



CONNEXIA

Creativity in Love with Data and Technology

buddybank steals the show across the Rai networks with the inimitable Fabio CeLenza. Connexia is proud to present the new campaign.

*UniCredit's smartphone bank is dominating the airwaves with a
multichannel advert for TV, radio, web and cinema.*

Milan, March 7, 2022 – **From 15 February to 5 April**, the new **advert** created by [Connexia](#) for [buddybank](#), the UniCredit bank designed for smartphones, will be appearing on **TV and radio, online and in cinemas**.

Bringing his unique and innovative communication style, the star of the show is the one and only **Fabio CeLenza**. The artist from Abruzzo, known for his comedy "nonsense" dubs, dives into the **world of buddybank** online and on the air, exploring a different way of "being a bank".

In the advert, devised under the creative direction of **Riccardo Catagnano** and the client management of **Valerio Frontini** from the **Retex Group's** communication agency, a consultant is intent on explaining a financial product in a completely incomprehensible language.

A voice-over interrupts the nonsense to say: *"Don't understand bank-speak?" (maybe it's time to switch to buddybank, the bank that speaks your language...)*.

buddybank is staying true to its communicative style and disruptive yet simple, contemporary and empathetic **tone of voice**: the voice of your buddy, someone you can always count on. Someone who is always at your side, someone who speaks your language, someone who you can trust, and someone who wants to make you smile. Your situation and circumstances do not matter: thanks to its **Lifestyle Concierge services from Quintessentially**, buddybank is always there to support its customers and make even the most complicated matters seem simple.

Connexia Società Benefit S.r.l.

Società Unipersonale

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Airing on Rai 2, Rai Radio Due, RaiPlay and on the Rai Cinema circuit, the new buddybank campaign has also found a place on **Tonica, Andrea Delogu's** new show, which is broadcast in the evening on Rai 2 and is also available on RaiPlay and Rai Radio2, taking a curious and irreverent look at **music and musicians, without getting caught up in labels or prejudice**. A space that is free from judgment, where guests can talk about themselves and explore their most interesting, creative and personal side: a real tonic for the soul. This branded **content project spans 8 episodes**, with a particular focus on sensitivity **and the issues of diversity and inclusion**, which aligns perfectly with **buddybank's** values.

Link to the video: <https://www.youtube.com/watch?v=aha8PjQ0grQ>

Credits

Creative Director & Head of Branded Content - Riccardo Catagnano
Client Director - Valerio Frontini
Creative Supervisor - Renata De Rosa, Emiliano Di Leno
Creative Strategist - Chantal Cimmino
Copywriter - Gianluca Villa
Art Director - Enzo Girardi
Account Supervisor - Loretta Meroni
Account Manager - Denise Licari

Audio Production - Top Digital S.r.l.
Video Production - Connexia Media House

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.

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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

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