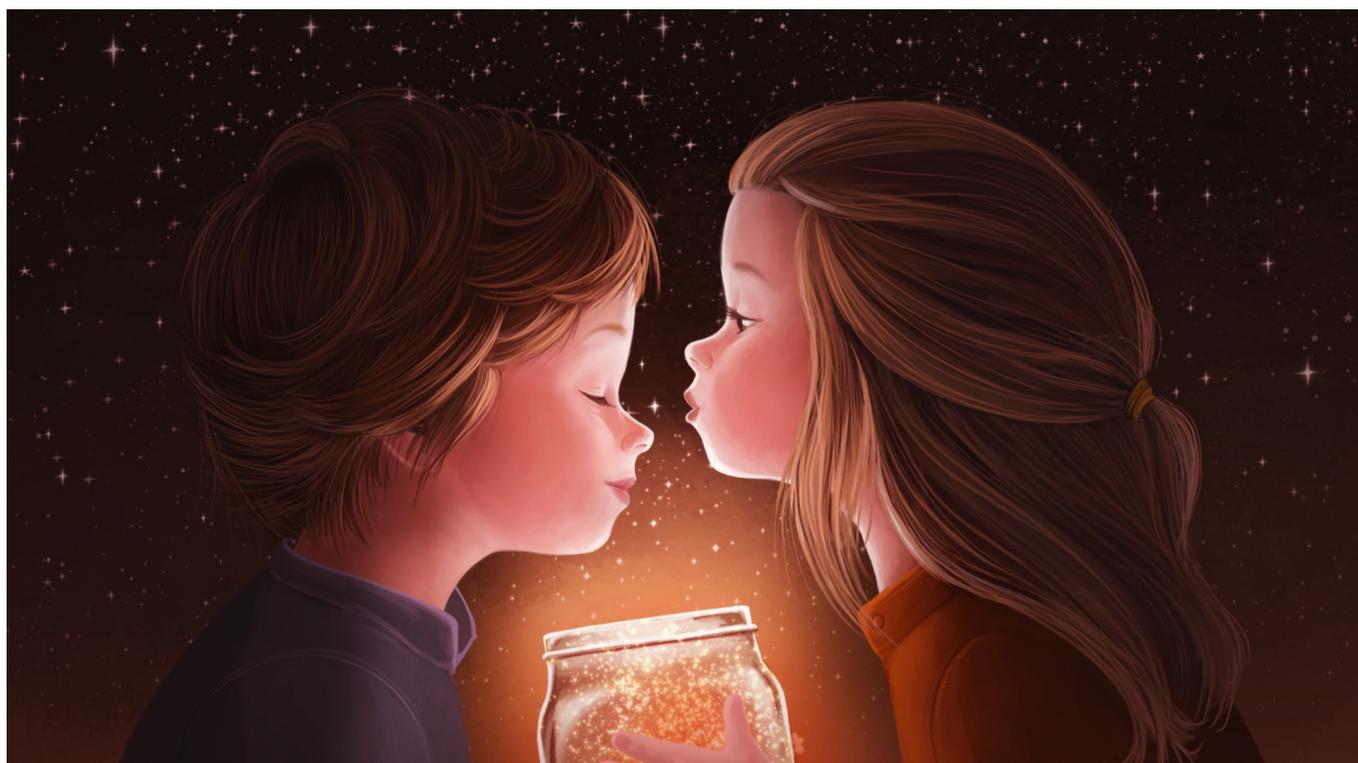


🕒 11 February 2019, 12:00 (CET)



ALWAYS FOLLOW YOUR DREAMS THE NEW PAN DI STELLE CAMPAIGN COMES TO LIFE WITH ARMANDO TESTA.

Always follow your dreams, because the most fantastic dreams in the universe are the ones inside you. Pan di Stelle is communicating again with this beautiful, important message featuring two films dedicated to the iconic biscuit. The campaign, created by Armando Testa, which has been managing the communication of the brand for years, starts with the first of the two subjects on Sunday 10 February on the main channels and on the web. From the very first moment with the poetry in the animated section – started off with Nyma in the campaign "A dream called cocoa" – we are immersed into the iconic world of Pan di Stelle. Big little dreams described by the voices of the protagonists, made up of real relationships and true feelings. If it's true that believing in dreams is important, believing in your own, making them come to life and following them is even more so.

And then there's a triumph of cocoa, hazelnuts and fresh milk, so close that you could almost smell them.

And finally, the precious, magical little moment that's breakfast, described with the same delicacy and authenticity of the images that went before.

To the notes of "A million dreams", one of the most beautiful songs ever written on the importance of believing in dreams, a new campaign with a special flavour, just like Pan di Stelle.

Creative direction: Michela Sartorio and Monica Pirocca

Creative team: Michela Sartorio, Monica Pirocca, Laura Sironi, Marta Agostini

Account Director: Benedetta Buzzoni

Account Executive: Federica Drogo

Production Company: BRW Filmland

Animation: Margherita Premuroso

Director of live action: Matteo Sironi



ABOUT ARMANDO TESTA

We are the biggest independent italian communication group founded in 1946 by Armando Testa the internationally most famous italian creative.

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Armando Testa newsroom