



# CONNEXIA

Creativity in Love with Data and Technology

## Loacker presents its social media project "A more than good discovery" with Margot Sikabonyi

*Created in collaboration with the agency Connexia, the project continues the story of Loacker's new recipes and the agency's engagement in guaranteeing the authenticity and quality of the raw materials used thanks to important sustainable development projects, while also bringing to life the ambassadorship campaign with Margot Sikabonyi.*

Auna di Sotto (BZ), 20th October 2021 - In collaboration with the communication and marketing agency **Connexia, Loacker** - the South Tyrolean company that is the world market leader in wafers and also specialises in the production of chocolate specialities - is announcing its social media project "A more than good discovery" and giving life to its collaboration with **Margot Sikabonyi** as a **Loacker Brand Ambassador**.

The aim of the project is to reinforce the communication of the new Loacker recipe, **with the brand's constant focus on providing consumers with quality ingredients thanks to its short, controlled supply chain projects** relating to the raw ingredients required (hazelnuts, milk, vanilla, and cocoa powder). It also **aims to convey Loacker's commitment to sustainable development all over the world**.

Authentic ingredients and sustainability are two fundamentally important pillars around which the company has decided to focus its communication, thanks also to its recent brand relaunch project.

It is with this in mind that Loacker has chosen to reinforce the transmission of these key messages through multi-subject social media content featuring two

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



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exceptional protagonists, **Margot Sikabonyi** and **Fabio Raimondi**, who is Loacker's **Raw Materials and Product Development Manager**, on a journey to discover the origin of Loacker goodness.

## MARGOT SIKABONYI, LOACKER BRAND AMBASSADOR

**Margot Sikabonyi** is an actress (known for her role in the historic Rai TV series "Un medico in famiglia") as well as a health coach and yoga teacher. She is also a mother who is sensitive to the causes of future generations, as she follows and promotes **integral and sustainable values**, with a focus on **improvement of the individual and the community**.

The **collaboration between Loacker and Margot Sikabonyi** was born from the coming together and sharing of ideals, and from the common focus on issues of environmental and social responsibility, with an **ambassadorship campaign** that officially kicked off today with the publication of a video designed to convey the new Loacker recipe and the sustainability projects linked to the production of the brand's strategic raw materials on the company's social media channels:

- "*Italian hazelnut orchards*", for the development of a supply chain for the **cultivation of hazelnuts that are 100% Made in Italy**;
- "*Dolomites Milk*", in collaboration with Brimi, an establishment for the processing of 100% Alpine milk that is GM-free;
- "*Bourbon vanilla from Madagascar*", for the sustainable cultivation of **high-quality Bourbon vanilla berries in Madagascar**, directly collaborating with local farmers and cooperatives;
- "*Cocoa farming programme*", a **sustainable cultivation programme for cocoa**, created in Côte d'Ivoire and Ecuador.

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Run entirely by **Connexia**, the **ambassadorship campaign will see Margot Sikabonyi involved with Loacker throughout 2021**. In addition, parallel to this project, an *influencer marketing campaign* will be developed during the month of October, with a focus on the new Loacker recipe for products with a taste that is 100% natural and "more than good", in line with the claim of the Loacker advert campaign that was launched in September and will run throughout autumn.

"We wanted to reinforce our choice of transparency and authenticity, conveying these messages through our collaboration with Margot Sikabonyi and the involvement of those who personally deal with the process of selecting raw materials for Loacker", says **Giorgio Falsone**, who is **Digital Manager at Loacker Italy**.

"I believe in environmental and cultural sustainability. By sustainability I mean helping each other: we help the land and support it, and it takes care of us. Help and support requires listening, appreciating the value of resources and striving to protect them. I decided to undertake this collaboration with Loacker because I admire their sustainability projects and their careful work in the area," comments **Margot Sikabonyi**. "The ingredients that are used are valued and protected in a supply chain that begins with taking care of the raw materials and ends with the finished product. This is a "more than good" project, which I am delighted to be joining."

#### **Credits video "A more than good discovery"**

Creative Director – Anna Vasta, Adriano Aricò  
Deputy Creative Director - Renata de Rosa, Emiliano di Leno  
Art Director – Giulia Martoni  
Copywriter – Edoardo Righini  
Producer - Giulia Moroni  
Client Director – Elena Piccione  
Account Manager – Daniela Fontana



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Digital PR Specialist - Aurora Scotti  
Social Media Manager – Federica Oggioni  
House of Production – Visionaria Film  
Director: Antonino Valvo

## Loacker

Pure and natural goodness, maximum quality, and a love of nature turned into delicious wafer and chocolate specialities: Loacker has stood for all of this since 1925. Founded by Alfons Loacker, the family company has grown over the last 90 years from a small patisserie in Bolzano to a brand that is famous worldwide, and whose products delight consumers in more than 100 countries. Even today, all Loacker products are still produced in the heart of the Alps, in Auna di Sotto (South Tyrol) and Heinfels (East Tyrol), at an altitude of over 1,000 metres above sea level, following the highest quality standards and most modern processes. The company pays particular attention to selected and natural ingredients and creates products without added flavourings, colourings, or preservatives. But it takes more than goodness to achieve perfection. This is why the company strives for better social and environmental responsibility every day: because at Loacker, goodness is a choice. The family-owned company works in all areas by optimising resources and maintains its commitment to social and environmental issues on the ground.

## 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: 140 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 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](http://www.connexia.com)

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