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PRESS RELEASE

## Generali launches its first ever Global Advertising Campaign

- The campaign celebrates and empowers Generali's 150,000 agents, illustrating how Generali is a true Lifetime Partner to customers

Milan – Generali launches its first-ever Global Advertising Campaign in its 189-year history, uniquely focused on celebrating its 150,000 plus agents who embody the true meaning of Lifetime Partner.

The campaign also highlights the fundamental role that the agents play. They are Generali's heroes using their human touch to provide customized products and services to clients. They are the real faces of Lifetime Partner in their local communities. As such, this campaign puts them centre-stage and offers them the unique possibility to tailor their own local campaigns to portray themselves as the true reference points for informed advice for their customers around the clock.

There are three phases to the overall campaign, with the first focused on the Agents. The second phase, set to begin in October, will be dedicated to the Brand while the third phase will project key Products and Hallmarks in 2021.

The campaign will first be launched in Italy and Spain, then in Poland, Indonesia, Hungary and Austria, followed by a dozen other countries where the Group operates, through a variety of channels – television, print, radio, outdoor, social media and other web platforms. It includes a contemporary digital media mix and targets the specific segments that are of most interest to the Group.

**Isabelle Conner, Group Chief Marketing and Customer Officer**, declared: *"Building a strong brand is one of the fundamental pillars in the Generali 2021 strategy. It means offering a seamless omni-channel experience, tailored products and services, but also being able to connect emotionally with customers. This is why we wanted to go out now with a very compassionate yet bold message, especially as life resumes after the Covid-19 pandemic."* She also added: *"Generali's uniqueness is our 'Reditude', or 'red attitude': red is our colour, it represents our empathy and humanity, while our attitude is our spirit, passion, dynamism, and proactivity. These are the qualities that people are looking for in a brand, qualities that add value to customers' lives."*

The global advertising campaign was developed in partnership with marketing communications agency Dentsu, tasked with creating and delivering a global communications platform for Generali's "Lifetime Partner" business strategy.

### THE GENERALI GROUP

Generali is one of the largest global insurance and asset management providers. Established in 1831, it is present in 50 countries in the world, with a total premium income of more than € 69.7 billion in 2019. With nearly 72,000 employees serving 61 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. Generali's ambition is to be the Lifetime Partner to its customers, offering innovative and personalized solutions thanks to an unmatched distribution network.

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