



The dedicated WINDTRE Assicurazioni ad hits the airwaves, with clear offers and monthly payments

WINDTRE simplifies the way to get insurance

Rome, 7 March 2024 - The new TV ad for WINDTRE ASSICURAZIONI, the new brand with which WINDTRE proposes itself to be “your new agency,” with clear offers and convenient monthly payments, to make everyday life easier for families, has now hit the airwaves. The guarantee of being protected against unforeseen events, combined with all the proximity and expertise of the local WINDTRE Store consultants.

“Simplifying people’s lives is the brand’s commitment to making our proximity more and more concrete,” says Tommaso Vitali, Director B2C Marketing & New Business for WINDTRE. “The aim is to become a point of reference for families, with clear offers at the right price, and all the necessary advice. With the addition of our new insurance products, WINDTRE has positioned itself as a secure and reliable ally for families, with strong roots, thanks to several hundred WINDTRE Stores present throughout Italy, where customers can choose the best solutions to meet their needs in terms of digital connectivity, electricity and gas services, and insurance.”

The TV ad was written by VML, directed by Igor Borghi, and produced by Alto Verbano. The planning by Dentsu also includes a digital communication plan. The ad was edited by XLR8.