

MEDIA RELATIONS

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ENEL: 2011 CORPORATE CAMPAIGN GETS UNDERWAY

- *A paper aeroplane flies through the past, present and future of electricity, bearing witness to several periods of time through the very same dream: a future built on sustainable well-being.*
- *“Special edition” in the pipeline for March 17th to celebrate 150 years of Italian Unification.*

Rome, March 10th, 2011 – The importance of reconnecting with our roots and historic legacy, and the solid foundations for the development of our future well-being. This is the inspiration behind the creative concept for the **new Enel corporate campaign**, created by Saatchi & Saatchi and due to be launched in Italy and overseas on **Sunday March 13th**.

Teasers for the new campaign have already been on air for a few weeks, in the form of 7-second mini-ads, flashing across the screen on RAI television channels, highlighting some notable milestones in the company’s history: the lighting up of St. Mark’s Square in Venice, the electrification of Italy, the laying of undersea cables to connect the islands with terra firma and many other events, big and small, to be aired in the coming weeks up to June. These adverts have been made possible thanks to film clips originating from the Enel archives.

Enel’s journey, as portrayed in the adverts, begins in 1967. The opening images reflect the style of that period: Enel is working on the power connections between the islands and the mainland. A little boy, who is witness to the event, draws something on a piece of paper, makes it into an aeroplane and launches it into the air. The paper aeroplane, all the while accompanied by the sweet sounds of “Your love” by Ennio Morricone, in the version sung by Dulce Pontes, embarks on a long journey through space and time. Through the 60s, it passes near a beach bar, with its juke box, pumping out lively music and then and onwards past a pasta factory, in the 80s, working at full steam. The journey continues through a resplendent St. Mark’s Square in Venice, then as it approaches the present time, flies over a field dotted with wind turbines, passes through an architect’s studio and finally lands in the near future, at the feet of a little boy.

The little boy picks up the aeroplane, opens it up and sees the drawing done by the other little boy in 1967, his dream: a car with an electric plug. He lowers the piece of paper and sees his mother, right in front of him, recharging her electric car in her own garage, courtesy of Enel’s home recharge station.

The advert closes with the campaign claim; “Our energy will always be powered by your dreams”. This is the concept behind the campaign: as ever, Enel is a company focused on people, it is for them that Enel is committed to creating a better future by deploying technology and forging ahead with projects that, until only a few years ago, were merely the stuff of dreams.

The paper aeroplane's journey does not end with the TV advert. It will be seen landing in the programme to be broadcast on RAI "Centocinquanta" (One hundred and fifty) presented by Pippo Baudo and Bruno Vespa. It lands in the hands of Pippo Baudo who, in the course of three 3 TV adverts, will retrace Enel's journey through Italian history, supported by historic film clips and some of the company's old advertising footage.

The campaign includes a special edition on 17th March, marking Italy's 150-year anniversary.

The press campaign, also featuring a teaser in the various periodicals, takes up the creative concept of the paper aeroplane and the theme of the TV ads, presenting this in four episodes, also given over to dreams. These dreams can come true thanks to Enel, its investment in innovation, its research to find the right mix of efficient energy, capable of producing low-cost electricity that is within everyone's grasp.

The press campaign tells the story of Enel's latest projects: renewable energy with the Archimedes Project and smart grids for e-mobility. So many facets of the same dream: the dream of a future built on sustainable well-being, towards which Enel is working every day.

The paper aeroplane also takes flight on the Web, with a multi-topic banner campaign. It closes with a call to action, inviting people to visit the Enel website to discover or find out more about the projects featured in the banner. Enel's journey is toward the future, which is also why Enel is experimenting with new, interactive forms of communication, keeping in step with the new technology frontiers opening up online and via mobile phone. A special edition of the advert has been produced just for *youtube*, with extra scenes, not shown in the TV formats, with the opportunity to share the special version of the advert on *Facebook*. Some of the adverts shown in international airports come complete with a tag that interacts with travellers' smart phones, making a "heightened reality" experience possible, with the opportunity to learn more about Enel projects.

Credits:

Creative Directors

Agostino Toscana, Alessandro Orlandi

TV campaign

Art: Luca Pannese

Copy: Luca Lorenzini

Director: Bo Platt

Press campaign teaser

Art: Ignazio Morello

Copy: Eliana Frosali

Press campaign

Art: Maurizio Minerva

Copy: Eliana Frosali

Photographer: Piet Truhlar

Web Web

Art: Umberto Vita

Copy: Alice Scornajenghi

Creative supervisor: Manuel Musilli