

PRESS RELEASE

What inspires you today?

**GREAT SUCCESS OF THE INTESA SANPAOLO GROUP CONTEST
DEMONSTRATED STRONG INSPIRATION OF SERBIAN PARTICIPANTS**

So far more than **58,000 cm** inspiration uploaded on www.liveinspire.com

Belgrade, 9th July 2012 – Nearly 6,000 participants have already joined the “Live Inspire” contest, an initiative of Intesa Sanpaolo Group, which, along with its local member Banca Intesa Beograd (<http://www.bancaintesa.rs>) supports the launch of the new, INSPIRE debit card, featuring cash withdrawals without fees in twelve countries and on more than 9,000 ATMs of group members. Thousands of photos collected during 60 days in 11 different countries have created a 58,000 cm long banner so far, and in order to celebrate the first half-kilometer of inspiration, the Intesa Sanpaolo Group presented a special viral video, available for upload and sharing via the [official YouTube channel of the contest](#) - [Live Inspire](#).



Launched at the beginning of May, lasting until 31st July, this contest aims at involving “online” users in the challenge in the creation of the longest banner ever, in accordance with the slogan “What inspires you today? Go beyond your borders“, which promotes inspiration as the heartbeat of our everyday life without barriers.

The banner proved to be an interesting indicator of what the contestants feel when it comes to inspiration. Submissions on www.liveinspire.com indicate that the [contestants](#) have favourite topics in terms of inspiration. Among the favourite

photographed themes **nature** ranks first, with **sunrise and sunset** in the leading position, and they are followed by **flowers** and **pets**. These are followed by themes on **people**, such as **friendship, love** and **empathy**, followed by **self-portraits** and **travelling experiences**.

A few weeks remain to join this initiative. On the end of the contest, qualified jury will select one winner photo for each of the participating countries (Albania, Bosnia and Herzegovina, Egypt, Croatia, Hungary, Romania, Russia, Slovakia, Slovenia, Serbia and Ukraine), choosing among the 5 most voted photos for each country. Eleven winners will be awarded by the “Inspired Tour 2012“, exclusive six-



day journey for two to north Italy, country of origin of the Intesa Sanpaolo Group, on which they will have the unique opportunity to discover one of the most beautiful countries in the world and experience the hospitality of the local people.

The mobile version of the “Live Inspire“ platform also achieved great success. By free download of “Live Inspire“ application available for both Apple and Android devices, around 1,300 users participated in the contest via their smart phones, recording the moment of their inspiration and uploading in on the “Live Inspire“ banner.

“Live Inspire“ Facebook fan page (www.facebook.com/live.inspire) recorded fascinating results as well. Built by Intesa Sanpaolo Group as an international community of all enthusiasts when it comes to inspiration, in less than four months it attracted over 106,000 fans, creating a unique virtual place where people from the entire world can get in touch and share with others their most inspiring suggestions and experiences.

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