



PRESENTING ISYBANK, *SEMPLICEMENTE BANCA*

The launch campaign for isybank – Intesa Sanpaolo's new digital bank that puts simplicity first – kicks off on 21 June.

Digital, essential, open. This was the genesis for **isybank, Intesa Sanpaolo's new digital bank**, which combines **functionality, innovation and simplicity** in a single app.

The goal? **To be a bank for everyone:** for those who are new to money management, and for more aware savers; for those who believe in a greener world and for those who prefer to rely on technology, without giving up human contact.

Isybank communicates in **straightforward language, without formality or technicalities**, even with a hint of irony.

Its visual identity is minimalist and distinctive, adapted consistently to the various media: a tail in the colours of the Italian flag rises from the logo and frames each message.

The **brand logo** is itself a coherent synthesis of the brand values, designed to express **positivity and energy**.

The brand's **linear functionality** is also the creative concept behind the **launch film** series '**The Useful Ads**', a multi-subject campaign that also features TV.

Each spot depicts commonly encountered everyday situations where isybank unexpectedly turns out to be just "**what you need, when you need it.**"

The communication campaign starts on 21 June with an integrated media plan involving 20" and 15" **TV formats, billboards, press pages, digital ads and radio**. On **social media**, the brand is being promoted both through **open channels** and the efforts of several **creators**, enlisted to convey isybank's values to their followers.

All in the name of simplicity.

www.isybank.com

[www.instagram.com/isybank /](https://www.instagram.com/isybank/)

www.youtube.com/@isybank

