

Fastweb, the new *#nientecomeprima* advertising campaign gets underway

Milan 20 November 2017 - "What you see = What you pay", this is the leitmotif of the new Fastweb media campaign kicking off the second chapter of *#nientecomeprima* (nothing like it was before), the company strategy designed to revolutionise the world of telecommunications to be fully and totally transparent, based on the same pillars launched on 8 May for the unveiling of the new mobile offers: **No surprises, no hidden costs and no time constraints**.

At the centre of the new format is the company's revolutionary approach to the frustrations of Italian consumers owing to the arbitrary charges and hidden costs that have a significant impact on the actual cost of mobile offers and which, according to a recent press survey, amount to around two billion euros.

The second phase of *#nientecomeprima* gives rise to a fun and caustic campaign, which brings together irony with a robust survey carried out by the Reputation Institute for the Telco market in Italy on a sample of around 4,000 people. According to the survey, 58% of Italians check their remaining credit at least once a week and some 68% of Italians state that they pay for services they have not requested.

On air from today, 20 November, the first of two 30 second adverts planned in which a customer who has ended up in group therapy owing to a smartphone that uses up all his credit becomes the protagonist of a very common and widespread situation, in other words, always paying more than you have signed up for in a contract. At the centre of the second advert, on the other hand, some travellers on a plane find themselves paying unexpected hidden costs. The advertising claim "What you see = What you pay" thus becomes Fastweb's answer to widespread discontent. At the centre of the advertisement is the Fastweb Mobile 4G offer, which includes 8 Gigas of Internet traffic and unlimited calls at EUR 9.95 every four weeks for Fastweb customers.

"With this campaign we want to reiterate the cornerstones of our strategy" explains Luca Pacitto, Head of Brand Marketing & Communication at Fastweb. "The aim is to bring even greater simplicity, clarity and transparency to the telecommunications world and we believe that the incisiveness of the new format is extremely effective to allow customers to recognise the revolutionary innovation of our mobile offering and at the same time, make the public reflect on the anomalies of the market with a touch of irony".

The creative concept of the new campaign was designed by Take with art direction by Alessandro Stenco, Giuliano Lasta (creative strategy) and Lorenzo Rocchi (copywriter). The production studio is BRW Filmland and direction by Sebastien Grousset. Planning by Vizeum. Both the adverts are accompanied by the sounds of the song "Koop Island Blues" by Koop.

The campaign, planned with Vizeum, will be on air on TV on Rai, Mediaset and La7, Sky satellite channels, digital terrestrial channels, the Internet through video, display, social and keywords activities, on Outdoor and in the main rail and underground stations and universities around Italy.



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