

Press sheet

“ALWAYS BY YOUR SIDE, LIKE A STRONG EMBRACE” ANGELINI INDUSTRIES’ FIRST CORPORATE CAMPAIGN

With the creativity of Armando Testa and media planning by Carat Italia, the campaign unveils the new brand and the group’s multi-business reach

Rome, March 3, 2022 – The first Angelini Industries corporate campaign kicks off on March 6th. Created by Armando Testa, the campaign will publicly present the group’s new logo and its multi-brand, multi-business identity.

Iconic Angelini products are the stars of the campaign. Although they are household names that have brought Angelini success in its more than 100 years of history, they might not always be associated with the Italian multinational whose footprint covers 26 countries around the world.

Indeed, the Angelini in the TV commercials and creative print and online ads is not the Angelini you’d expect. Viewers and readers will learn that Angelini is already a part of their everyday lives, whenever they take care of themselves or others. And not only with the better known Angelini brand products, but also with many other goods and services in which the group has invested over time.

From Tachipirina to Lines, Amuchina to Pampers, in addition to Ace, Thermacare, perfumes, Bertani wines and the industrial technology of Fameccanica, the tie that binds Angelini’s diversified universe together is the desire to take care of people and families in their everyday lives. Scenes of everyday life at home are the common thread throughout the campaign, in which taking care of oneself is often a simple gesture, like a friendly touch, a shared look, a smile, a kiss, or a hug.

“Always by your side, like a strong embrace” is the campaign’s message, amplified by the song “Ti voglio tanto bene” by Gianna Nannini, selected as its soundtrack.

“We decided to create a corporate campaign with the idea that, for the first time, it was important to tell the world what the Angelini Industries group is made of. The analyses conducted with Ipsos revealed how Angelini’s brand equity in the pharmaceutical business is capable of transferring value to the other businesses that are not currently perceived as part of the group,” said **Alessandra Favilli**, Institutional & External Relations Director of Angelini Industries. *“Our company is diversified, with many historical products that have been part of our everyday lives for generations. We wanted to talk about all of them together, what they have brought and what they continue to bring to people’s everyday lives.”*

The formats and scheduling

The campaign is set to appear on TV, in the press and online.

In the first stage - the announcement - from March 6 to 19, 2022, **the TV ads will be long and sentimental** to clarify Angelini’s new position and maximize memorability. The planning was geared towards quality, with lots of prime time space and premium positions outside the usual commercial breaks. Significant attention was devoted to selecting the right contexts and content, ranging from respected news programs, entertainment and the most popular series. On March 6th, day one of the campaign, the ad will be broadcast simultaneously on all Mediaset networks.

The second stage - the recall - from April 3 to 16, **will consist of shorter ads** to optimize frequency and establish Angelini’s new position.

In addition to the TV commercials, **the launch will include a print advertising campaign** in leading Italian newspapers, with excellent page positioning.



And, last but not least, **the online campaign will showcase Angelini Industries in engaging videos and images** on major video platforms and websites.

The total average investment amounts to €3 million.

Credits

Agency: **Armando Testa**

Creative Director:

Art Director:

Copywriter:

Digital Art Director:

Head of Digital:

Digital producer:

Client Service Director: **Raffaele Reinerio**

Team Account:

Head of TV Production:

TV Producer:

Art buyer:

Production company: **Little Bull**

Media center: **Carat Italia**

Director: **Federico Brugia**

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