

WHEN SUMMER NEVER ENDS: THE DISARONNO VELVET CAMPAIGN AIRS IN LARGE RETAIL MARKETS



The **Disaronno Velvet** summer is a season that never ends: the creamy liqueur with the intense and characteristic aroma of Disaronno brings its smooth and velvety taste into every season of the year, complemented by the light and enticing imagery of the **New Italian Dolce Vita**, perfectly reflecting the character and style of the brand in all consumption occasions.

Just in the days leading up to Christmas, a communication campaign is scheduled in the major distribution countries of Disaronno Velvet (**Canada, Belgium, UK, and the Netherlands**) featuring the new version of the ad that was very successful during the summer: the new tagline “**DIS is our never ending summer**” immediately and unequivocally expresses the new positioning goal of the product.



A careful, targeted strategy to “**de-seasonalize**” a liqueur capable of winning over an increasingly broad target of consumers, in any season of the year.

With its total white look and velvety texture, accompanied by the warm and sensual sensation of the floral and fruity aroma of almond, enhanced

by notes of chocolate and vanilla, **Disaronno Velvet** is the ideal liqueur to share even during the Christmas season, to toast with a classic Velvet on the rocks, the exclusive **Disaronno Velvet Batida**, or the creamy **White Velvet Espresso Martini**.

