

## IVECO S-WAY 'I'm Unstoppable' video wins double ADCI 2019 awards in Italy

*The Italian Art Directors Club (ADCI) has rewarded IVECO's video campaign with a Silver & Bronze award at this year's event, which recognises the best creativity in Italy's advertising industry*

*Turin, 19 November 2019*

IVECO's 'I'm Unstoppable' [video campaign](#), developed to support the launch of the new IVECO S-WAY heavy truck range, has received two major 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 comprising 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 was developed by Ogilvy Italy, part of the Ogilvy worldwide creative network, and is based on the concept 'I'm Unstoppable', which is a reference to the IVECO S-WAY's driver and their mindset. The high-energy film focuses on a series of drivers, accompanying them on their journeys to highlight how the vehicle's stand-out comfort, connectivity and services improve their life on the road, making them feel truly unstoppable.

The video captures them singing along to Queen's hit song 'Don't Stop Me Now' at different times of the 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. Along the way, it invites viewers to join IVECO on an exciting journey of discovery, and closes with the message: IVECO. DRIVE THE NEW WAY.

Maria Laura Iascone, Head of IVECO Brand Marketing, says: "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, recognise 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.



PRESS RELEASE

The video can be found on IVECO's [Facebook](#), [LinkedIn](#), [Twitter](#) and [YouTube](#) accounts. It is also available to view at <https://www.iveco.com/uk/Products/Pages/new-iveco-s-way-2019.aspx>.

## 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 and, in the heavy segment above 16 tons, the Trakker (dedicated to off-road missions) and the IVECO WAY range with the on-road IVECO S-WAY and the IVECO X-WAY for light off-road missions. 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](http://www.iveco.com)

For further information about CNH Industrial: [www.cnhindustrial.com](http://www.cnhindustrial.com)

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