

DISARONNO, THE BUSKER AND TIA MARIA AD CAMPAIGNS: AIRING ACROSS THE GLOBE



Back making waves worldwide with typical pre-holiday season intensity are ad campaigns for four of our brands: **Disaronno**, **The Busker**, **Tia Maria** and **Rabarbaro Zucca**. The multichannel approach to airing involves **TV**, online streaming, **YouTube**, **Facebook**, **Instagram** and, for the first time in

the case of Disaronno Velvet, also **NETFLIX** Italy. As for the countries hit by this clearly major media coverage, they include the U.K., U.S.A., Germany, Holland, Belgium, Italy, Canada and Greece. The campaigns that capture the positioning of the most popular brands in the **Illva Saronno** portfolio fit in



now at this time with a consolidated communication strategy that saw in 2022 an increasingly capillary presence of these labels on global markets – at expos, on and off trade, in the digital world – complete with numerous collaborations with leading influencers in countries where the products enjoy the greatest distribution, as well as with activation initiatives that may even engage the final consumer in very unusual channels.

So the various new concepts marking

the specific brands (“**DolceVita**” for **Disaronno**, “**Two-of-a-Kind**” for **Tia Maria**, typically Irish authenticity for **The Busker**, “**D’amaro e D’accordo**” for **Rabarbaro Zucca**) have proven to be winners, producing sales figures which at the close of 2022 we can clearly call **positive** for Illva Saronno and which enable us to look toward 2023 with renewed enthusiasm and with prospects for investment in new and engaging communication activities.

