

Institutional campaign reinforces commitment to population during COVID-19 pandemic

When the Portuguese need it most, Fidelidade keeps on delivering

Lisbon, April 16 2020 - Inspired by the path that the entire population is following in the current context of the COVID-19 pandemic, seeking to overcome adversities so that life does not stop, Fidelidade will launch a new edition of the institutional campaign "Fidelidade continua".

Reinforcing its commitment to accompany, anytime and anywhere, the Fidelidade campaign, which was initially launched as a support to the population after the great fires and the Leslie storm that affected the country, is adapted to the moment that Portugal is currently facing, emphasizing the mission of the Insurance Company, to be always present, and aiming to be a sign of hope in the future.

To Sérgio Carvalho, Fidelidade's marketing director, "the new Fidelidade campaign is a reinforcement of our commitment to the country, at a time when it is so needed. It is the certainty that we will be here and where necessary, willing to take another step for others, continuing to assist, care and protect so that life does not stop".

With multimedia coverage over three weeks, and developed by Ivity agency, the campaign "Fidelidade continua" will also be present in the streets of each city, to also support those who continue every day and can feel the presence of the Insurance Company.

Film "A Fidelidade Continua": https://youtu.be/2Fp_BDhdQuY



TECHNICAL SHEET FOR “A FIDELIDADE CONTINUA EM 2020”

- FILM AND COMMUNICATION – TECHNICAL SHEET
- IVITY (Agency)
- STRATEGIC AND CREATIVE DIRECTION: Paulo Rocha and Diana Carvalhido
- CONTENT DIRECTION: Paulo Rocha and Diana Carvalhido
- ART DIRECTION: Ricardo Gaspar
- SENIOR DESIGNERS: Rui Morais and Pedro Carmo
- ACCOUNT DIRECTION: Rita Pinto and Solange Ribeiro
- ACCOUNT EXECUTIVE: Fernanda Farias
- FINAL ART: Hugo Botas and Ana Teresa Fernandes
- PLAYGROUND (PRODUCTION)
- DIRECTOR: João Retorta
- ASSISTANT DIRECTOR: Luís Lisboa
- PHOTOGRAPHY DIRECTION: Krysztof Trojnar
- PHOTOGRAPHY DIRECTION: João Abreu and Alexandra Dias
- HEAD OF PRODUCTION: Maria Guerra
- PRODUCTION COORDINATION: Patrícia Alves
- ART DIRECTION: Rui Pina
- WARDROBE: Joanne Gatefield
- PHOTOGRAPHY: Andy Dyo
- POST-PRODUCTION: Light Film
- GRADE: Marco Amaral
- SOUND: Som de Lisboa
- ORIGINAL MUSIC: Núcleo Audio
- POST-PRODUCTION COORDINATION: Ricardo Montez

Sobre a Fidelidade

Fidelidade is the leading insurance company in Portugal, both in life and non-life, currently recording a market share of around 30.7%. The company is present in the various business segments of the insurance activity and benefits from the largest network in Portugal, with a presence in several countries, namely Angola, Cape Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay and Chile.

Fidelidade operates based on a defined and continued "Customer-Centric Approach" strategy, where customers effectively come first. The fact that it attaches crucial importance to the quality of the service it provides and the comprehensive and innovative offer it offers makes Fidelidade one of the most awarded insurance companies in Portugal, as well as internationally. In 2014, Fidelidade was distinguished by the "Efma Accenture Innovation Awards", in the "sustainable business" category, with its 'WeCare' project, which aims to support the correct reintegration of people who have been victims of serious accidents that have jeopardized their physical, economic and social rehabilitation.