



more pain more gain

Imatra launches first TV campaign on Eurosport

The spot "We are Imatra" will be broadcast during the Tour de France on the international channel.

"*We are Imatra*" is the title of the campaign launched by the brand, which will be broadcast during the Tour de France on national and international channels. For the first time, the app is the protagonist of a TV spot inserted into the programme of one of the most watched events of the cycling season.

The spot tells the story of Imatra's mission, its vocation to create a community of riders united by a passion in pursuit of a goal. A group of athletes who believe in the value of cycling.

The protagonists get up before the sun rises, get ready when it is still dark outside and ride at the crack of dawn. Images that represent the vision of Imatra, the application created to revolutionise the concept of energy. Energy that has many meanings and is transformed by pedalling, accumulating kilometres and earning Imatra Coin, a real sustainable digital currency.

"This initiative is a very important step for the brand," said Manolo Bianchini, founder and chairman of Imatra. "It is a huge opportunity in terms of awareness and user reach. Investing in a highly visible platform such as Eurosport at a time of high audience appeal is a challenge. It shows the commitment to promoting the potential of the app and the philosophy behind it. Now Imatra is truly ready to enter people's daily lives and grow its community. We are convinced that we can revolutionise habits and lifestyles for the better, one pedal stroke at a time".

The ad runs for 30 seconds and can be seen daily during Eurosport's live coverage of the Tour de France.