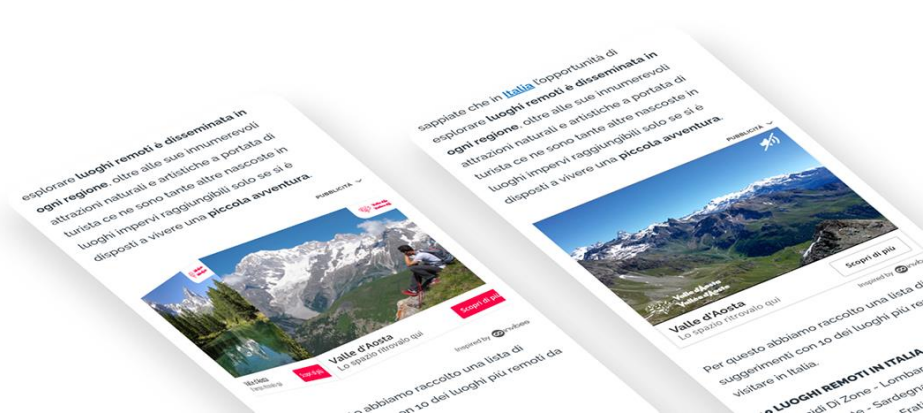


## Italy's Regione Autonoma Valle d'Aosta entrusts Invibes with a campaign to revitalize tourism

- The digital campaign included Invibes Advertising's innovative and interactive formats, reaching 83% viewability.



**Milan, July 19, 2021 - The official tourism website of the Italian region of Valle d'Aosta, managed by the Regional Department of Cultural Heritage, Tourism, Sport, and Commerce, chose Invibes Advertising to revitalize tourism in the area, following the relaxation of restrictive Covid measures for the summer holiday season.**

The aim of the Invibes campaign was to encourage tourists to spend their holidays amidst some of Europe's most beautiful Alpine landscapes. In order to achieve excellent VTR and viewability results, two proprietary Invibes formats were used: *Full Play* and *Invibes Cube*.

The 24-days-long campaign achieved an astonishing performance, with an average of 61% VTR for the 30" video campaign. The viewability results were even more impressive: 81% for the Innovative Video format *Full Play*, and 83% for the Interactive Display format *Invibes Cube*, which also recorded an excellent engagement rate reaching well beyond the average (> 60%).

"Invibes' engaging solutions proved to be a perfect match for our creative resources", commented **Remo Chuc, Director of Tourism Promotion, Territorial Marketing, and European Projects of the Autonomous Region of the Aosta Valley**; "The richness of the Valle d'Aosta landscape could only be conveyed through equally engaging digital

formats. Invibes has made a valuable contribution to the relaunch of tourism in our area”.

Starting with a target audience interested in travel, food, and trekking, Invibes’ video and display campaign featured 30-second in-feed videos displaying Aosta Valley landscapes and eye-catching transitions to capture the target’s gaze and attention.

“I am particularly proud of the results we have achieved through Invibes Cube, because this was our first campaign in Italy using this format,” commented **Simone Casarin, Head of Sales at Invibes Advertising**; “Contributing to the promotion of our national treasures was a privilege, especially after such difficult times”.

### **About Invibes Advertising**

Invibes Advertising is an advanced technology company that specializes in digital advertising. Its innovative solutions are supported by an in-feed format that’s integrated into media content.

Invibes is inspired by social network advertising and develops its own technology to help brands better communicate with consumers. Its technology is optimized for distributing in a closed network of media sites, including: Bertelsmann, Hearst, Unify, Groupe Marie Claire, Axel Springer, and many others. Clients include major brands such as Mercedes, Samsung, Levis, and IBM.

Founded in 2011, Invibes Advertising is a listed company on the Euronext Paris stock exchange (Ticker: ALINV – ISIN: BE0974299316). Visit [www.invibes.com](http://www.invibes.com) for more information.

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