



## **“Ask ARERA”:**

# **the new Connexia campaign gets underway to resolve doubts about electricity and gas supplies**

Milan, 7 June 2024 – "ASK ARERA" and the **new institutional communication campaign** promoted by **ARERA**, Regulatory Authority for Energy, Networks and the Environment, is launched on **Monday 10 June**. The initiative aims to help consumers resolve doubts about electricity and gas supplies, especially in view of the changes linked to the end of the electricity protection service scheduled for 30 June 2024.

The initiative **was designed and planned by the** team of **Connexia**, the marketing and communications brand of the MarTech Company **Retex**.

The **commercial**, which will be broadcast **on both TV and radio, on national channels and then on the Italian State television (RAI)**, at times made available by the Department for Information and Publishing of the Presidency of the Council of Ministers, aims to **make citizens aware of the information and free tools made available by the Authority to understand and navigate, the new developments in the energy market**. This includes, for example, analysing one's consumption habits, comparing offers in the free market, knowing one's rights or learning how to read one's bill. The campaign will also be amplified on **social media with live video tutorials from June to August**, which will explain to users the main topics related to the supply of energy.

In the **30-second TV script** a woman reads a bill and has doubts about changes in her electricity and gas supply. From this moment on, we see a series of bewildered figures to whom the main character turns for explanations, but who cannot give her an answer: her mother, her neighbour, the barman, the Aikido teacher, her son, the psychologist



and even the cat! The idea is therefore to **rely on the institutional interlocutor** for help, **ARERA: it provides useful information and tools through its consumer pages on [arera.it](https://www.arera.it) and its Consumer Desk**, which can also be contacted on the toll-free number 800.166.654.

*"At a time when many Italians have doubts and perplexities about supply changes, it is essential to let people know about ARERA's central, informative, but also supportive role. – says Riccardo Catagnano, Executive Creative Director of Connexia – Doing so with lightness and humour is a deliberate communicative choice, to make users feel closer, understood, and aware that they can count on the tools provided by the Authority to dispel all their uncertainties".*

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### **Credits**

#### **Agency: Connexia, A Retex brand**

Executive Creative Director – Riccardo Catagnano

Account Director – Maria Mastrolia

Copywriter – Elena Briganti

Art Director – Martina Mora

Senior Account – Giulia Capaccioni

Executive Account – Eloïse Bellati

Media Director – Paola Luzzi

Media Strategist & Research Lead – Stefania Pozzoni

#### **Production Company – Connexia Media House**

Film Director – Simone Saponieri

Colourist – Alberto Cammarano

Producer – Giulia Vigna

### **Connexia**

Connexia means creativity.

It means data-driven thought.

It means excellence in media management.



It means technological innovation.

And there's more. The Retex communication and marketing brand 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 suitable for 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 co-creation processes and experimentation oriented towards business and communication objectives. [www.connexia.com](http://www.connexia.com)

## **RETEX**

*Redefining the meaning of Retail:* with this *mission* Retex is a company that supports brands in digital transformation and innovation initiatives by combining technology, creativity and data. Founded in 2010, always attentive to issues of social responsibility and today a Benefit Company, Retex is guided by the passion and skills of over 600 talents, coming from 32 nations, to inspire and accelerate change in the world of brands and retail. [www.retex.com](http://www.retex.com)