



## Register.it stood out at the 45th Annual Key Award

*Register.it's first TV spot received an award for best advertising commercial in the "Media & Educational" category.*

Florence, 28 November 2013 - At the awards ceremony of the 45th Annual Key Award event held yesterday in Milan, Register.it, the Italian brand of the DADA Group, European leader in providing services for an online presence and online advertising, won the award for best TV spot in the "Media & Educational" category.

Register.it ushered in 2013 with the TV debut of a new advertising spot on the principal national digital and satellite TV channels with a commercial, in the two versions: 15 and 30 second. The spot was again shown on TV for two weeks in September and for one week this month. Additionally, a series of online communication and digital media activities had been planned for during the year.

The Key Award panel of judges, composed of prominent figures from the world of communication, including editors and journalists from the most important monthly and daily national newspapers, university professors specialised in communication, as well as film and creative directors, awarded the spot for artistic flair in conception and production, its ability to communicate and its technical and aesthetic aspects, aimed to promote the development and affirmation of the "Made in Italy" also in the advertising field.

Register.it's spot, entitled "Register Rende" (Register Gets Results), stood out in the "Media & Educational" category as the best commercial produced by an Internet company. The award was given for the spot's creative conception, which perfectly conveys the message that not having a website, for the Italian SME, is equivalent to sending away potential customers. This is explained through 3 different situations where a caterer, an architect and a hardware store owner send their customers away, without any apparent reason, leaving them baffled by the absurdity of the gesture

*"We are very proud to have received this new award which demonstrates the strength of our communication strategy," said Claudio Corbetta, CEO of the DADA Group. "This event urges us to continue our educational objective to promote, among Italian SMEs, an awareness of the importance of having an Internet presence to develop business on the web. Today, a winning corporate strategy can not do without a well-structured web presence, and we are able to offer innovative tools for the creation, development and promotion of a website, simply and securely".*

Just a few months ago, Register.it's spot also received the award "La prima volta" (The first time) at the 26th International Grand Prix Advertising Strategies event for the brand that achieved the best consolidation through their first TV campaign.



Credits:

Ad Agency: studioMarani  
Creative Directors: Maurizio Marani, Anna Scardovelli  
Production House: Karen Film  
Film Director: Alberto Colombo  
Media Planning: Maxus Italia

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For further information:

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

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

[Facebook](#) [Twitter](#) [YouTube](#) [Google+](#) [Pinterest](#)

**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 520,000 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.*

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