



**The Buondì Motta “complots” are back:
the new campaign is now on air and the new competition
of the wittiest tasty and light breakfast of all is underway**

*From 26 September, the Connexia TV and online campaign will start again
for Motta’s cheekiest brand.*

*And, from 28 September, “believe in the competition, not in iConspiracy”,
to win fantastic iPhones:*

28 September 2021 – in addition to the widely debated 5G, other 'conspiracy hypotheses' are emerging in **Buondì Motta’s** new **campaign**: but is there really an unlikely link between chemical trails, moon landings, suspected 'undercover' operations and Motta’s most mocking Buondì?! Really??

Produced by Akita Film and planned by PHD Media, the integrated multi-subject campaign, **the brain child of the communication agency Connexia**, is set to return to the TV **from 26 September to 13 November** on the major TV channels.

The outlandish theories of the well-known conspiracy theorist, who barges in on the classic tasty and light breakfast, will also be the focus of a planned online and social campaign and a digital PR campaign with a witty and young tone of voice, in line with the creative concept of the campaign: the conspiracy, of course! The influencer marketing operation was developed by Noesis Group, which also provided PR support.

What if you could win great prizes with **Buondì Motta**?

Conspiracy?

Complot?



Buondì Motta.
La colazione golosa e leggera.
#LaCospirazioneGolosaELeggera



Buondi Motta

Neither one nor the other! That's because, from **28 September 2021 to 15 January 2022**, it will be possible to participate in the new competition entitled "**Believe in the Competition, not iComplots**" and try your luck at winning one of the **Apple iPhone 12 64gb** up for grabs every day.

All you have to do is **buy a 6-pack of the Buondi Motta range** (you can choose from the variants: Classic, Apricot, Cocoa, Cherry, Chocolate, Wholewheat and Cocoa&Cream), **then register on the website concorso.buondi.it** (or simply **log in** if you have already registered), **then, in the form provided, insert the unique code** you find inside the pack.

Thanks to the Instant Win mode, valid from 28th September to 22nd November 2021, you will be able to find out immediately if you are one of the lucky winners of one of the **Apple iPhone 12 64gb** up for grabs every day.

But if you don't "iWin", it's not the end of the world! All participants who have not been lucky will have the chance to take part in the **final draw** and try to win one of the **Apple iPhone 12 64gb** still available.

All you have to do is buy **Buondi Motta** and try to take on the #BreakfastPlot with a helping hand from Lady Luck!

To see the new themes:

<https://www.youtube.com/hashtag/lacospirazionegolosaeleggera>

complete regulation on <https://concorso.buondi.it>

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CREDITS

Creative Agency - Connexia

Creative Director & Head of Branded Content: Riccardo Catagnano
Creative Director: Adriano Aricò
Creative Strategist: Chantal Cimmino
Copywriter: Giulia Oliva ed Edoardo Righini
Jr Copywriter: Elena Briganti
Art Director: Benedetta Biassoni
Jr Art Director: Adriana Zingaro
Social Media Coordinator: Angelo Bermani
Social Media Manager: Ilenia Greco
Client Director: Roberta Croce
Account Supervisor: Valentina Gorla
Account Manager: Martina Bollani
TV Producer: Jessica Ferguson

Production Company - Akita Film

Director: Senegal
Photography: Giacomo Frittelli
Executive Producer: Paolo Zaninello
Producer: Carlotta Magnani
Editing: Francesca Catalisano
Colorist: Daniel Pallucca
Post Production: Exchanges VFX
Post Production audio: Top Digital

PHD Media Italia

Director: Paola Aureli
Senior Digital Manager: Matteo Zelger
Senior Communication Manager: Anna Venturini
Planner: Gianluca D'Amico
Digital Planner: Luca Nasetti
Head of Digital Performance: Valerio D'Adamo
Senior Performance Specialist: Ciro Forte
Performance Specialist: Valentina Bellantone
Performance Specialist: Barbara Cisternino

Noesis Group

Account Director: Sara Cugini
Executive Creative Director: Antonio Bellini
Executive Creative Director: Daniela Agoletti
Digital PR Manager: Federica Silva
Digital PR Executive: Francesco Palmerini
PR Manager: Cristina Gavirati
PR Executive: Serena Samuelian

 www.buondi.it  [Buondi Motta](https://www.facebook.com/BuondiMotta)  [BuondiMotta](https://www.instagram.com/BuondiMotta)  [Buondi](https://www.twitter.com/Buondi)  [Buondi](https://www.youtube.com/Buondi)

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Buondi Motta

#TheTastyAndLightConspiracy

Motta

Since its foundation in Milan in 1919, on the initiative of Angelo Motta, the Motta brand has distinguished itself for its ability to create and innovate in the confectionery sector thanks to a wealth of knowledge and technical skills of the highest level. On the strength of the know-how acquired, Motta has been a leading player over the years in innovations that have gone beyond the product, setting trends in society and language, and marking a change in lifestyle. Today, Motta is a brand that sets trends in quality, with original, ingenious and surprising products that meet the needs of consumers.

Press Office Noesis Tel +39 02-8310511

Email: bauli@noesis.net

Sara Cugini sara.cugini@noesis.net

Cristina Gavirati cristina.gavirati@noesis.net

Serena Samuelian serena.samuelian@noesis.net

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