

ARMANDO TESTA LAUNCHES VECCHIA ROMAGNA IN CANADA THE ITALIAN SPIRIT REMIXED WITH BOB SINCLAR



Info Milan | Published on: December 2, 2016

Summary **Vecchia Romagna makes it debut in Canada with a communication campaign running outdoors and on TV and clearly dedicated to the younger market.**

Details **Vecchia Romagna makes it debut in Canada with a communication campaign running outdoors and on TV and clearly dedicated to the younger market.**

Planned until the end of December 2016 on Telelatino and in the test area of Toronto, the launch phase of the "Vecchia Romagna Remix" campaign is aimed particularly at a focus target with Italian and Latin origins.

The famous Italian spirit wanted to emphasize the "Latin" DNA of the brand, as it speaks to new generations in the international market too. That's why they decided to adapt the Italian campaign created by the Armando Testa agency to suit the local market, using a creative "remix" of the values which have always been associated with Vecchia Romagna: tango and emotions.

The "Remix" theme comes to life in the story in the ad with a "club" version of Libertango, the super well-known soundtrack from the Italian campaign of the brand, created by the famous French DJ Bob Sinclar (bobsinclar.com).

In the outdoor campaign the brand plays with the same theme exploiting the original pack-shot of the spot: a bottle of Vecchia Romagna wearing a DJ headset.

Credits:

Brand: Vecchia Romagna

Executive creative director: Michele Mariani

Art director: Lara Eandi

Copy: Daniele Bona

Production Company: Filmmaster

Director: Denis Thybaud

Jingle: Libertango by Astor Piazzola remixed by Bob Sinclar

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Images



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