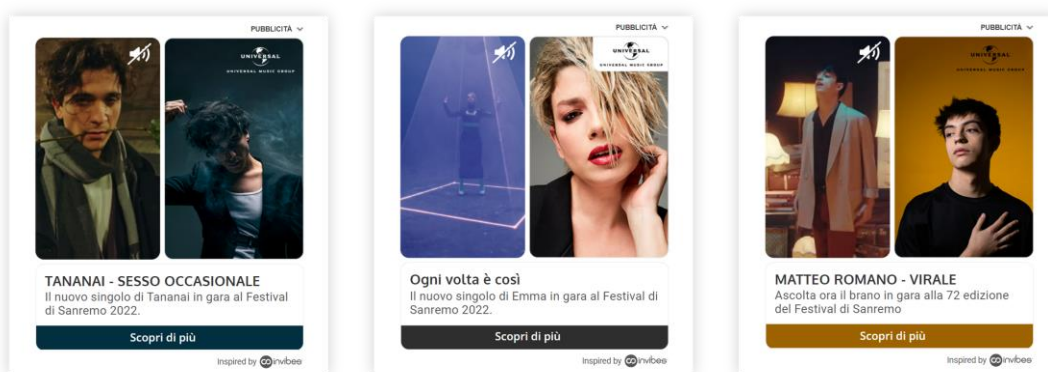


Universal Music chooses Invibes Advertising for campaign dedicated to Italy's Sanremo 2022 Festival

- The use of the innovative Invibes Play format and strategic planning achieved a performance above industry benchmarks.

Milan, 24 March 2022 – During the Sanremo 2022 Festival, Polydor, a label owned by Universal Music, included four of its artists as competitors of the festival. To take advantage of the hype surrounding the event, the world leader in music decided to promote three of them (Emma, Matteo Romano and Tananai) alongside their respective songs performed in the competition, simultaneously with the event.

To do this, they relied on Invibes Advertising who structured an ad hoc campaign with the aim of attracting the attention of users during the festival. The technological company specializing in digital advertising used the innovative Invibes Play format, distributing three in-feed ads on the main editorial players. Each ad showed a fragment of the video of the artist's song in autoplay and their respective photo.



The Universal Music and Invibes Advertising campaign, which ran from 3 to 10 February, managed to increase the awareness of the singers and capture the interest of fans also through targeting interests and age. The core target was women with a passion for music; in particular, Emma's advert was addressed to females between 35 and 59 years old, while those of Matteo Romano and Tananai hit the 18 - under 30 age group. Moreover, Invibes Advertising's sophisticated targeting algorithms were enhanced by placing the ads in central and relevant advertising spaces of leading online premium media.

“The Invibes campaign worked perfectly, allowing us to reach our target audience in brand-safe and high-quality online contexts”, commented **Eleonora Bianchi, Head of Digital Services and Consumption at Universal Music Italy.** “Thanks to the innovative

Invibes Play solution, users were able to really experience the magic of this year's Sanremo Festival and we are truly happy to have spread such a great feeling." The results obtained were truly amazing, with VTR, viewability and CTR results that exceeded all industry benchmarks and initial objectives. The creative mix of eye-catching video and striking images, as well as real-time campaign optimization, demonstrated how the Invibes Play format was the ideal way to promote Universal Music artists.

"We are proud to have helped Universal Music promote their artists with a campaign that creatively highlighted all their strengths," said **Alvise Zennaro, Italy Country Director, Invibes Advertising**. "When promoting art, the campaign must be as creative and engaging as the work of art itself, and I believe our team has succeeded in this goal."

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 for more information.

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