

MERRY CROZZMAS! CHRISTMAS IN PARADISE WITH ARMANDO TESTA, LAVAZZA AND CROZZA.



Lavazza Paradise Campaign A Modo Mio Jolie "CHRISTMAS"

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Summary **A Modo Mio Jolie Christmas makes its TV and web debut on 1st December with a new ad, created by the Armando Testa agency. It lights up Christmas for Italians and may also inspire anyone still looking for the perfect gift.**

Details A magical sky lit up by the light of the moon, a flurry of snowflakes falling down, bells ringing sweetly... and the architect with his welder's mask struggling with an enormous gift pack.

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Indeed, what more could you ask for than "something of design but also useful?" Today you can get it! All you have to do is choose the colour: Lavazza's new Jolie, the super silent and super compact A Modo Mio system machine.

This is the third episode in the new campaign "Così buono ce n'è uno solo" (So good that there's just one), with Maurizio Crozza in the role of Saint Peter, the Architect and the Cherubs, which started off in September and signs off the end of 2016 with great magic and even greater entertainment. To wish everyone a better and more smiley Christmas than ever before with the aroma of the unique Paradise coffee.

Agency Armando Testa

Creative Direction Michela Sartorio and Monica Pirocca

Director Paolo Monico

Production Company Filmmaster Productions

Postproduction Band

Music Paolo Re/Paolo Jannacci

Armando Testa

Turin (Headquarter)
Via Luisa del Carretto, 58
10131 Turin
+39. 011 88 10 111

Milan (PR office)
Via G. Washington, 17
20146 Milan
+39. 02 48 08 21

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