



## **The delicious and light breakfast accompanied by a cheeky unicorn is back: the new Buondì Motta campaign is on air**

*The Connexia TV campaign returned on 10 September and will be joined by the "Unicornico" competition on 26 September, offering customers the chance to win iPhones.*

11 September 2023 – The same dilemma has long tormented Italian families in the morning: to start the day with a delicious breakfast or a light breakfast? Only **Buondì Motta** has achieved the impossible, bringing **an irresistible, delicious and light breakfast** to the table. But if such a breakfast exists, then **unicorns must be real too!** Suddenly, a magical and colourful unicorn appears in the kitchen, much to the disbelief of the whole family.

**Created by Connexia, produced with the production company Mercurio, and planned by PHD Media**, the integrated multi-subject campaign is back on air **from 10 September to 7 October** on the main television networks and on-demand services.

The magical unicorn who materialises in a family's kitchen during breakfast will also be the star of an engaging and interactive **online activation**, as well as a colourful and fun **digital PR campaign** on **social media**, in line with the creative concept. The influencer marketing strategy was developed by **Noesis Group**, which was also responsible for the associated PR activities.

Not to mention the exciting **offline activities**: fans will have the chance to meet the Buondì unicorn in **11 shopping centres** throughout Italy and in **Milano Centrale railway station** thanks to new 3D videos.

But it doesn't end there! **Buondì Motta** is also offering up some amazing prizes. From **26 September to 27 November 2023**, customers will have the chance to enter the new **"Unicornico"**\* competition and try to win one of the **Apple iPhone 14 128 GB smartphones up for grabs every day**.



Participants can simply **purchase one of the promotional 6-packs from the Buondi Motta range** (available in Classic, Apricot, Cocoa, Cherry, Chocolate, Wholemeal and Cocoa&Cream), **register on the [concorso.buondi.it](https://concorso.buondi.it)** website (or **log in** if they are already registered), and **enter the unique code found inside the packaging in the appropriate form.**

Thanks to **Instant Win mode**, active from 26 September to 27 November 2023, they can find out immediately if they are a lucky winner of one of the **Apple iPhone 14 128GB smartphones** up for grabs every day.

But even if their code isn't a winner, unicorn magic might be able to help! All participants will still get the chance to take part in the **final draw** to win one of the remaining **Apple iPhone 14 128GB devices.**

**Buondi Motta** is offering shoppers an incredible opportunity to challenge Lady Luck with the help of the Lucky Unicorn!

To watch the campaign videos: <https://youtu.be/b-VH2orp5v0>

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 [www.buondi.it](http://www.buondi.it)  [Buondi Motta](#)  [BuondiMotta](#)  [Buondi](#)  [Buondi](#)

**#LaColazioneGolosaELeggera**

**Motta**

*Ever since it was founded by Angelo Motta in Milan in 1919, the Motta brand has been set apart by its ability to create and innovate within the confectionery sector, drawing on a wealth of knowledge and advanced technical expertise. On the strength of its know-how, Motta has launched many innovative projects over the years, with an impact that extends far beyond the products themselves, setting trends in society and language, and marking a change in lifestyle. Today, the brand is raising the bar in terms of quality by offering surprising and ingenious solutions to meet consumers' needs.*

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