



**FIERA MILANO**

Press Office  
Fiera Milano

Gabriele De Giorgi  
+39 02 4997 7428  
+39 339 8431544  
gabriele.degiorgi@fieramilano.it

Fiera Milano S.p.A.  
T +39 02 4997 1  
F +39 02 4997 7379  
fieramilano@fieramilano.it  
fieramilano.it

## Ufficio stampa / Press office

### FIERA MILANO PROMOTES ITS OUT OF HOME OFFER

*Rho, 7 November 2022.* **Fiera Milano** is on air from 3rd November with a **promotional campaign to relaunch its Out Of Home offer in the prestigious spaces around the exhibition centre.**

The numbers of the trade fair sector are the fil rouge of the whole creativity. The campaign develops, in fact, through four different subjects linked together by the numbers generated by Fiera Milano, which represent an essential value for those who decide to invest in the communication tools made available by the Milan trade fair system.

The narrative especially highlights the centrality of the trade fair and mentions the more than **4.5 million visitors** who populate Fiera Milano's exhibition quarters every year and who are also potential customers for those who choose to communicate through Fiera Milano's billboards. In addition to them, there are also the hundreds of thousands of impressions that a billboard can generate every day from the Milanese population passing around the exhibition quarters: we are talking about **500,000 "views per day"** and **150,000 "passages per day"**, as the campaign copy defines them, borrowing terminology related to digital advertising. Finally, there is also reference to sustainability by mentioning the more than **25,000 square metres of sustainable billboards** that Fiera Milano makes available to its customers.

*"The campaign was created to promote Fiera Milano's traditional billboard channel as a media with great potential thanks to the important numbers it still manages to generate in 2022,"* comments **Davide Orgiu, Head of Digital, Data & Media Revenue Office at Fiera Milano.** *"Billboards represent a strategic channel of great impact and visibility able to intercept extremely profiled audiences. In our campaigns we play with digital media precisely because we realised that, despite the good results we achieve through campaigns on social media or on our websites, it is still the physical that is at the centre of our world".*

After the first launch in the heart of Milan, along Viale Scarampo, around the city's trade fair district, in the prestigious Citylife area, the campaign will also be planned in the other fieramilano spaces in Rho and in the underground.

The creativity is signed by the Milan agency **GEORGE - Kill your dragons** with the creative direction of Riccardo Ciunci and Valentina Cantù, and the art direction of Ritz Colombo.