Aeroitalia selects QuiverTree Media as exclusive advertising agency



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QuiverTree Media, an international company specialized in media, entertainment and communication solutions for the aviation sector, has been appointed Aeroitalia's exclusive advertising agency. With this alliance, QuiverTree Media will provide companies and brands with a range of customized solutions, designed to effectively manage the entire travel experience during the flight, from advertising campaigns to sponsorships.

Guillem Gassó, General Manager of QuiverTree Media said, “Our goal is to create effective connections between brands and people during travel. In Aeroitalia, we find a highly valuable audience, representing a dynamic, curious, and constantly evolving Italy. The Italian market offers extraordinary potential, and we are ready to offer companies a new, direct, and qualified way to connect with their travelers.”

Massimo Di Perna, Chief Commercial Officer of Aeroitalia, said, “This partnership represents a significant milestone in Aeroitalia's growth journey, with which it intends to increase strategically its communications assets. Together with QuiverTree Media, we want to further strengthen Aeroitalia's positioning as an Italian airline connected to its local communities, close to its people, and as an ambassador for the country's excellences, even beyond its borders.”

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