



Press release

## Arneg launches a new brand campaign: the emotions behind technology

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Three emotion-based videos will use imagery to communicate what's behind the Arneg brand. The three adverts, each with a story related to a different mood, all share a common claim: *"It only takes small gestures to make life better. And the technology to make it possible."*

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September, 2019 - **Arneg launches its new brand promotion campaign. The campaign has chosen not to talk about products as such**, but about the values that underlie Arneg and have established the company as a leading player on the global market for commercial refrigeration.

The campaign features **three videos** to be released between September and December 2019, **each associated with a particular emotion**, and adopts a direct, familiar approach to conveying what lies behind the technology that Arneg produces and sells: **a world of real people**.

The **universal language of emotions** is used to transmit the concepts of respect, care, dedication, commitment to continuous improvement and, above all, humanity.

**Three stories of everyday life, snapshots of precious moments**, are told through instantly comprehensible images that touch the heart of the viewer.

In **the first**, an elderly couple, close but friendly rivals, represent **Irony** as a spice of life. In **the second**, a new family and an intimate daily gesture, performed with love and attention, symbolise **Protection**. **The third** and final video depicts **Melancholy** through an unfulfilled expectation, a disappointment but, as with the previous videos, **a simple but highly symbolic gesture** towards the end of the action makes the viewer smile and feel a close connection with the characters.

The style is familiar and intimate. **The objective is to shorten distances, to show the public Arneg's corporate identity and the personality behind the brand**. To tell the world that Arneg's values are the values that bring us all together.

To show that, behind the technology, there's more than meets the eye.

>> **Link to video no.1:** <https://www.arneg.it/en/2019-brand-campaign-video-1/3>

Videos no.2 and no.3 will be released in October and December 2019 respectively, on the following Arneg platforms:

Arneg Italy website	<a href="http://www.arneg.it">www.arneg.it</a>
YouTube	<a href="https://bit.ly/YouTubeArneg">bit.ly/YouTubeArneg</a>
Facebook	<a href="https://bit.ly/FacebookArneg">bit.ly/FacebookArneg</a>
Instagram	<a href="https://bit.ly/InstagramArneg">bit.ly/InstagramArneg</a>
LinkedIn	<a href="https://bit.ly/LinkedInArneg">bit.ly/LinkedInArneg</a>





## Arneg S.p.A.

Arneg was formed in 1963, in the northern Italian province of Padua. The founders, Roberto Marzaro and Luigi Finco immediately gave the company a set of strong principles and moral values, typical of the popular culture of the Veneto region and clearly expressed in a quote by Roberto Marzaro: *“Dream with courage, imagination, ethics and common sense”*. This is the spirit that has guided Arneg's growth and its belief in the effectiveness of products that respond to the pressing themes of environmental protection, energy saving and respect for the individual.

Today, the company is international leader in the design, production and installation of complete commercial refrigeration systems and equipment for the retail sector. Arneg stands out for its ability to combine excellent performance, sustainable innovation and energy optimisation with superb Italian design.

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## The Arneg Group

Arneg S.p.A. is the parent company of a multinational group spanning Europe, the Americas, Asia, Africa and Oceania. Through the Arneg, Oscartielle, Intrac and Incold brands, 20 production plants and 17 international offices, the Arneg Group is global leader in commercial refrigeration. The group has achieved this position by leveraging synergies between its member companies and exploiting a unique heritage of know-how and ideas, shared throughout the group via a vast production and distribution network covering every content.

This kind of synergy is the result of Arneg's ability to work in harmony with the culture of every country where the company expresses its style, flair for innovation and Italian character and sets up subsidiaries and production units to operate locally and employ local men and women.

This makes a real contribution to sustainable growth and development guided by a new, evolved, collaborative and shared business ethic.

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