

AVIO LAUNCHES INSTITUTIONAL ADVERTISING CAMPAIGNS ACROSS ITALIAN AIRPORTS

Rivalta di Torino (Italy), 28th June 2012 – Tomorrow marks the launch of Avio's new institutional advertising campaign across Italy's main airports. The campaign will take the form of billboard posters across airports in Turin (Caselle), Milan (Linate and Malpensa), Rome (Fiumicino), Brindisi and Naples. The posters will highlight the company's global leadership in the design, development and production of components and systems for aeronautical engines. Every day, nearly 24,000 civil aircraft fly across the globe, 70% of which use at least one Avio component (data: Ascend, 31st May 2012).

In Italy, Avio has a presence in Rivalta di Torino (Turin), Brindisi, Colleferro (Rome) and Pomigliano (Naples). To reflect this, Avio's campaign will be rolled out with different content across the various airports, bringing to life the company's geographic reach.

"We want to tell the company's story and get even closer to the cities that host our plants", said Giuseppe Coccon, Director of Communications and Institutional Relations at Avio. "The advertising campaign is part of a broader communications plan which includes internal communications, presence at sector specific events such as the Farnborough Air Show, and new digital initiatives."

The company, founded in 1908, has become synonymous with technology, design and safety. It participates in the most important international programmes related to the development of aeronautical and aeroderivative components as well as the development and production of satellite launchers.

Advertising campaign technical spec:

Agency: Inedita - Turin
Creative Director: Davide Borsella
Art Director: Lorenzo De Palo
Copywriter: Enrica Tesio



ABOUT AVIO

Avio is an international group, leader in the aerospace sector, headquartered in Turin (Italy). Founded in 1908, it is present on four continents with commercial offices and 12 industrial sites. It has 5,200 employees, of which approximately 4,400 work in Italy. The Group operates in the following business areas: Jet engine modules; Space; MRO and Services; Aeroderivative Gas Turbines for Marine and Industrial use; Control and Automation Systems, and Electrical Systems. It is active in the field of technological R&D through a network of laboratories located on Italian university campuses, and collaborates with 24 Italian and international universities and research centres.

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