



## The DADA group receives an award at the event Grand Prix Advertising Strategies for Register.it's first TV commercial

*Just a few months after its debut, the new Register.it campaign - illustrating the advantages and opportunities of an online presence - won the award "The First Time" at the 26th International Grand Prix Advertising Strategies event*

Florence, 30 May 2013 - During the prestigious event, Grand Prix Advertising Strategies, Register.it, the Italian brand of the **DADA Group**, European leader for services supporting the online presence and online advertising, received an award in recognition of having achieved the best brand performance through a **first TV campaign**. The commercial also won a place as one of the top ten in the last year, thanks to the entire project that was spread across a variety of media.

The jury, composed of representatives of excellence from the world of national and international communications, judged the candidates based on the best balance between consistency of performance creative innovation and strategic vision. In addition to the originality of the subject, the Register.it advertisement has been recognized for its efficaciousness and clarity.

The commercial - currently online through major advertising activity on the digital media - simply, immediately and ironically illustrates the importance of having a website in today's market. To make this point, scenes of everyday life are depicted in which potential clients are sent packing before concluding their business, representing the loss of business opportunities due to a lack of an online presence.

*"We are proud of this recognition, awarding our communication strategy that is in line with our business vision. This important online and offline advertising campaign, launched this year, supports our large-scale objective of promoting greater awareness on the importance of the Internet for growth and competitive development," said Claudio Corbetta, CEO of the DADA Group. "The key message of the campaign revolves around the essential role of the Internet for effective business strategy, aimed at increasing the opportunities for growth without a high investment and specific computer know-how. Principles in line with our beliefs which have also been realized with a new brand identity that reflects our continued commitment to innovation able to support the Italian economy."*

The idea for the commercial - developed into three separate scenarios, where a restaurant owner, an architect and the manager of a home improvements store, filmed in their respective workplaces, insist, for no reason, that the customers leave, leaving them stunned by this 'absurd treatment' - and its interpretation are the result of the perfect teamwork between DADA, the advertising agency and the media center. The commercial was created by the agency studioMarani, under the creative direction of



Maurizio Marani and Anna Scardovelli, produced by the Karen Film production company and directed by Alberto Colombo. Campaign planning was entrusted to Maxus Italia.

**Credits:**

Agency: studioMarani  
Creative Direction: Maurizio Marani, Anna Scardovelli  
Production Company: Karen Film  
Director: Alberto Colombo  
Media Planning: Maxus Italia

**DADA Group**

*DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is a European leader in professional online services. DADA operates in Italy through Register.it S.p.A., historic leader in domain registration services, hosting, brand protection and scalable performance advertising. Register.it offers clients professional services that can be accessed online and managed through simple and intuitive control panels. Register.it was the first domain name registrar in Italy accredited by ICANN. With more than 515,000 clients and more than 1.7 million managed domains, the DADA Group is one of the top Internet domain registration companies in the industry, managing the online presence of individuals and businesses across Europe. In addition to Register.it S.p.A. in Italy, DADA is present in Spain, the United Kingdom and Ireland, France, Portugal, and the Netherlands with Nominalia SL, Namesco Limited, PoundHost, Register365 and the Amen Group.*

**For additional information:**

[www.register.it](http://www.register.it)  
[www.dada.eu](http://www.dada.eu)

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