**, was created with the aid of **artificial intelligence**, reflecting the identity and objectives of REVO, which makes technology in the service of simplification its main driver.

“It’s time for a change of pace in our communications strategy, which is why we’ve focused on television’s ability to create a strong and immediate connection with the public, enabling our brand to be recognised and remembered. In just a few seconds, we’re seeking to tell our target audience about the Company’s DNA, playing on the values that set us apart and the uniqueness of our offer” – explained **Marica Cammaroto, Communication and ESG Director of REVO**.

This major advertising project is an integral part of REVO’s development and positioning plan, designed to make an important contribution to the work of intermediaries. The advert aims to send out a signal to the market, enabling the distribution network to make use of a brand that increasingly seeks to be synonymous with trust and quality for the end customer.

NOT FOR DISTRIBUTION IN THE UNITED STATES, CANADA, AUSTRALIA, SOUTH AFRICA OR JAPAN

ABOUT REVO

REVO Insurance S.p.A. (www.revoinsurance.com) is an insurance company based in Italy, listed on the Euronext STAR Milan market and active in non-life insurance with a focus on specialty lines and parametric risks and mainly oriented to the SME sector. REVO Insurance is an innovative and cutting-edge player, with an entrepreneurial formula that leverages technological leadership to optimise and make the risk underwriting and claims management process more efficient and flexible – including through the use of blockchain technology – and with a strong ESG vocation as a key part of its strategic orientation.

This press release is available on the Company’s website and on www.1info.it

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