

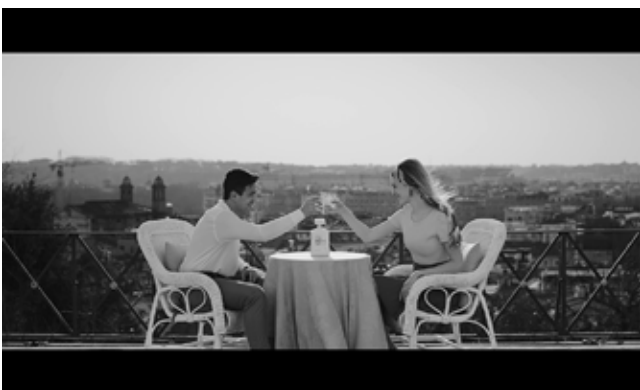
DISARONNO VELVET IS BACK ON THE COMMUNICATION FRONT WITH ALL THE ALLURE OF THE NEW DOLCEVITA



Disaronno Velvet is back on the communication front with a TV advert campaign that makes the most of the **New DolceVita's** contemporary allure. Against the backdrop of an ever timeless Rome, on a magnificent terrace overlooking the Eternal City, the commercial portrays a couple who are about to enjoy a fine drink of **Disaronno Velvet** when an irreverent group of paparazzi suddenly appears looking for the true protagonist of the

scene: the iconic white bottle of the Disaronno cream liqueur.

A year after its official launch in 2021, the commercial returns with an intense programming on leading television channels, online video platforms, YouTube, Facebook and Instagram in various countries where Disaronno Velvet has reaped excellent sales results, namely: **Belgium, Holland, U.K. and Italy.**



Meantime on the U.S. market the brand has engaged new **influencers** for the dual purpose of reaching an ever wider audience and consolidating recent major visibility results. The objective is to familiarize people with the Disaronno style and world through an innovative product that is born from a balance between a constant pursuit of innovation and a deep bond with a product so unmistakably **Made in Italy**.