

## “PERFETTO ON THE ROCKS”: DISARONNO VELVET’S SUMMER STARTS WITH A NEW ON AIR CAMPAIGN AND NEW EXCEPTIONAL TESTIMONIALS



**Disaronno Velvet** has launched a **new communication campaign** for summer 2024 to reveal the Italian flavor of the new Dolcevita to the general public.

For this summer season, the Disaronno Velvet commercial will air in various international markets (USA, UK, Netherlands, Greece, Belgium and Italy) with an all-encompassing

campaign: on TV, Netflix, Hulu, YouTube, Facebook, and Instagram, a truly impactful way to achieve exceptional global results in terms of views.

The commercial and the new campaign are part of a storytelling focus on the fresh and velvety consistency of **Disaronno Velvet** and its consumption suggestion, as stated in its new slogan,



“**PERFECT ON THE ROCKS**”, which brings the Italian character of a particularly refreshing drink, perfect for the summer, to the public.

As part of the communication activities aimed at strengthening the product’s identity and awareness, the launch of the **social**

**series #DisaronnoDolceVitaStories** is included.

It consists of **three episodes** featuring **three spokespersons**, each representing Italian excellence in fashion, sports, and cinema.

They will send magnificent video postcards from three Italian cities to narrate and spread the Disaronno Dolce Vita around the world.

In June, the first episode published on Disaronno’s Instagram channel featured **Matteo Berrettini**, a talented Italian tennis player, who took us to one of the most iconic places in his native **Rome**, a splendid terrace with a view of the city, ideal for sipping a **Disaronno Velvet On The Rocks**. In terms of offline visibility, in the coming months, for the first



time ever, **Disaronno Velvet** will be featured on the **digital screens** of **four major Italian airports: Milan Malpensa, Rome Fiumicino, Venice, and Naples**, an opportunity to reach the over **8 million travelers** passing through these hubs.

At the same time, in other duty-free shops around the world, a visibility plan with customizations dedicated to **Disaronno Velvet** will be implemented,

with gondolas and display spaces dedicated to product sales or guided tastings.

It will be a **truly perfect summer** to increase brand awareness and confirm the success of a product capable not only of conquering palates worldwide but of representing a true lifestyle, that of the **New Italian DolceVita**.

**8.000.000**

**TRAVELERS**

