

## Press Release

**During the pandemic, one in 4 Italians spent more than 6 hours per day in front of their TV**

**IN PHASE 2 AXESS PR'S, HEALTH BROADCASTERS, NEW WEBSITE IS ONLINE**

**Manny exclusive free contents to communicate health and insurance**

**Monza, 18 Maggio 2020** – It has to be considered as a real INFODEMIC the one Italians have started from the moment the first cases of Covid-19 were confirmed on the 21<sup>st</sup> of February 2020 in Lombardia and Veneto. “One in 4 Italians (13,9 million, 23%) in March 2020 - **explains Dario Francolino, Founder and CEO of Axess Public Relation** - was glued to the TV to stay updated on the Coronavirus emergency. Hundreds of news broadcasted with an apprehensive tone, discussed by doctors often in disagreement with each other and by politicians fighting to try and expand their consent with many changes of minds that only helped confuse the public opinion furthermore. In a way it was a disastrous “Babel” effect that informed a lot, maybe too much, the public opinion, without paying enough attention to those information’s that were and still are truly essentials to survive the pandemic. A lot of words, not enough infographics and what seems like no strategy and no development of a punctual, emphatic and rigorous storytelling. The Phase2, that starts officially today, has no other option but to be based on a strong narrative path, in order to be able to communicate to citizens in a precise way the right practices and attitudes to best live with a virus that still has not lost any of the lethality of the early days.

Axess Public Relations, a communications agency based in Monza (Italy), member of the international network IPRN (International Public Relations Network) and specialized in scientific journalism, pharmaceuticals and life science, health & care and insurance, has decided to make an educational and professional contribute with a new digital platform, simple and immediate : [www.axesspr.com](http://www.axesspr.com). The final goal? To communicate the basic tools of this profession to public and private stakeholders, patient’ associations and non-profit organizations.

“We want to help our clients, pharmaceutical companies, non-profit associations, health managers, banks and insurance companies – **says Francolino** – to broadcast the new discoveries of medicine and science, the main political information and more in general life, care and health to their target audience.

The Sars-Cov2 pandemic – **concludes Francolino** – has taught us how important good communications is to involve empathically and to move to action million of citizens. It is fundamental to have good contents, to develop them for each specific target and to use, for each phase of the crisis, different tools. All of this may seem obvious for those who work in the field of public relations but during this crisis often times it seemed completely unknown to the institutions that had to guide us through this emergency. The new [Axess PR](http://www.axesspr.com) website is a result of this newfound need to explain and teach in a simple manner what contents and tools it is better use to best communicate the different issues of health, healthcare, insurance and banking. Filled with case history and new articles free to download it is at the same time a “manifesto” and a call to action for the institutions to involve even more in their communications the professionals, an Italian excellence.

\*Each Italian has on average spent almost 6 hours (356 minutes) in front of the Tv (source: *Analisi Studio Frasi sui dati Auditel marzo 2020 e rilevazioni Nielsen*). The peak was registered on the 30<sup>th</sup> of March when 15,3 millions of Italians spent their day watching tv on average for 6 hours and 17 minutes (377 minutes)

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**Axess Public Relations is a communications agency member of the international network IPRN (International Public Relations Network). Specialized in the sectors of HealthCare, banking and insurance – it mainly manages projects of press office, social network and coalition building between companies and non-profit organizations in the context of advocacy.**

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