

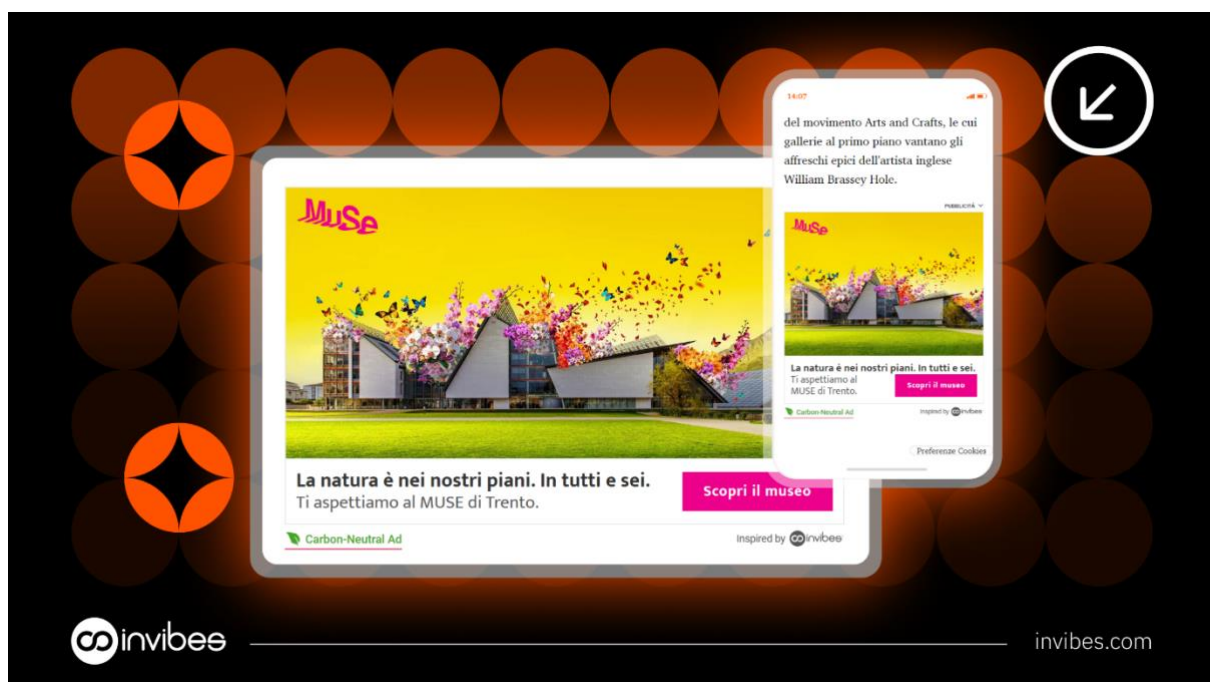
## MUSE and Invibes join forces again with an eco-friendly digital campaign

**Milan, 18 June 2024 – Invibes Advertising (Invibes) tech company specializing in digital advertising and MUSE renew their partnership in 2024 for responsible communication.**

To sponsor the numerous initiatives of 2024, MUSE - Trento Science Museum has renewed its collaboration with Invibes Advertising using the Invibes Carbon-Neutral label for its digital campaigns, in order to neutralize the ecological impact with a service that focuses on quality, innovation and sustainability.

For the spring campaign Invibes took advantage of the proprietary solution that reduces the environmental impact of emissions produced by advertising and offsets them through certified carbon credits to support eco-sustainable initiatives and projects in different areas of the world.

Regarding media KPIs, starting from the excellent results of the activities carried out last year, Invibes has developed a targeting, creativity and contextual strategy which achieved a viewability result of 76% and CTR +30% higher to Invibes benchmarks.



This year the MUSE spring program raises awareness of environmental protection using the motto: “Nature is in our plans. All six” and offering the public events in which flowers, butterflies and centuries-old trees become the protagonists of temporary installations and reflections on the future of the planet. (more info on [www.muse.it](http://www.muse.it))

“For our communication strategy it is essential to adhere to the values of the Trento Science Museum: investigating nature, sharing science, inspiring society for sustainable development. The museum lives in the contemporary world and contemporary themes are the topics and principles on which it



focuses: from respect for diversity, democracy, and peace to the fight against all forms of discrimination, from sustainability to climate change. And precisely to consolidate the MUSE reputation, we have chosen to launch a digital promotion campaign consistent with our principles and values and the carbon free campaign has allowed us to act in favour of what we care about: the protection of every living species”, underlines **Antonia Caola, head of institutional relations and press office of MUSE - Trento Science Museum.**

Founded on the belief that technological independence is the most efficient way to innovate such a dynamic industry, Invibes has also extended this approach to the environmental efficiency of its systems.

Unlike other forms of digital advertising, the technological independence of Invibes allows you to have a complete vision of the CO2 emissions produced by advertising campaigns. This allows us to have the unique opportunity to offer customers a solution that has a real and measurable impact on the planet.

“We are proud to renew the collaboration with MUSE, considering the excellent results obtained from the previous campaign and the shared mission of protecting the planet.” says **Alvise Zennaro, Country Director Italy of Invibes Advertising** - “MUSE like other brands and agencies are making great strides towards their sustainability goals, Invibes recognizes its active role by offering effective and sustainable advertising combined with above-market media results.”

### **About Invibes Advertising**

Invibes Advertising (Invibes) is an international technology company specializing in digital advertising innovation.

Founded on the philosophy that advertising efficiency comes from being truly innovative and naturally engaging to users, Invibes has developed an integrated technology platform for brands to reach consumers through impactful in-feed advertising

Invibes delivers advertising that creates positive attention by harnessing the power of big data, innovative in-feed formats, wide reach and extensive intelligence services.

Pioneering the way in sustainable advertising, Invibes also offers a unique solution to offset campaign emissions through its Responsible Ad label.

In order to partner with some of the greatest brands in the world, like Amazon, Bacardi, Dell, IKEA and Toyota, we rely on even greater people. At Invibes we strive to maintain an energetic, open environment that fosters a culture of ideation, growth and #GoodVibes, that shines straight through to our clients.

Want to hear more about Invibes? Visit: [www.invibes.com](http://www.invibes.com)

Invibes Advertising is listed on the Euronext Stock Exchange

(Ticker: ALINV – ISIN: BE0974299316)

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**PR Contacts:**

**Kris Vlaemynck co-CEO**

kris.vlaemynck@invibes.com