



PRESS RELEASE

A SKY FULL OF ITALY

ITA Airways launches its new marketing campaign in North America

Starting today it will be on air in San Francisco and Los Angeles, followed by Boston, Washington, Miami and New York

New York/Rome, 26 September 2023 – ITA Airways presented its new marketing campaign called "A Sky Full of Italy" to local media representatives and stakeholders during a press event that took place at the Consulate General of Italy in New York. The presentation was held in the presence of Fabrizio Di Michele, Consul General of Italy, Giovanni Perosino, Chief Marketing Officer ITA Airways and Massimo Allegri, Regional Manager Americas ITA Airways.

On the occasion, the Consul General **Fabrizio Di Michele**, said: *"We are delighted to host the presentation of ITA Airways new marketing campaign. Its nonstop connections to the United States are important, as they bring America even closer to Italy and allow us to strengthen not only tourist flows but also economic, cultural and people-to-people relations between our two countries"*.

*"I am very proud to be here today in this special place, which is Italy's home in New York to unveil the new marketing campaign for the North American market. – said **Giovanni Perosino**, Chief Marketing Officer ITA Airways – Our passengers are at forefront of our strategy, Customer Centricity is what guides our decisions. For this reason, we don't only want to be the airline customers chose, but the one that is the most desired when they travel to and from our country, a true ambassador of the spirit of Italy. We want our passengers to have a memorable and unique Italian experience each time they fly with us. And this was also the message we wished to convey when we designed the new advertising campaign that will kick off in San Francisco and Los Angeles, and will progressively continue in Boston, Washington, New York, and Miami. – added Perosino"*.

"We are honored to be here today for the launch of our new marketing campaign which will be aired in North America starting September 26. The United States is the first international market for our Company, and we offer multiple services from New York, Boston, Washington, Miami, Los Angeles, and San Francisco to our Rome Fiumicino hub. With 122 weekly flights, we aim to become the reference carrier from the United States to Italy and via Rome to Europe for the Italian community and the international business communities in North America." – said **Massimo Allegri**, Regional Manager Americas ITA Airways.

With the goal to become the preferred airline for travel to and from Italy, the new campaign shows how the things that people are searching for when they are thinking of Italy can be found already onboard and how ITA Airways is able to provide an amazing Italian customer experience.

The starting point was to learn and understand what people look for when searching about Italy and this was achieved thanks to the support from Google, who shared key insights from Google Search Trends from around the world and specifically from the US related to Italy.

Visually, the most iconic and universally recognized symbol of where people go to find information, the "search bar", was creatively used throughout the campaign. So, passengers can find onboard the ITA Airway aircraft *"the Italy they are searching for, before they even touch the ground"*, whether that be food,



style or design, and enjoy in advance of arriving in Italy the full all-around Italian experience that they will discover upon landing.

This concept is also expressed in the new payoff 'A Sky Full of Italy', also launched with this new campaign.

It will kick off today, September 26th in San Francisco and Los Angeles, where it will be aired for about a month. From September 28th the campaign will debut in Boston and Washington and continue starting October 5th in New York and Miami.

The campaign will be visible on the main streaming TV platforms and will be running on digital billboards in key areas in Boston, New York, Los Angeles, and Miami, on completely personalized buses in Los Angeles, San Francisco and Washington, on a digital double-sided boat in Miami and, through a significant digital and online presence in all cities.

As a global campaign, it was launched earlier in Italy, Brazil, Argentina, France, and Spain. In fall, it will be debuting in Israel, India and Japan.

With 6 destinations in North America served with nonstop flights - including New York, Boston, Miami, Los Angeles and the recently launched Washington and San Francisco - the United States is the first international market for ITA Airways and the most strategic one after Italy, as well as the country with the highest number of citizens of Italian origin. Direct flights from North America to Italy are not only means for leisure and business travel but also “bridges” connecting the broader Italian community in the United States.

All ITA Airways flights can be purchased on [ita-airways.com](https://www.ita-airways.com) or through the Company's call center, travel agencies and airport ticket offices.

For press information:

Pietro Caldaroni, Head of Institutional Relations & Communication

Mail: media@ita-airways.com

About ITA Airways

ITA Airways is a company totally owned by the Italian Ministry of Economy and Finance for the exercise of business in the air transport sector. ITA Airways aims at creating an efficient and innovative air carrier that will become a reference point in providing Italy with quality connectivity both in terms of international destinations, thus boosting tourism and foreign trade, and within the Country, also taking advantage of the train-air integrated mobility. ITA Airways will place the best customer service at the center of its strategy (through a strong digitization of processes that ensure a best-in-class experience and personalized services), combined with sustainability, in its environmental (new green and technologically advanced aircraft, use of sustainable fuels), social (equality and inclusion for a gender-neutral company) and governance (integration of sustainability into internal strategies and processes) aspects. ITA Airways is a member of SkyTeam alliance as of October 2021.