



2014 Advertising Campaign

# **BRIGHT SOLUTIONS**

# BRIGHT SOLUTIONS

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Although at a first glance it might appear as a simple graphic refresh of 2013, this campaign dramatically changes its tone by engaging directly the customer and by shifting focus onto our product proposition.

In the 2014 campaign the attention shifts from the world to the path around it, stressing further the centrality of Sparkle's products. The colored dots that identify the product clusters have been transformed in icons to sustain further how Sparkle's products differentiate from the market.

The icons, which gain a central role in their representation, light up through Sparkle's light that itself illuminates the world with its "Bright Solutions", thus differentiating its offering with respect to a commoditized market.

# Press

*The Spark for your communications.*

Bright Solutions with no boundaries.



 **SPARKLE** | **IP&DATA** SOLUTIONS  **SPARKLE** | **MOBILE** SOLUTIONS  **SPARKLE** | **CORPORATE** SOLUTIONS  **SPARKLE** | **VOICE** SOLUTIONS

## THE SHAPE OF TOMORROW'S COMMUNICATION.

We carry the most sophisticated communications worldwide and we offer customized high quality services with the upmost dedication to the needs of our customers. Discover a full range of IP&Data, Mobile, Corporate and Voice Solutions, designed to shape tomorrow's communication for you.

 **SPARKLE**

TELECOM ITALIA GROUP  
SHAPING NEW CONNECTIONS

WITH  **EXPO**  
MILANO 2015

*Lead your way to the net.*

Bright IP&Data Solutions with no boundaries.



**THE SPARK FOR YOUR IP&DATA COMMUNICATIONS.**

Enjoy any content on the Internet with fastest user experience, expand your reach through our high performance IP and customized data solutions. Shaping tomorrow's communication.



TELECOM ITALIA GROUP  
SHAPING NEW CONNECTIONS



*Drive your business everywhere.*

Bright Mobile Solutions with no boundaries.



**THE SPARK FOR YOUR MOBILE COMMUNICATIONS.**

Increase your mobile reach, usage and expand your business with new ventures through our distinctive portfolio of innovative and customized mobile solutions. Shaping tomorrow's communication.

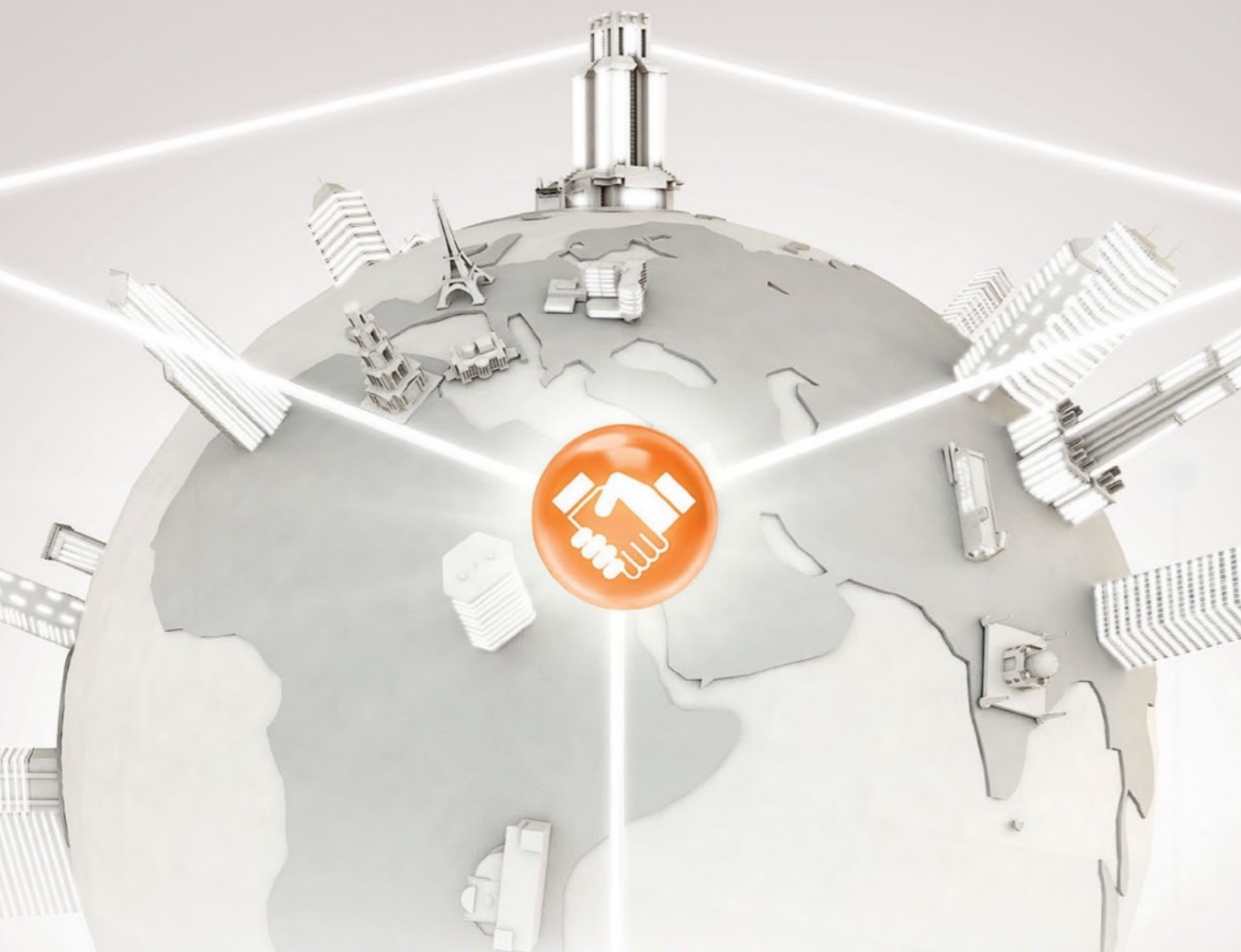


TELECOM ITALIA GROUP  
SHAPING NEW CONNECTIONS



*Support your business with a solid partnership.*

Bright Corporate Solutions with no boundaries.



**THE SPARK FOR YOUR CORPORATE COMMUNICATIONS.**

Choose from a complete portfolio of customized international services catering to the needs of corporate customers. Your guarantee for innovation, convergence, flexibility, high quality, cost efficiency and global coverage. Shaping tomorrow's communication.



TELECOM ITALIA GROUP  
SHAPING NEW CONNECTIONS



*Give your business a voice.*

Bright Voice Solutions with no boundaries.



**THE SPARK FOR YOUR VOICE COMMUNICATIONS.**

Benefit from our competitive pricing, dynamic routing solutions and network reliability. Worldwide voice capabilities for Carriers, Mobile Operators and Service Providers. Shaping tomorrow's communication.

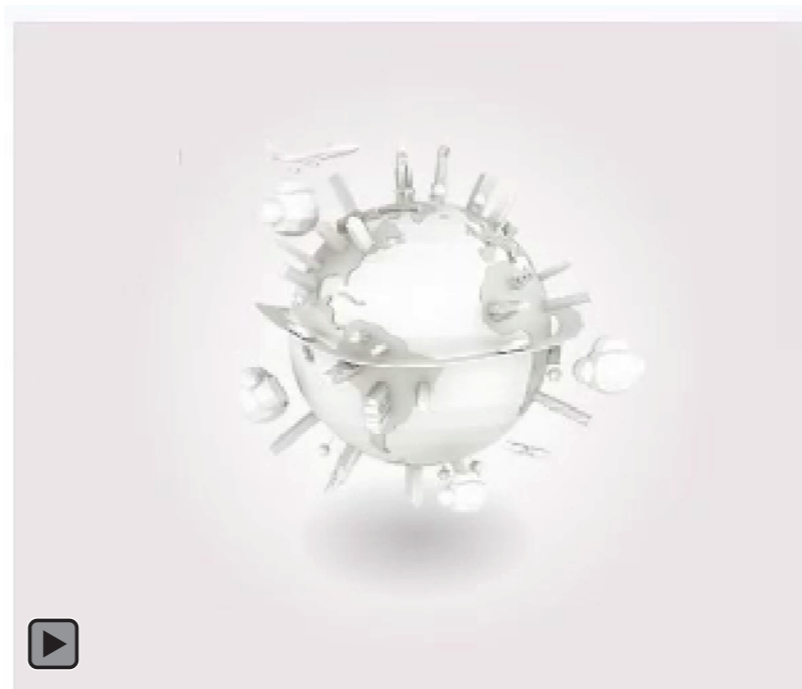


TELECOM ITALIA GROUP  
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# Web

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# Corporate video

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<https://www.youtube.com/watch?v=BSwJuj2N7Ak>