



**Europ Assistance's new multichannel campaign gets underway for travelling in safety. Because "You never know". Signed Connexia.**

*OOH, DOOH, FOOH, social and digital advertising, influencers, marketing and a local event are the focus of the multi-subject campaign aimed at raising awareness of the importance of travelling protected.*

Milan, 18 June 2024 - [Europ Assistance](#), Care Company of the Generali Group, one of the world's leading private care providers, following a three-way tender, has awarded [Connexia](#), a marketing and communications brand of the MarTech Company [Retex](#), the task of designing the **new 2024 summer campaign dedicated to travel insurance.**

It was launched in 2019 with data consulting activities and evolved, during the two-year period 2019-2020, with the creation of digital campaigns for a broad range of insurance products (travel, health, cyber security, etc.), which were appreciated and adopted even beyond the Italian borders. Now, for the upcoming summer season, the partnership with Connexia will be getting a whole new look.

When booking a trip, the dilemma is always: *"Should I get insurance or not?"*. And, very often, guided by optimism, the answer is: *"Naah! What could possibly happen!?"*.

Hence the **new claim** of the campaign, **'You never know. That's why we are there for you'**, with which Europ Assistance, for travellers who purchase travel insurance, guarantees 24-hour assistance and a wide range of services for travelling with complete peace of mind.



Conceived and developed by the Connexia team under the creative supervision of **Adriano Aricò** and **Anna Vasta**, Europ Assistance's **multi-subject campaign** revolves around a **concept** that is consistent with the brand's value proposition, which is deeply devoted to caring, providing assistance and emotional closeness. The creativity takes the *negative approach* typical of insurance narratives to the extreme: the campaign uses hyperbole to represent the unexpected by transforming it from an obstacle into an opportunity to surprise and engage viewers in a way they will remember.

The result: **storytelling that can be applied across different communication touchpoints** for a campaign aimed at a diversified target group, from Millennials to Gen X, who love to travel and should therefore always protect their holidays.

Starting from 11 June, the articulated **multichannel campaign** is also available on **Out of home** in the **digital** version of the cities of **Milan and Rome**, covering the most strategic and busiest locations, the main points of access to the city and the most iconic shopping streets, the livery of trams, the stationary and digital shelters of surface transport stops and the metro circuit.

"Influencer marketing activities, social and digital advertising (video and display), fake out of home, and an event on the **historic Darsena 1928 tram in Milan** this evening, complete the campaign flight."

*"As a leading provider of assistance to travellers, we are constantly analysing the travel habits of Italians in order to anticipate changes. For summer 2024, we have noticed a great desire to travel, although this is not matched by a willingness to take out insurance. Travel insurance is often seen as an expense that can be dispensed with, with no thought for the many unforeseen events that could happen on holiday – says Chiara Giglio, Chief Communication, Customer Experience and ESG Officer of Europ Assistance Italia. – Consistent with our commitment to promoting responsible tourism and spreading the culture of travel insurance, we have launched a new campaign maintaining the ironic tone that distinguishes us. We are happy to have had a partner*



*like Connexia at our side, who was able to understand our needs and reinterpret them in an original way."*

*"Holidays are a long-awaited moment, which often follows a period full of work or study commitments: a fundamental time to recharge your spirit and energy. It is therefore truly a pleasure for us to be able to put our creativity at the service of Europ Assistance and support people as they choose to plan their holidays, fulfilling their desires and expectations. Unforeseen events are contemplated, addressed and always handled in the best possible way. – says **Massimiliano Trisolino, Managing Partner of Connexia.** – Playing on the most extreme situations, the two campaign subjects designed by Connexia inform users in an effective and impactful way about the possibility of using the services offered by Europ Assistance to dispel any fears of inconvenience when travelling".*

#### **WATCH THE VIDEOS:**

Dinosaur Subject: <https://www.youtube.com/watch?v=G6JrFeisJ7U>

UFO subject: <https://www.youtube.com/watch?v=cPPJKo5LnTU>

#### **Credits: Connexia**

Executive Creative Director – Adriano Aricò

Creative Director – Anna Vasta

Client Leadership Director – Valerio Frontini

Senior Copywriter – Gianluca Villa

Senior Art Director – Virginia Pérez

Video Editor – Simone Locarno

Account Director – Laura Ardenghi

Account Executive – Elena Botto Poala

Senior PR Manager – Michela Spagnuolo

PR Account Executive – Federica Zetti

#### **Credits: Europ Assistance Italia**

Chief Communication, Customer Experience and ESG Officer – Chiara Giglio

Social Media – Simone Pollicino Social Media Manager

Media Plan Cristina Triola – Advertising & Sustainability Manager



## 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)

## ABOUT EUROP ASSISTANCE: "YOU LIVE, WE CARE"

Founded in Italy in 1968, Europ Assistance has always accompanied social transformation, starting by listening to people in order to respond to their needs and often anticipate them.

The Company can provide assistance in more than 200 countries, in both everyday and emergency situations, offering personalised assistance services and insurance cover for Travel, Cars, Health, and Home. With an operations centre available 24 hours a day, an assistance network of more than 750,000 centres around the world and a medical team of 20 professionals, Europ Assistance is synonymous with safety, peace of mind and accessibility because it takes care of its customers, helping them to resolve any type of unforeseen event with concrete, immediate and simple solutions to take them from a stressful situation to relief, anytime and anywhere. Since 2013, Europ Assistance has also been a Healthcare Structure, certified by the ASL of Milan. In Italy, it closed the 2023 financial year with a turnover of EUR 426 million, has a staff of over 900 people and more than 10,000 service centres. In 2023, its Operations Centre provided 1,720,101 assistance, including healthcare, car, home and consultancy. The company's motto of "you live, we care" reflects the essence and vision of the Group, as well as its ambition to become the most reliable "Care Company" in the world. It is also reinforced by four distinctive brands that are enclosed within the very concept of CARE: Caring, Available, Reliable and Easy to work with.