

# Proposta di campagna di lancio del nuovo *Welfare*

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**JOINTLY**

Live Work Enjoy

x



## PROPOSTE MOOD VISIVO

## Concept campagna / mood visual

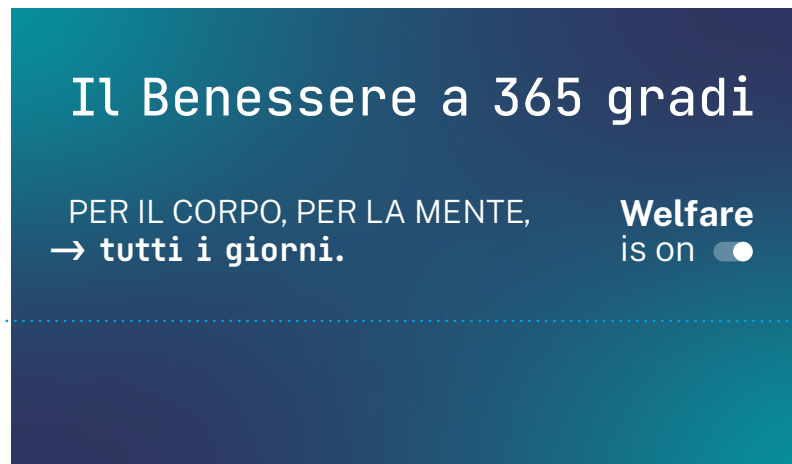
Poster



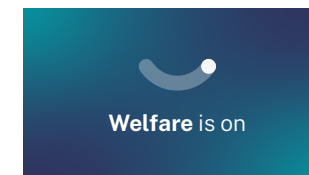
Header mail (800x200px)



Slider Leonardo's Hub (600x350px)

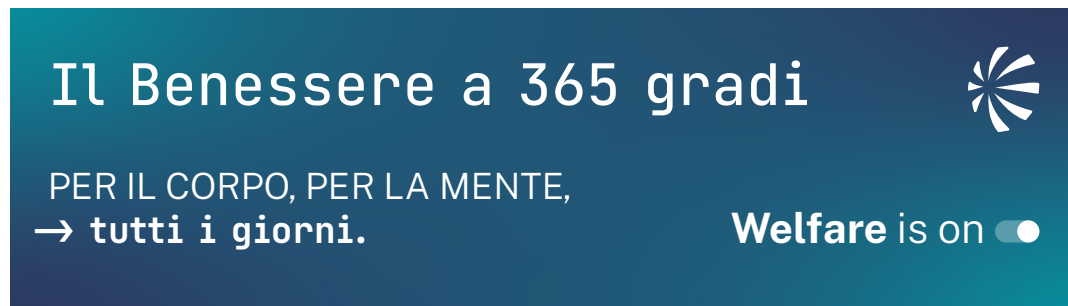


Widget Leonardo's Hub (230x129px)

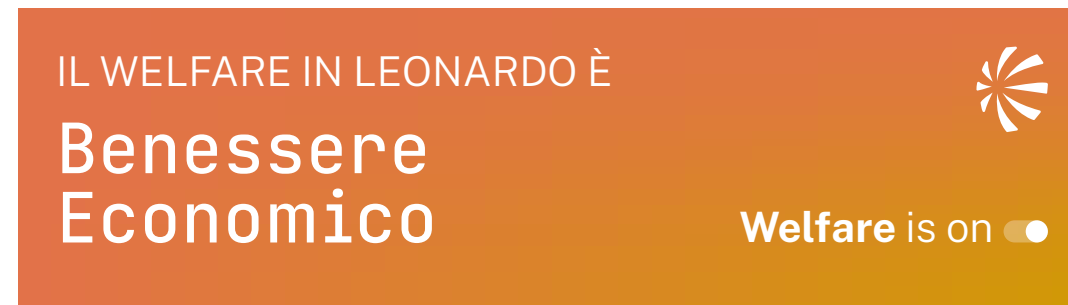
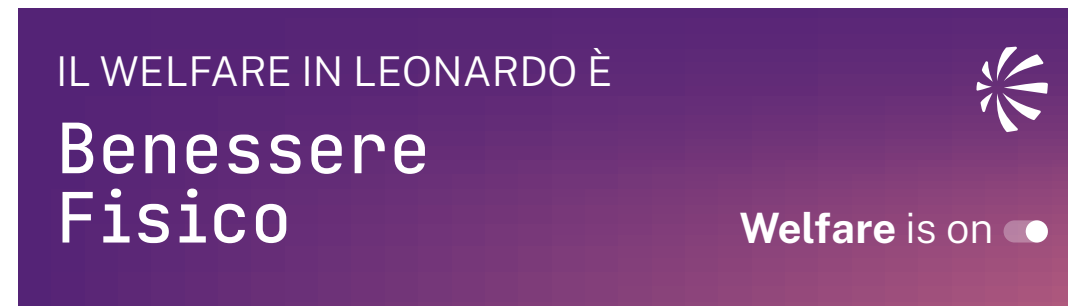


## Concept campagna / mood visual

Banner Generico



Banner singoli lanci



## Concept campagna / mood visual

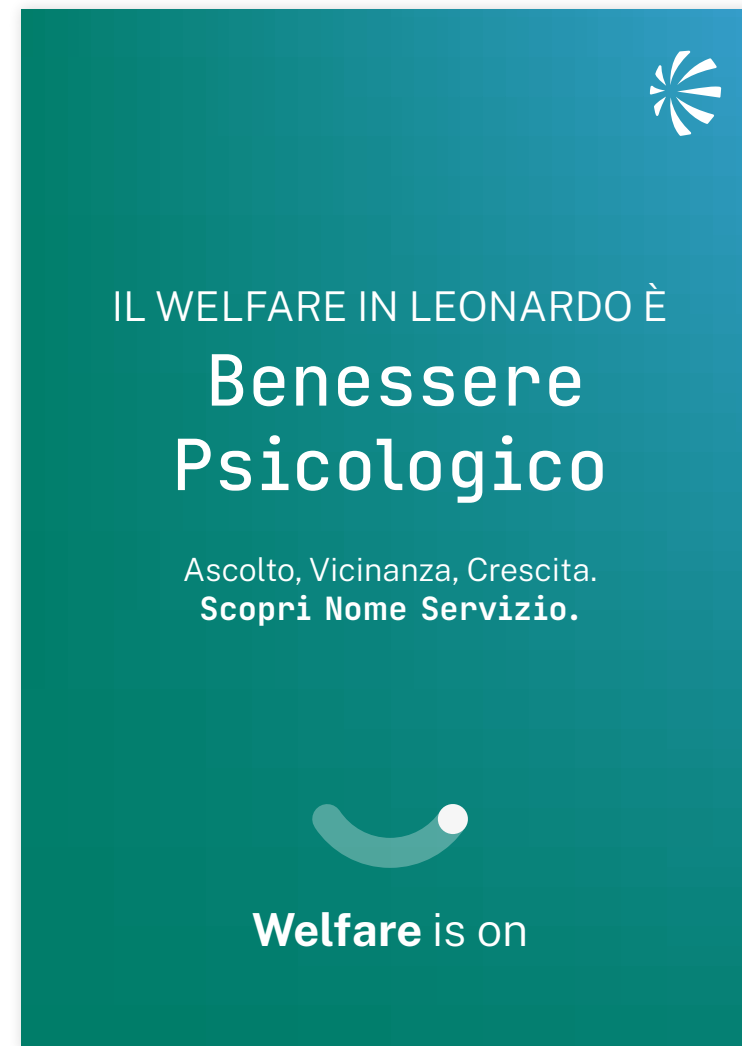
Poster Benessere Fisico



Poster Benessere Economico



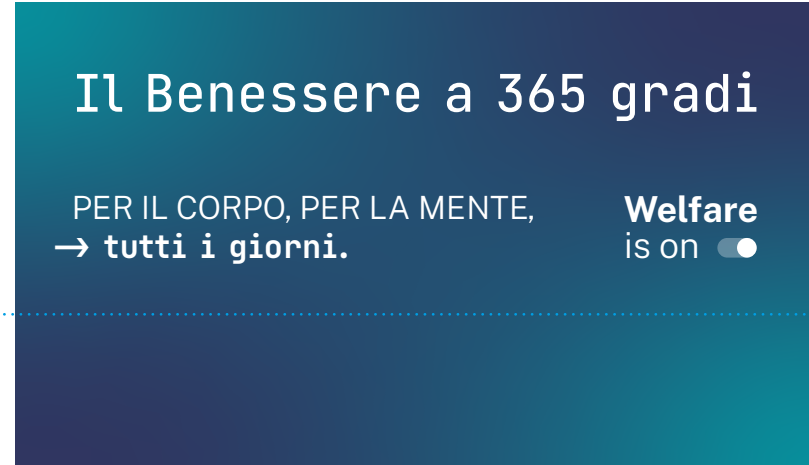
Poster Benessere Psicologico



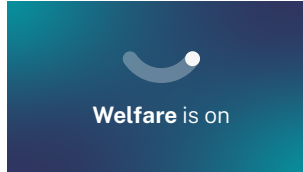
## PREVIEW BANNER LEONARDO'S HUB

## Home Leonardo's Hub

Slider Leonardo's Hub (600x350px)



Widget Leonardo's Hub (230x129px)



## News Leonardo's Hub

News dettaglio singola (451x363)



Cover video (640x360)



News formato 1 colonna (503x405)



Home Leonardo's Hub

Leonardo's Hub



Slider  
(600x350)

Cover video  
(640x360)

Widget  
(230x129)

News Leonardo's Hub

News dettaglio singola (451x363)

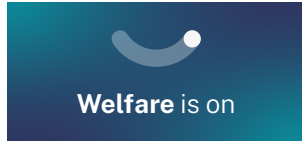


Formato 1 colonna (503x405)



## Leonardo per te

Thumbnail anteprima (223x104)

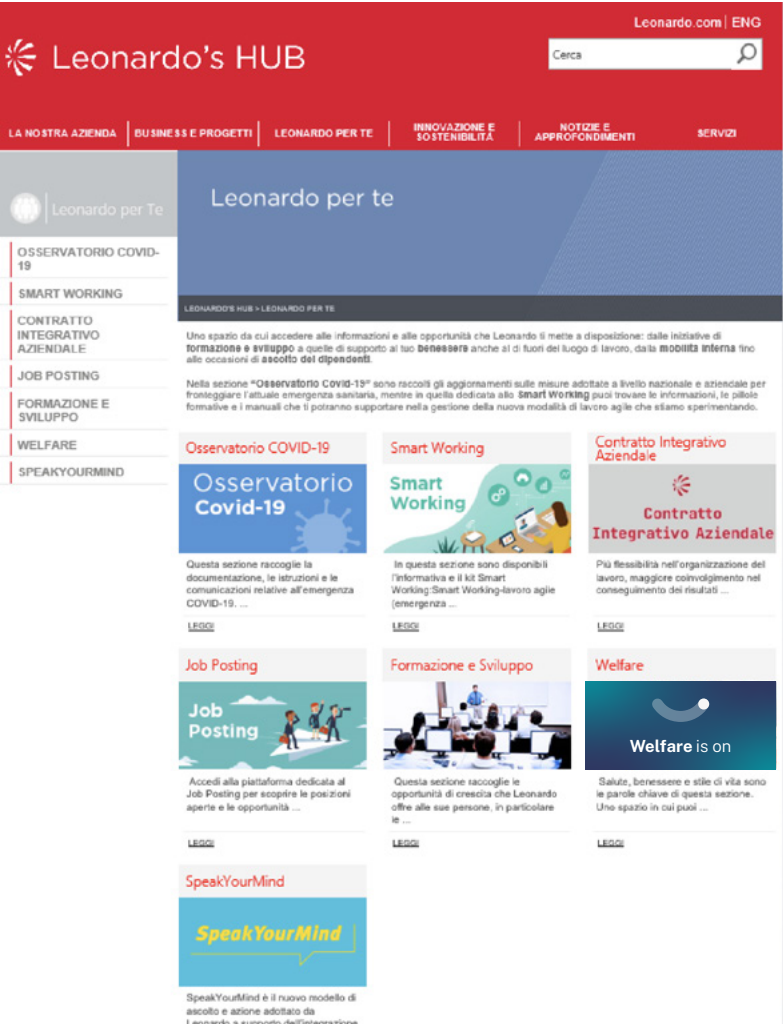


Banner di sezione (708x200)

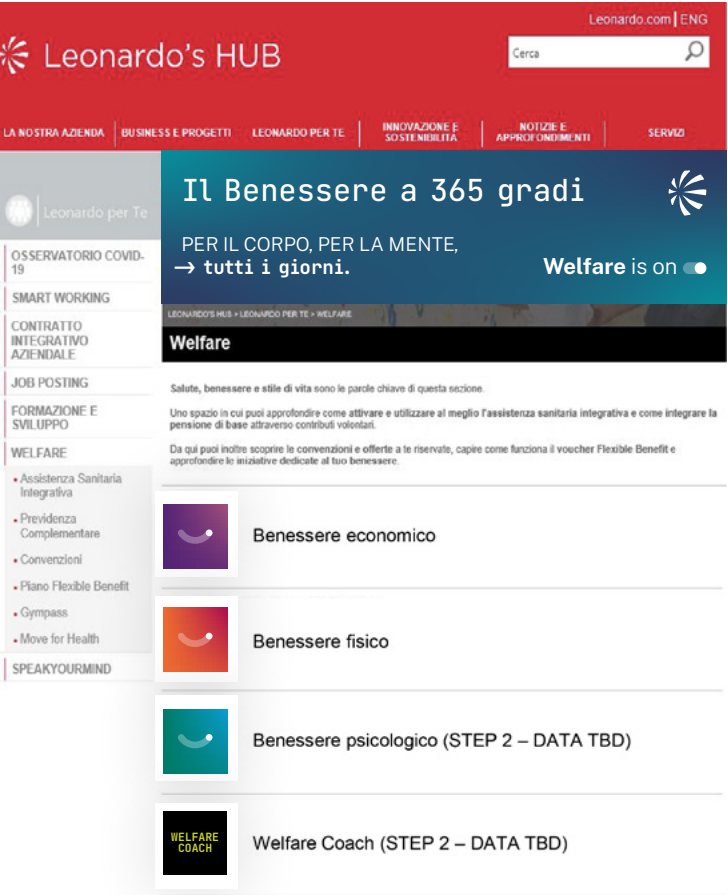


Leonardo per te

Thumbnail anteprima (223x104)



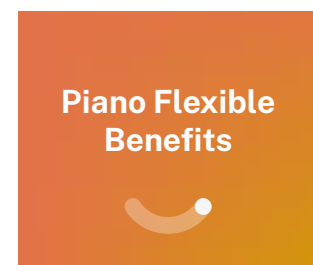
Banner di sezione (708x200)



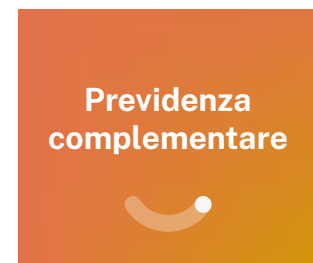
4 Thumb (80x80)

## Sezione benessere economico

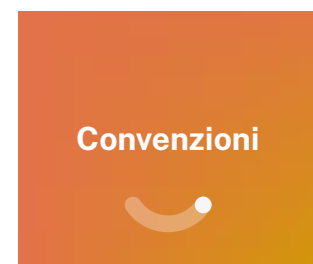
Banner benessere economico (708x200)



Banner per singole iniziative (225x195)  
Piano Flexible Benefits (AON – label tbd)

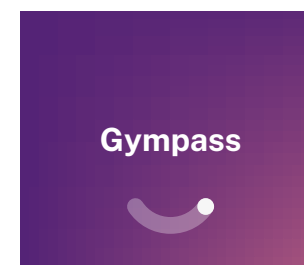
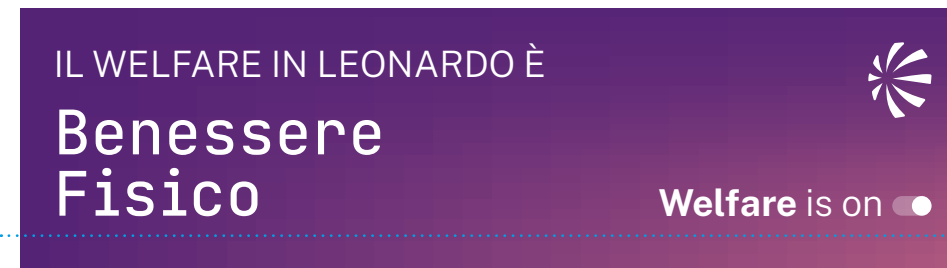


Banner per singole iniziative (225x195)  
Previdenza complementare

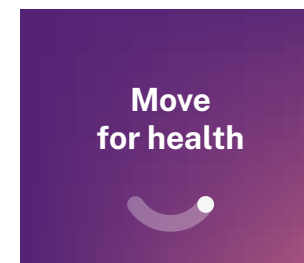


Banner per singole iniziative (225x195)  
Convenzioni

## Sezione benessere fisico



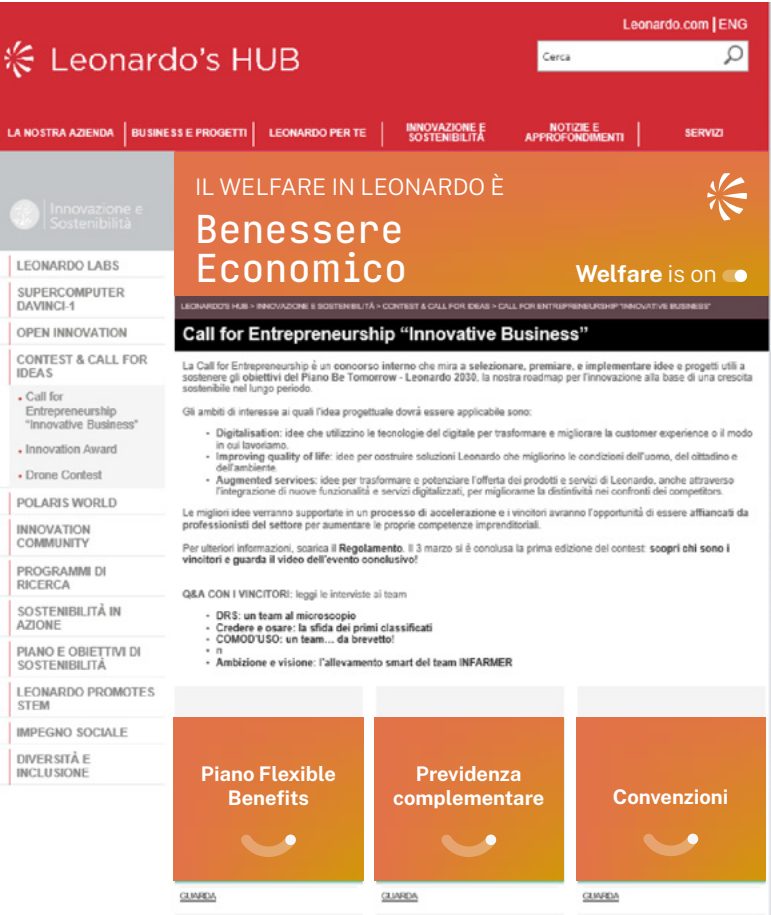
Banner per singole iniziative (225x195)  
Gympass



Banner per singole iniziative (225x195)  
Move for health

Sezione benessere economico

Banner benessere economico (708x200)

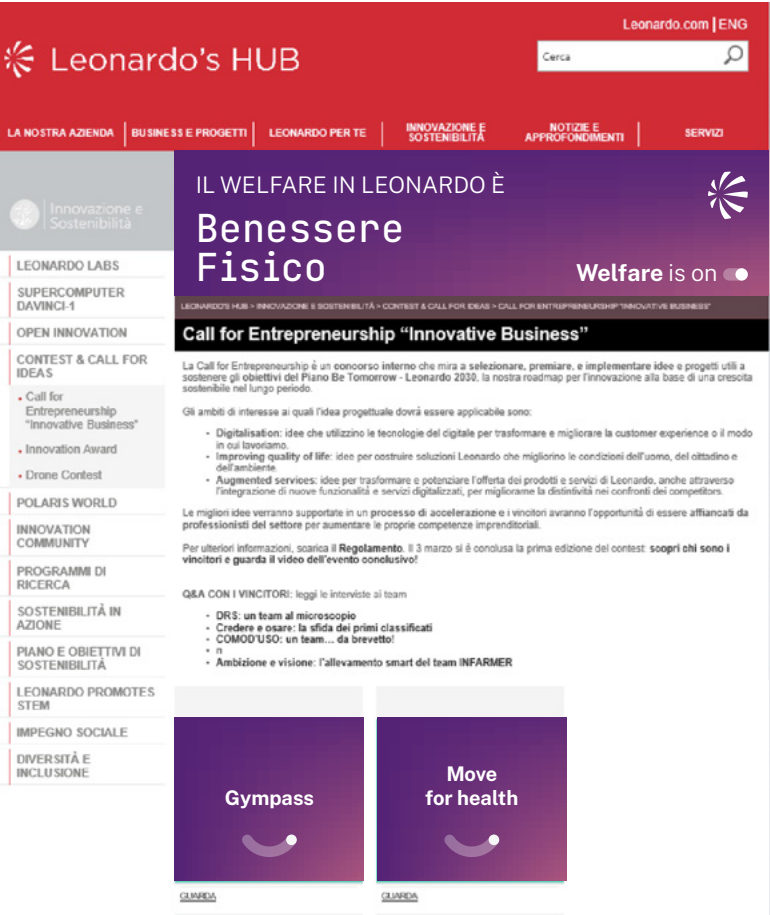


- 3 Banner per singole iniziative (225x195)
- Piano Flexible Benefits (AON – label tbd)
  - Previdenza complementare
  - Convenzioni

Nota: il nome del progetto si può inserire direttamente sul banner

Sezione benessere fisico

Banner benessere fisico (708x200)



- 2 Banner per singole iniziative (225x195)
- Gympass
  - Move for health

Nota: il nome del progetto si può inserire direttamente sul banne

## Sezione benessere psicologico

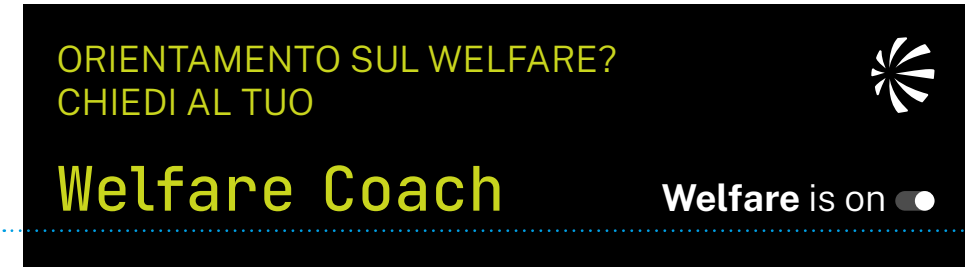
Banner benessere psicologico (708x200)



Banner per singole iniziative (225x195)  
Supporto psicologico

## Sezione Welfare Coach

Banner welfare coach (708x200)



Lista immagini card dei welfare coach con larghezza massima 640 px  
altezza libera (orientamento rettangolare)



Sezione benessere psicologico

Banner benessere psicologico (708x200)

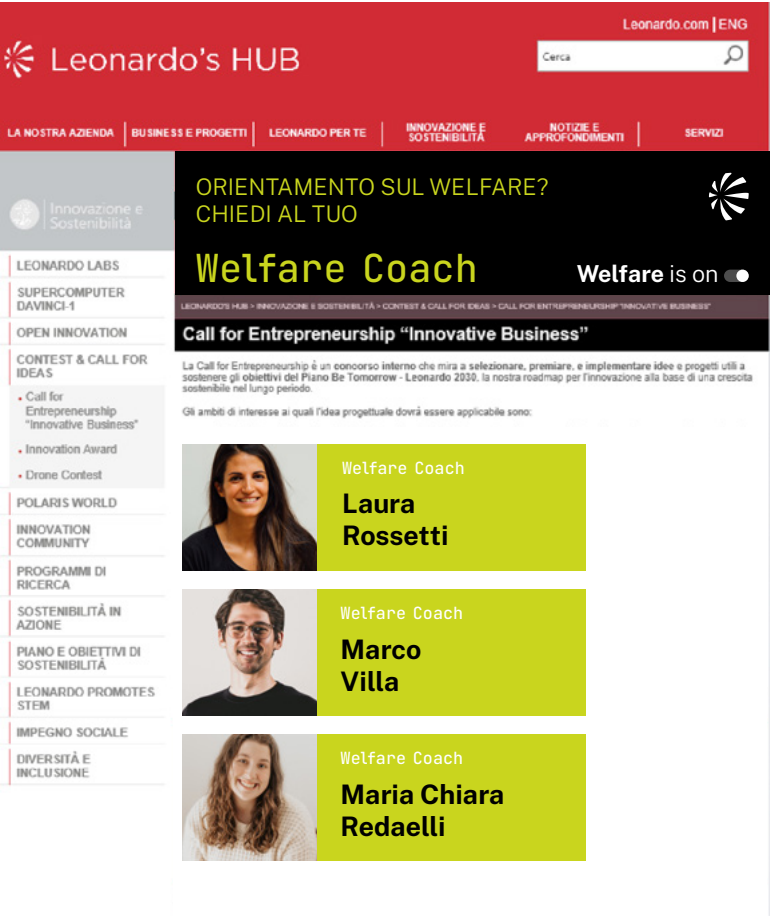


Supporto psicologico  
(su tutto il Gruppo da  
novembre 2022)

Nota: il nome del  
progetto si può inserire  
direttamente sul banner

Sezione Welfare Coach

Banner welfare coach (708x200)



Lista immagini card  
dei welfare coach con  
larghezza massima 640  
px altezza libera  
(orientamento  
rettangolare)

thanks