

Dynamic, exciting and popular: that's the Lion on skis!

GENERALI VIENNA IS BACKING THE 2010-11 ALPINE SKI WORLD CUP SEASON

There are only a few sports with the power to turn Austrians crazy, and the main one is Alpine Skiing. Not only masses regularly practice it, but also **huge audiences** gather in front of TV sets during the events' live broadcast.

This passion is shared with other countries in the neighbouring region - Italy, Switzerland, Germany, France, Slovenia - where snow covered mountains and skiing are an integral part of people's winter sport and leisure diet.

What is then the link between this highly **emotional, dynamic and entertaining** environment and a brand like Generali, which traditionally offers its services and products in the "low emotional" insurance area? The marketing idea behind this is in fact the willingness to bring the feelings of **professionalism, protection and security** - perceivably offered by Generali's brand - **closer to a socially broader spectrum of active people** - at all ages - thus rejuvenating the brand perception.



These were the main reasons for a long term sponsorship in the 2008-09, when Generali Austria was also main sponsor at the FIS Alpine World Championship in Val d'Isere. And these were the grounds to launch the **2010-11 world cup season**, with Generali participating during the **whole calendar**, from November 09 to March 10.



There are two forthcoming events left, so let's save the dates and watch the Group Lion on the ski slopes: **Kvitfjell** (Norway) on **March 06-07**, followed by **Garmisch-Partenkirchen** (Germany) on **March 10-14, 2010**.

