PRESS RELEASE

BANCA SISTEMA "A REGOLA D'ARTE"

THE NEW TV CAMPAIGN AIRS ON LA7 AND SKY TELEVISION STARTING 10 MARCH 2013

THE PREVIEW IS AVAILABLE NOW AT BANCASISTEMA.IT

Milan, 8 March 2013

Banca Sistema's new television advertising campaign draws on a combination of irony and ambience that is inspired by Contemporary Art: available today on the website of the Bank (www.bancasistema.it) it will air on La7 and Sky from Sunday 10 March.

Working with the advertising agency Casiraghi Greco&, Banca Sistema decided to work with a symbol that appealed to everyone, namely the piggy bank which is recognized globally as a symbol of savings. For the campaign it has been given a fresh and original "make over".

The 30 seconds video was produced in 3D. In the video the piggy bank morphs seamlessly through a number of sequences that are designed to evoke the memory of some of the world's best known contemporary artists. It moves from the Jackson Pollock's action painting to Andy Wharol's pop art and from Christo's land art to cubism, culminating in the notorious "sections" works by Damien Hirst.

Each new shape is then associated with a service or product of the Bank.

It is designed to be contemporary in all respects and also to sum up the bank's new brand line: "Banca Sistema. Contemporary Bank".

It is communication in perfect synergy with the modern art that the bank has associated itself with since its launch. The Banca SISTEMA ARTE project aims to promote young talented Italian artists right across the country.

The concept was conceived by Casiraghi Greco&, with creative direction from Cesare Casiraghi, art by Emanuele Pezzotti, copy by Matteo Lazzarini, and produced by Taxfree under Franco Tassi's direction.

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Banca Sistema

Banca Sistema is an independent bank, created in 2011. Its founders include three banking foundations from the North, Centre and South of Italy, as well as the Management and a private equity fund managed by the Royal Bank of Scotland.
Headquartered in Milan, with offices in Rome and London, Banca Sistema specialises in financing and managing trade receivables owed by the Italian Public Administrations (PA's).

Banca SISTEMA ARTE

Banca Sistema started a project on contemporary art to encourage Italian artists' work and enhance the importance of their creative heritage.
It is an initiative to give visibility and support the Italian talent in Arts, by helping young artists reach their full potential and use the bank's office in Milan and Rome to exhibit their work.