

“Cassa Centrale Group - Founded on the Common Good” Launch of the third wave of the national communication campaign

One year after the launch of the first wave, the Cassa Centrale Group continues to bolster its presence on the major national media outlets with an institutional campaign emphasising its core values.

Trento, 4 November 2024 – As part of the institutional communication campaign launched a year ago, Cassa Centrale – Credito Cooperativo Italiano Group announced the launch of the third wave, featuring a new TV commercial and revamped key visual, appearing across major national media outlets to reaffirm its unique positioning.

The new wave premièred in cinemas on 31 October, conveying a strong and clear message: Cassa Centrale Group is 'Founded on the Common Good'. This philosophy underpins the actions and shapes the identity of all Affiliate Banks.

The campaign, developed in partnership with the Group's Banks and Havas Milan, reaffirms the essential role of cooperative banks (BCC), rural banks (CR) and Raiffeisen banks (Raika) within local communities. By providing savings management and credit support services, it aims to prioritise the financial well-being of customers and members and guarantee stable support and a reliable presence in their daily lives. The banks of the Cassa Centrale Group are embedded within the communities they serve and strive to promote the economic development of their local contexts.

The campaign messages will be delivered by means of a diverse and comprehensive media mix designed in collaboration with Dentsu. This includes television ads on major flagship networks, print adverts in leading national newspapers, a digital presence across prominent online publications and social media (Meta) channels, cinema with over 2,300 screens and coverage in 433 cinemas, connected TV across an array of video platforms, radio on top national stations, and Spotify to reach a targeted audience with a selection of music and podcasts related to business, finance, technology, and politics categories. This strategy aims to maximise impact, reaching a broad and diverse audience thanks to a plan that ensures visibility and a broad appeal.

The Cassa Centrale – Credito Cooperativo Italiano Group includes 65 BCCs - Rural Banks - Raiffeisenkassen and 1,479 branches, more than 12,200 employees and over 470,000 cooperative partners. With balance sheet assets of €88 billion as of 30 June 2024 the Group is ranked among Italy's top 10.