

IVECO S-Way “I’m Unstoppable” film wins double ADCI 2019 awards in Italy

The Italian Art Directors Club (ADCI) rewarded IVECO’s video campaign, developed by global communications agency Ogilvy, with Silver and Bronze in this year’s edition of the coveted awards which recognize the best creativity in Italy’s advertising industry.

Turin, 18 November 2019

The “I’m Unstoppable” video campaign, created by Ogilvy Italy, agency of Ogilvy worldwide creative network, to support the launch of the new IVECO S-Way on-road heavy truck, has received two prizes at the ADCI 2019 Awards: Silver in the Film/Branded Content category – Other Screens sub-category, and Bronze in the Industry Craft/Film Craft category – Sound & Music Sound Effect Feel sub-category.

Each category was judged by a jury comprised of members of the Italian Art Directors Club, a representative of an agency client, and an independent creative professional, who selected the submissions showing the best creativity.

The campaign is based on the concept “I’m Unstoppable”, which refers to the IVECO S-Way’s driver and his mindset. The high-energy film focuses on the driver, accompanying them on their journey to highlight how the vehicle’s stand-out comfort and connectivity features, and its services improve their life on the road, making them feel truly unstoppable.

The video captures them singing along to Queen’s “Don’t Stop Me Now” at different times of day – getting ready for work, behind the wheel, during rest breaks and in their bunk at night. The aspirational and dynamic campaign breaks with the traditional approach to promoting a heavy vehicle and puts the driver centre stage, inviting the viewer to join IVECO on an exciting journey of discovery, which closes with the range message: IVECO. DRIVE THE NEW WAY.

Maria Laura Iascone, Head of IVECO Brand Marketing commented: *“We are very pleased that our film is receiving this important recognition, which we believe is well deserved. This exciting video campaign has made a strong impact, effectively conveying our driver-centric design approach to the new IVECO S-Way. It succeeded in creating excitement for the arrival of the new vehicle in the markets.”*

The ADCI Awards, established in 1985, recognize the best creativity and quality in advertising communication in Italy, and have become a point of reference in the industry. The categories cover all areas of the sector – from print, TV and radio broadcast, digital and outdoor advertising, to Public Relations and Direct Marketing.

IVECO

IVECO is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). IVECO designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks, and vehicles for applications such as off-road missions.

The brand's wide range of products include the Daily, a vehicle that covers the 3.3 – 7.2 ton vehicle weight segment, the Eurocargo from 6 – 19 tons, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tons. In addition, the IVECO Astra brand builds off-road trucks, rigid and articulated dumpers as well as special vehicles.

IVECO employs close to 21,000 individuals globally. It manages production sites in 7 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 4,200 sales and service outlets in over 160 countries guarantee technical support wherever an IVECO vehicle is at work.

For further information about IVECO: www.iveco.com

For further information about CNH Industrial: www.cnhindustrial.com

For further information, please contact:

IVECO Press Office – EMEA Region

pressoffice@iveco.com

www.ivecopress.com

Tel. +39 011 00 72965

Facebook: <https://www.facebook.com/IVECO/>

YouTube: <https://www.youtube.com/user/ivecoitaly>

Instagram: <https://www.instagram.com/iveco/>

Twitter: <https://twitter.com/iveco>