



WINDTRE: “NeoConnessi” project wins Mediastars awards

Rome, 20th october 2020

“NeoConnessi” won two prestigious awards at the 24th edition of the Mediastars Award, an innovative competition dedicated to Professional Advertising Technicians. The initiative of digital and media education developed by WINDTRE in collaboration with La Fabbrica agency, was awarded the first prize in the Educational category and the Special Star for the copy strategy of the promotional campaign. The “NeoConnessi” project aims to support families and schools in sensitizing children to a correct and responsible use of the Internet, informing them of both the risks and opportunities of the Web.