

## "Fidelidade to all ages" campaign won gold, silver and bronze Fidelidade recognised at the Efficacy Awards

**Lisbon, November 27<sup>th</sup>, 2023** – Fidelidade's communications campaign "Fidelidade to all ages" was honoured in the 2023 edition of the Eficácia Awards.

In the 19<sup>th</sup> edition of the award dedicated to recognising the effectiveness of communication campaigns in Portugal, Fidelidade won three awards, bronze, silver, and gold.

A campaign that launches Fidelidade's commitment to accompany its customers, regardless of their age or stage in life, resulting from a complex briefing whose concept and creative proposal were developed by branding agency Ivity.

Media planning was carried out by Mindshare and CAETSU and ComOn also collaborated.

The "Fidelidade to all ages" campaign was recognised in three different categories:

- Financial Services and Insurance: Gold, campaign promoted by Ivity Brand Corp / Mindshare / Caetsu / Comon
- Creative Use of Media: Bronze, campaign promoted by Ivity Brand Corp / Mindshare / Caetsu / Comon
- Institutional Communication: Silver, campaign promoted by Ivity Brand Corp / Mindshare / Caetsu / Comon

For Sérgio Carvalho, Fidelidade's Marketing Director, "These awards represent, above all, the recognition of the effectiveness of the work we are doing with our customers and society, for sustainable longevity and quality of life. We are all to be congratulated, and so are our communications agencies! It was a night of great recognition!"

Promoted by APAN - Associação Portuguesa de Anunciantes (Portuguese Advertisers Association), the Eficácia Awards are the only awards in Portugal that focus on and reward the joint work of advertisers and their agencies based on the measured and proven effectiveness of their communication campaigns.

## **About Fidelidade**

Founded in 1808, Fidelidade is the leading life and non-life insurance company in Portugal, with a market share of 29.6% in 2022. Fidelidade is present in 12 countries, on 4 continents, and presented in 2022 a global growth in premiums of 4.2%, to 5,118 million euros.

The Fitch rating agency classified Fidelidade with an "A stable (IFS)" and "A -stable (IDR)" rating, one of the highest in the national corporate panorama, highlighting the Company's high capitalisation, namely its solvency ratio and the solidity of its investment portfolio.

With 2.3 million customers in Portugal and more than 8.5 million worldwide, Fidelidade conducts its activity through a Customer-Centric approach, using a distribution network and channels of large size and capillarity, which guarantees consumers an integrated and personalised experience, regardless of the channel used.

Fidelidade is guided by values that have always defined it: experience, innovation, excellence, and proximity and, this year already, it has been re-elected Consumer Choice in the category of "Insurers", "Trusted Brand" and Most Reputed Insurance company in Portugal.

With sustainability at the core of its business and the vision of preparing the future, Fidelidade is committed to being a promoter of behavioural change in society, raising awareness of the role and impact of all people in the adoption of more sustainable behaviour. This action is also materialised in a Social Responsibility policy, embodied in the Fidelidade Community Programme, through which the Fidelidade Group contributes to strengthening the social sector, focused on the areas of ageing, preventive health, and inclusion of people with disabilities or impairments.

**[www.fidelidade.pt](http://www.fidelidade.pt)**