



Banca Progetto's Conto Key is on air with Connexia's new creative campaign.

The digital and local bank led by Paolo Fiorentino has entrusted the creation of the multichannel campaign for its flagship financial product to the Retex marketing and communication brand.

Milan, 19 September 2023 – [Banca Progetto](#), a digital bank that responds to the credit needs of SMEs and supports private individuals with personalised financial solutions, active in the Italian and international markets, has launched a campaign dedicated to the **Conto Key** (Key Account), its banking product for private customers.

The creative concept and communication strategy for the integrated campaign spanning TV, press, social media and digital channels were conceived by the team at [Connexia](#), the marketing and communications brand from the MarTech company [Retex](#).

Specialising in services for small and medium-sized Italian enterprises and private customers, Banca Progetto is focusing on the positioning and promotion of one of its main products: the **Conto Key**, an online current account earning interest with zero fixed fees, which can also be bundled with a savings account like the **Conto Progetto**.

With the Conto Key, Banca Progetto has set out to reach a **diverse target market**: people with medium and high incomes who care about investments and financial instruments linked to savings, and who would be interested in a **personalised, innovative, smart** and, most importantly, advantageous product. Connexia therefore proposed the following creative concept: in our everyday lives, we open the doors of our homes to strangers and all kinds of people, so why not open a safe and transparent current account offering many benefits? The tagline reads: **"Conto Key. The account that unlocks advantages."**



On air until 24 September 2023, the 15-second TV advert is the final piece in an integrated multi-subject campaign across various print and digital channels (CairoRCS, Google and Meta platforms), planned by TSW and launched in July.

"Banca Progetto's range of savings products is vast and diverse, but the entry point should be easy to identify," observed **Massimo Bondanza, Head of Customer Excellence at Banca Progetto.** *"Connexia has created a highly effective creative solution, in line with our brand's values of transparency and innovation. This has allowed us to tell a story for savers that is interesting but also fun and modern."*

"Two of the core aspects of the campaigns we worked on for Banca Progetto are simplicity and levity. Because when a savings product is clear and transparent, it is easy to showcase in a more creative way: a simple and incisive message with no fuss and a touch of humour, which does not typically pair well with the "serious" topic of savings." explained **Riccardo Catagnano, Executive Creative Director at Connexia.**

WATCH THE ADVERT: <https://youtu.be/TvM1E5lvpHU?feature=shared>

CREDITS

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Connexia

Connexia means creativity.

It means data-driven thinking.

It means excellence in media management.

It means technological innovation.

But that's not all. The Retex communication and marketing agency is above all about passion, ethical commitment, transparency and corporate social responsibility.

It is a multicultural and multidisciplinary team, with professionals who are capable of building and conveying brand values, but also of guiding digital transformation processes.

We devise and develop ideas that can live on all channels, without any fear of being measured by the effectiveness of each campaign.

Expect to work with us in a new way: together, for real, through continuous processes of co-creation and objective-driven experimentation in business and communication. www.connexia.com

RETEX

Retex is the MarTech company that promotes and accelerates connections between brands and stakeholders, supporting companies in the transition towards a new meaning of Retail. It does this through a design approach based on a blend of innovation, technology, data intelligence & automation, creativity, consulting, marketing, and communication. Retex offers integrated services and solutions for the Retail industry, spanning various markets including Consumer Retail, Food & Beverage, Fashion & Luxury, Direct-to-Consumer, as well as having extensive experience in the Chinese market and the Healthcare & Pharma industry.

Founded in 2010, with its headquarters in Milan, Retex operates through 12 branches in Italy, Barcelona, London, and Shanghai. It collaborates with nearly 600 professionals from 32 different nations.

Steadily growing since its creation, Retex closed the year 2022 with 91 million euros in revenues and 9.4 million in EBITDA. www.retexspa.com

BANCA PROGETTO

Banca Progetto – a digital bank controlled by BPL Holdco S.à.r.l, an investment vehicle managed by Oaktree Capital Group and led by Paolo Fiorentino – was born during a time of profound transformation for the Italian banking sector. The bank was founded with the aim of becoming one of the leading providers for families and businesses in the credit market. With offices in Milan and Rome and a commercial network present throughout the country, Banca Progetto specialises in services for small and medium-sized Italian enterprises and private customers. It offers private individual savings products such as deposit accounts and salary-backed loans for private, state, public and semi-public employees and pensioners; for SMEs, it provides medium- and long-term financing as well as factoring.

www.bancaprogetto.it