



“That's your business!”
Connexia with Banca Progetto
for the new promotional campaign of Conto Progetto

TV, social and digital advertising, OOH on Milan's metro and tram: these are the assets of the new integrated campaign of the digital credit bank for households and businesses. Featuring the TV star of real estate agents, Gianluca Torre, a perfect testimonial for all the pluses of the deposit account, the flagship product of Banca Progetto's services.

Milan, 25 June 2024 - **Banca Progetto**, the **digital bank** that operates in the Italian and international markets, responding to the credit needs of SMEs and supporting private individuals with customised financial solutions, is back in communication with a **new campaign**, this time dedicated to **Conto Progetto**, the 'semi-free' deposit account, with no fees or commissions, that links directly to customers' current accounts.

The signature of Connexia, the marketing and communication brand of the MarTech Company Retex, marks the creative **concept and communication strategy of the integrated campaign for TV, social, digital, OOH on the metro and tram livery of the city of Milan for the entire month of June**. A new piece confirms the creative harmony that has linked Connexia to Banca Progetto for over two years.

The objective of the campaign - to stand out in a distinctive manner in a highly competitive context by devising a **promotional product that clearly and simply communicates the peculiarities of Conto Progetto** - helps to strengthen brand awareness and can be deployed on a whole series of touchpoints, through which potential customers can be intercepted.



A promotional testimonial for Conto Progetto is provided by **Gianluca Torre**, the real estate agent and social media star who owes his fame to his participation in *Case a Prima Vista*, broadcast on RealTime. Indeed, TV that is the main campaign touchpoint, with a video (offered in 30" and 15" formats) in which the famous real estate consultant ironically plays on the commonplaces associated with the many ineffective methods of attempting to make one's savings pay off. In the advert, Gianluca Torre moves around his professional habitat, the home, with his characteristic tone of voice, evocative gestures and many English expressions, using them in typical interactions with home furnishings and environments. He then introduces and illustrates all the advantages of adopting Conto Progetto, in terms of holding and yield: the only factors that matter if you want to "do real business" by investing your savings.

"The decision to promote Banca Progetto's savings products through a testimonial represents a new approach in the communication strategies not only of our Institute, but of the entire competitive landscape," explains **Massimo Bondanza, Head of Customer Excellence at Project Bank**. *"Thanks to Connexia, we are once again at the forefront in choosing new communication languages borrowed from the world of social media and television, a strategy that allows us to speak to our target audience in a way that is always current and modern."*

"It fills us with satisfaction to talk about the Bank's reliability Project," comments **Riccardo Catagnano, Executive Creative Director of Connexia**. *"Especially with a light-hearted and contemporary tone of voice, helping Italians to discover a deposit account able to make their savings pay off better than the 'social brick' of our Gianluca Torre."*

The campaign was planned by TSW.

WATCH THE SPOT: <https://youtu.be/MR8Cw1C2gnE>



Credits

Agency – Connexia, A Retex brand

Executive Creative Director – Riccardo Catagnano

Client Leadership Director – Valerio Frontini

Deputy Creative Directors – Renata De Rosa ed Emiliano Di Leno

Copywriters – Pietro Romano e Corrado Bertini

Art Director – Greta Scorza

Account Supervisor – Valentina Gorla

Account Executive – Desideria Pollastro

Video Editor – Simone Locarno

Production Company – Officine Venticinque

Founder, CEO & Project Manager – Igor Cobalchini

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

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



CONNEXIA

A RETEX BRAND

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