

**Bologna, 4 August 2016**

**RIO 2016: UNIPOLSAI AT THE HEART OF THE OLYMPICS WITH THE NEW “NEXT TO RIO” AD AND VIDEO CONTENT**

*The second phase of the UnipolSai integrated communications campaign accompanying the Olympic games will be on air from 5 August.*

*In “NextToRio UnipolSai,” Vic and Federico Russo from Radio DeeJay will commentate the Olympics from an unusual point of view.*

UnipolSai Assicurazioni is at the heart of the Olympics with the **second communications phase**, intended to confirm its support for CONI and the **Italian Olympic Team** for which it is main sponsor, being launched simultaneously with the opening of the games.

After the campaign that accompanied the lead up to the Olympics with the TV ad aired on Mediaset and Sky networks, featuring Federica Pellegrini and the other athletes of **Team Young Italy UnipolSai** leaving for Rio, this new campaign conceived and produced together with the **K Group** agency and planned with **Starcom**, conveys the **closeness** of UnipolSai to sport with a 15” ad to be aired on the Rai network throughout the Olympic games, from **5 until 21 August**. UnipolSai launches a message with a strong and dynamic tone of voice, letting us feel the tension of the competition and directly expressing its closeness to the Italian Olympic Team. This campaign will also be released in print and digital.

**“Together, from the first to the last competition”** is the **claim** describing how the Olympic dream is an accomplishment achieved through thousands of repeated actions, tough daily training, sacrifice, tenacity and conviction. And how UnipolSai wishes to be close to all Italian athletes making this dream come true, and who will give their all in the various events scheduled during Rio 2016.

In addition to the advertising campaign, UnipolSai communications during the Olympic period will also include **“NextToRio UnipolSai”**, an important video-content project, available exclusively on its social media channels (**youtube** | Unipol Group Corporate Channel and **twitter** | UnipolSai Corporate) through which UnipolSai, present at Rio alongside CONI at Casa Italia, will commentate the Olympics daily from an unusual perspective.

On the YouTube | Unipol Group Corporate Channel, NextToRio UnipolSai will share a daily video, together with **Vic and Federico Russo from Radio DeeJay**, featuring interviews with sports stars and other figures directly from Casa Italia, with a special focus on the stories and places to be discovered in Rio.

The integrated communications strategy launched by UnipolSai for the Rio Olympics is completed by **two contests**: one dedicated to followers of the UnipolSai Corporate twitter profile and the other for UnipolSai **customers**. The winners will fly to Rio to experience the emotion of the Olympics first hand.

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**UnipolSai Assicurazioni S.p.A.**

UnipolSai Assicurazioni S.p.A. is the insurance company of the Unipol Group, Italian leader in Non-Life Business, in particular in vehicle liability insurance.

Also active in Life Business, UnipolSai has a portfolio of over 10 million customers and holds a leading position in the national ranking of insurance groups with a direct income amounting to approximately €14bn, of which €7.3bn in Non-Life Business and €6.7bn in Life Business (2015 figures).

The company currently operates through 5 divisions (Unipol, La Fondiaria, Sai, Nuova MAA and La Previdente) and has the largest agency network in Italy, with more than 3,500 agencies and 6,000 sub-agencies spread across the country.

UnipolSai Assicurazioni is a subsidiary of Unipol Gruppo Finanziario S.p.A. and, like the latter, is listed on the Italian Stock Exchange, being one of the most highly capitalized securities.