



BETA IS BACK, AFTER SUMMER BREAK, WITH A NEW COMMUNICATION PLAN FOR ITS MODULAR WORKSHOP FURNITURE

Investments on Mediaset and La7 TV channels, the Milan Metro and across major national airports, from 25 August to 7 September



Sovico (MB), 26 August 2024 - Beta Utensili, European leader in the production of tools and work equipment for mechanics, industrial maintenance and self-repair specialists, **will air a new phase of the communication campaign for modular workshop furniture on Canale 5, Italia 1, Rete 4 and La7**, in addition to the Sky campaign on all weekends of F1, MotoGP and Superbike races.

The star of the communication campaign is the new top of the range line RSC55, which together with the lines RSC50 and C45PRO, make up the comprehensive offering of workshop equipment solutions for the creation of tailored work environments, **"where each space is organised and optimised for maximum efficiency."**

Both stars of the **15 and 30 second ads**, developed thanks to the creative contribution of the communication agency **Pixellinside**, **will feature in a premium campaign until 7 September on Mediaset networks and on La7**, which will develop a coverage of 53% of male targets, amounting to over **11.6 million net contacts**.



In the first week, in conjunction with the Formula 1 Monza Grand Prix, **the ad**, characterised by the use of the sequence-shot technique and the choice of a full-white oval space, **will also feature on the screens of UpTV** of Class Editori.

The 15 second version will be aired on **230 screens at all 32 Milan Metro stations and on 290 screens across the 13 major Italian airports, developing a coverage of 4 million contacts.**

For further information:

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GRUPPO  *Beta Group is the European leader in the production of tools for mechanics, industrial maintenance professionals and self-repair specialists. Audacity, commitment and talent led Beta to become the Italian professional tool brand synonymous with quality in over 100 Countries. Founded in 1923 in Erba (CO), Beta distributes work tools through 11 branches and 250 importers thus meeting the requirements of specialists in every sector.*

Today, with its headquarters in Sovico (MB), Beta Group generates 251 million euros in turnover and sees the daily involvement of more than 1,000 professionals across all five of its companies, Beta Utensili, 3D Beta, BM, Abra Beta and Helvi, present in Italy with 10 production plants.