

## Press release

# **AssoBirra launches the campaign "Beer, the taste that goes with everything." The work has been done by Connexia.**

*Online from July, this creative campaign will promote beer as the meal drink par excellence, enhancing the taste of food and enriching moments of social enjoyment.*

*It will be supported by media strategy, influencer marketing and media relations activities.*

*Milan, 7 July 2022 - AssoBirra, the most representative association of the beer sector in Italy, is launching a new creative campaign, conceived by the Connexia agency and developed across different communication touchpoints with the aim of showcasing beer consumption opportunities, breaking down barriers and prejudices.*

The aim of the project **is to present beer as the meal drink par excellence, with an unmistakable taste that enhances not only flavours, but also moments in life, to be enjoyed in company.** Small everyday pleasures - such as a dinner with friends, a walk or a bike ride - become even more special when enjoyed with a beer.

The campaign "**Beer, the taste that goes with everything,**" developed under the creative direction of Anna Vasta and Adriano Aricò, and with client direction by Francesco M. Ferrario, will be online on AssoBirra's main social properties from July to October.

The creative story will also be flanked by **media strategy** activities, realised through ADV flights of 15-second video clips, an influencer marketing campaign and media relations activities that will target young adults above all, showing how beer can become part of everyday life, within a balanced and moderate lifestyle.

*"We are proud to present this campaign, which is part of a broader association strategy and one of the aims of which is to improve beer culture in Italy," comments Alfredo Pratolongo, President of AssoBirra. "With this project we want to tell the story of beer from different perspectives and underline Italians' desire for gratification, sociality, new experiences and new moments of consumption, both at home and when out and about. There will be a focus on wellness and a balanced lifestyle, which have made beer a natural mealtime drink in Italy."*

*"We have been collaborating with AssoBirra for quite some time now and we are very happy to once again be able to support the Association by devising and launching a creative campaign to promote beer culture in Italy," **states Paolo d'Amassa, CEO & Founding Partner of Connexia.** "Our team has done an excellent job in responding to the company's storytelling needs across different channels and with dedicated tones of voice, highlighting the natural characteristics and the many new opportunities for the conscious consumption of a product that is traditionally associated with sociality and conviviality in the collective imagination."*

## **Credits:**

Creative Director: Anna Vasta & Adriano Aricò  
Client Director: Francesco M. Ferrario  
Chief Strategy Officer: Matteo Sbarra  
Senior Strategist: Giuseppe Laricchia & Elena Lukashova  
Senior Copywriter: Miriam Zaccagni  
Senior Art Director: Enzo Girardi  
Content Manager: Giulia Guastoni  
Senior Account Manager: Margherita Punzi  
Account Manager: Nicoletta Depalo  
Account Executive: Desideria Pollastro  
PR Senior Account: Arianna Ghigliotti  
PR Account Manager: Yael Norsa  
Influencer Marketing & Digital PR Specialist: Aurora Scotti  
PR & Media Relations Director: Maria Caso  
Media Supervisor: Cecilia Antonaci  
Media Planner: Nicola Marciano  
Casa di Produzione: Trees Home

## **CONNEXIA**

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Since 1907, **Assobirra** has been bringing together the major companies that produce and market beer and malt in Italy. Together they account for more than 90% of national beer production and 71% of beer released for consumption in our country, employing about 144,000 people either directly or through allied industries. It represents the home of Italian beer within Confindustria and brings together more than 40 members including large, medium and small breweries, alongside 2 malthouses. AssoBirra undertakes institutional representation as well as promotional and development assignments for the brewing sector. AssoBirra is also the body responsible for enhancing the image of beer, and - to this end - in addition to promoting studies and research on all aspects relating to the world of beer, it also promotes public relations campaigns aimed at growing beer culture and raising awareness of responsible consumption. For further information, visit [www.assobirra.it](http://www.assobirra.it).