



PRESS RELEASE

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ENEL LAUNCHES NEW INSTITUTIONAL CAMPAIGN: A STORY OF ENERGY ACROSS GENERATIONS

- *The new commercial follows the journey of a couple growing together alongside the country, highlighting the longstanding bond between Enel, communities, and local territories*
- *The new campaign launches on August 30th. The creative concept was developed internally by the company*

Rome, August 31st, 2026 – From the shy glances of adolescence to the light of the present day: more than 60 years of transformation, dreams fulfilled, and lifestyles that evolve within a country that has never stopped growing and improving. This is the story at the heart of Enel's new corporate campaign, which has been airing on national television since August 30th. A collective portrait celebrating enduring connections and the invisible force that, for generations, has driven people forward and powered the country.

As the protagonists grow and build their future together, the world around them changes in shape and color: everyday objects, neighborhood shops, fashion, and technologies vividly evoke the different eras Italy has experienced. Throughout this journey across time, Enel remains a constant and reliable presence: the quiet yet essential power of energy that supports both the major milestones and the small moments of everyday life.

This story is perfectly encapsulated in the campaign's claim: **"Enel. Energy for Generations,"** which more than simply representing the company, highlights its role in supporting the country. "For Generations" reflects not only a strong legacy, but also Enel's ability to continuously innovate and remain close to people as they face the energy and social challenges of tomorrow.

Accompanying this generational portrait is **"A Whiter Shade of Pale" by Procol Harum**, a masterpiece of international music first released in 1967. With its iconic and evocative melody, the song serves as a bridge between past and future, accompanying the passage of time and reinforcing the sense of continuity and trust that connects Enel with families and local communities.

The campaign will be broadcast across major television networks in impactful 60-second, 30-second, and 15-second formats.