



CONNEXIA

Creativity in Love with Data and Technology

Motta Panettone is back on TV and online with its new campaign "It's more like Christmas with the Original Panettone" ("È più Natale con l'Originale")

*The tongue-in-cheek campaign will air with numerous ads
designed both for TV and digital touchpoints*

What would Christmas be without Panettone? This impossible question sets the theme for the **new Motta Christmas campaign "It's more like Christmas with the Original Panettone"**, aired on TV and online from 1 December.

Three 10-second TV ads and eight others, created by **Connexia** in collaboration with **Indiana Production**, to illustrate what would have appeared on Italian tables if Motta had not invented, 100 years ago, the Panettone as we know it today, tall and soft. **And the answer? It's simple: sweet nothing!**

The story told in the new Motta Christmas campaign, which arrived on screens in December, **is that of a family faced with the most traditional of Christmas dinners.** In one of the ads we see the mother bringing an empty tray to the table, in another the father slices a large knife into nothing, while the third ad shows the diners trying to bite into...nothing! **The look on their faces says it all: what a disappointment without the panettone.** Luckily, Motta thought to invent it 100 years ago, and it then magically appears on the tray, in front of the father and in the hands of the guests, putting a smile back on their faces as they start celebrating Christmas properly, because **"It's more like Christmas with the Original Panettone"!**

Connexia Società Benefit S.r.l.

Via B. Panizza, 7 · 20144 Milano · tel +39 02 8135541 · fax +39 02 89180056
C.F. e P. IVA 12205240158 · Capitale Sociale Euro 500.000,00 i.v. · R.E.A. 1537791
info@connexia.com · www.connexia.com

Società sottoposta a direzione e coordinamento di Alchimia S.p.A.



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The tone of voice of the Motta campaign becomes even more ironic online, with fun depictions of “nothing” taking the place of the Original Panettone on the tables of Italian homes: eight ads all to be discovered and shared on social media.

To support the campaign, scheduled by **PHD Italia** on TV and online from 1 December, the intention is also to **set up a group of web influencers**, tasked by **Noesis Group** to interpret, each in their own particular style, the claim “**It's more like Christmas with the Original Panettone**”.

For Christmas 2019, **the website Mottamilano.it** - designed and created by Connexia - **has also been completely upgraded**: a new and intuitive interface to not only showcase all the products that, along with the Original Panettone, will be appearing on Italians' tables at Christmas, but also to tell the story of the Motta brand in an exclusive [flipbook](#).

The countdown to 25 December has officially started, without forgetting that **only one thing makes Christmas truly Christmas: the Original Motta Panettone!**

CREDITS

Connexia

Creative Director, Head of Content: Riccardo Catagnano

Art Director: Federico Mainardi

Copywriters: Riccardo Catagnano, Gianluca Villa

Business Strategist Director: Matteo Sbarra

Client Director: Roberta Croce

Account Supervisor: Valentina Gorla

Account Manager: Paolo Rolla

TV Producer: Jessica Ferguson

Social Media Coordinator: Angelo Bermani

Social Media Managers: Elena Zotti and Michela Barbone

Social Media Copywriter: Giulia Oliva

Head of Technology: Monica Rossi

Senior UX Designer: Luca Tomei

Web Designer: Dario Corazza

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Web Copywriter: Gaia Zecchillo
Project Manager: Nora Pezzoli

Indiana Production

Director: Harald Zwart
DOP: Geir Andreassen
Executive Producer: Karim Bartoletti
Senior Producer: Silvia Bergamaschi
Junior Producer: Michaela Salova
Production Manager: Antonio Mastellone
Post-Production Manager: Alga Pastorelli
Editor: Luca Angeleri
Voice-over: Mario Zucca
Sound Studio: Top Digital

PHD Italia

General Manager: Paola Aureli
Senior Digital Manager: Matteo Zelger
Senior Communication Manager: Anna Venturini

Noesis Group

Account Director: Sara Cugini
Executive Creative Director: Antonio Bellini
Senior Copywriter: Beatrice Bonetti
Digital PR Manager: Federica Silva
Digital PR Executive: Francesco Palmerini
PR Manager: Cristina Gavirati
PR Executive: Serena Samuelian

Motta

Since its foundation in Milan in 1919 by Angelo Motta, the Motta brand has been renowned for its ability to create and innovate within the confectionery industry, thanks to a heritage of technical expertise and skill of the highest level. Strengthened by the know-how acquired, Motta has played a key role over the years in innovations which have extended beyond the product itself, setting trends within society and the language, marking a change in lifestyle. Today, it is a brand that sets trends in quality, offering responses that are unpredictable, ingenious, surprising and suited to the needs of the consumer.

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of

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each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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