



WINDTRE launches the new TV commercial 'Schoolmates' with Fabio Rovazzi

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A network that unites to do 'extraordinary' things. This is the key message of WINDTRE campaign, conceived by Wunderman Thompson, strengthening the brand's "Human Network Builder" positioning: thanks to the 'Top Quality Network', WINDTRE aims at eliminating distances and support people in their everyday challenges. The story takes place in a school, a context where the first true friendships begin and consolidate. It is the story of a relationship born with the help of a famous person, the brand ambassador Fabio Rovazzi, who unites the two protagonists. A dream that becomes true, thanks to WINDTRE mobile network and to a network of friends ready to help.