



WINDTRE: the best ally for the whole family

With Super Fibra, WINDTRE customers receive twelve months of Amazon Prime and unlimited data

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The new WINDTRE ad has now hit the airwaves, with an offer designed to meet all the connectivity and entertainment needs of the entire family, thanks to the power and speed of Super Fibra, with unlimited smartphone data for every family member. The offer even includes Amazon Prime, with unlimited fast shipping at no extra cost, as well as films, TV series, and live sports on Prime Video, Amazon Music Prime, and much more.

The ad once again features the most famous sidekicks, upon whom “the hero” knows he can always rely: Fred can count on Barney for some fun, Yogi can count on Boo Boo for some thrills, and Batman can count on Robin to always stay connected with the world. And with that same certainty, every family knows that they can count on WINDTRE Super Fibra for all their needs: from connectivity to entertainment.

There’s even brand ambassador Rosario Fiorello, with his trademark smile and humour, inviting families to come and enjoy a new experience at the WINDTRE Store: *“A little chat, a fibre connection... we’ll have some fun...”* Thanks also to this joke, the WINDTRE Store becomes a place where WINDTRE’s role as an “ally” of the family is brought to life, offering the best available technologies, competitive offers, and dedicated consulting services to learn more about the connectivity, energy, and insurance packages tailored to meet every need. The ad was written by Wunderman Thompson, and directed by Federico Brugia.

Produced by Alto Verbano, with planning by Dentsu, complete with a digital communication plan. The ad was edited by XLR8.