



“Accidents without hassle”.

The new integrated communication campaign from Car Clinic, bearing the Connexia signature, is on air

The leading body repair company has entrusted the marketing and communication brand Retex with the conception, development and planning of its first multichannel campaign.

Milan, 10 June 2024 – What happens after a road accident? Problems, worries, anxieties... To put it in one word: "hassle"!

The story of **Car Clinic**, an Italian company specialising in car body repair and with a network of more than 50 proprietary centres in Italy, begins with this hard-won certainty. For the first time, it is now being communicated with **a commercial and an integrated campaign**.

The creative concept was devised by **Connexia**, the marketing and communication brand of the MarTech Company **Retex**, and realised in collaboration with the production company **Withstand**.

Offered in 20" and 30" formats, the advert is an integral part of an articulated **communication campaign** planned by Connexia with programming on the main **connected TV and audio streaming platforms**, which includes punctual geo-targeting and delivery in the vicinity of Car Clinic repair centres. The campaign is complemented by programmatic activities, performance and social advertising.

Directed by Alessio Dogana and Danilo Carlani, and made using a mixed technique of filming and animated illustration, the advert focuses on Car Clinic's innovative promise



of "**accidents without hassle**", taking care of the customer throughout the complete car repair process: from support with insurance paperwork to professional bodywork repair, in a certain and guaranteed timeframe.

"Car Clinic is a network of body shops so innovative that it deserves an equally innovative form of storytelling: a little line-drawn man, driving a car that has just been involved in an accident, turns to Car Clinic for help. This story blends filming and animation, defining the brand's own language with a deliberately light tone of voice, to dilute the 'heaviness' of everything that used to happen after every road accident - until now," comments **Riccardo Catagnano, Executive Creative Director of Connexia**. *"Because, while accidents can happen, with Car Clinic the hassle of repairs can finally be avoided.*

"In devising this campaign, we started from our mission: to help make life easier for drivers by transforming the discomfort and sense of worry generated by a claim into a positive and reassuring experience," comments **Alina Banasiak, Marketing Associate Director of Car Clinic**. *"With Connexia, we have chosen to present ourselves in a light and fun way, to make our communication immediately recognisable, to convey the sense of closeness we feel towards our customers and, at the same time, to convey our expertise".*

WATCH THE SPOT: https://www.youtube.com/watch?v=J77JiZG_2RM

Credits

Agenzia – Connexia, A Retex brand

Executive Creative Director – Riccardo Catagnano

Client Director – Elena Piccione

Copywriter – Corrado Bertini

Art Director – Giulia Martoni

Senior Account Manager – Roberta Tomelini

Media Director – Paola Luzzi

Media Strategist & Research Lead – Stefania Pozzoni

Media Advertising & Platform Lead – Gabriella Ronchi



Media Supervisor – Cecilia Antonaci

Media Executive – Andrea Sandre

Production Company – Withstand Film

Directors – Carlani e Dogana

Executive Producer | Partner – Lorenzo Damiani

Producer – Chiara Parodi

Post Producer – Valentina Segalla

Composer – Massimiliano Pelan

Illustrator – Matteo Manzini

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

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

CAR CLINIC

With 51 proprietary Centres and 70 Partner Centres, Car Clinic is Italy's leading body shop network. Founded in 2008, Car Clinic has developed its business model by proposing itself as a partner of the leading insurance companies to manage the car repair activity of motorists who have suffered an accident. In 2022, Car Clinic achieved revenues of over 80 million euros and has over 470 employees. For more information: www.carclinic.it