



## **PERLA NERA: THE TRUE PROTAGONIST OF THE SUMMER WITH THE NEW COMMERCIAL BY CONNEXIA AND AN EXCLUSIVE COMMUNICATION CAMPAIGN**

*The new marketing season for the famous premium watermelon is off to a flying start, supported by an impactful promotional campaign that will feature the new commercial on the main communication channels and will accompany some of the most prestigious events of summer 2024.*

Milan, 6 June 2024 – The **new marketing season** is about to kick off for **Perla Nera**, the dark-skinned, low-seeded midi watermelon, particularly sweet and crunchy, produced exclusively by OP Francescon, Peviani SpA and OP La Mongolfiera.

*“This year the season started off on the right foot, so we are also optimistic about how it will continue. In May, as scheduled, production began in Sicily, to be followed by Campania, Lazio, Apulia and, finally, Mantua, which will come into full swing during the month of July. – says Bruno Francescon, President of the Perla Nera Consortium – Our total production area now exceeds 800 hectares, an increase of about 10% compared to 2023, so we expect growth in terms of volume as well.”*

At the same time, the 2024 **promotional campaign** is also kicking off, which features completely new initiatives compared to the past. The big novelty this year will be the presence of Perla Nera on **the most popular** radio stations, with the **new jingle on the notes of the very popular song "Vorrei la... Perla Nera»** (I would like the Black Pearl). This tune will be broadcast on all Mediaset platforms (Radio 105, R101, Virgin Radio, Radio Monte Carlo and Radio Subasio), as well as **Radio DeeJay, M2O and Radio Capital**.



*"Some products represent a sort of "reminder" in people's lives: if seeing a panettone on the shelf makes us anxious about Christmas gifts, with Perla Nera it's a different story. Its arrival announces summer, holidays, carefreeness, and the joy of being together – comments **Riccardo Catagnano, Executive Creative Director of Connexia** – For this, and so many other reasons, we all have a strong, constant desire for the freshness of Perla Nera".*

The new Perla Nera commercial was the brainchild of **Connexia**, the marketing and communications brand of **Martech Company Retex**, which also managed the planning of the campaign on social channels. After its début during the **Mugello Moto GP** Grand Prix on 31 May, exclusively on Sky channels, it will be aired until mid-August on **Mediaset** and **Sky**, embracing the most significant events and programmes of the season. Perla Nera will be the sponsor of the **Programme Battiti (Beats)**, the summer musical event that will bring the greatest musical hits of the season into the homes of Italians, broadcast for the first time on Canale 5.

*"We will be present at all summer events, both **Moto GP** and **Formula 1**, and also **extensively on Sky news**. – continues **Bruno Francescon** – In particular, we will have a very high quality commercial campaign on Mediaset which, to name just a few features, will generate around **150 million gross contacts**, will have a percentage of **special positions** of around 70%, and a major presence in **prime time**. With these assumptions, we are confident that we will continue and expand on the successes of previous years.*

There are also be many other surprises in store for fans and fruit lovers: Perla Nera will in fact be the protagonist, on Saturday 8 and Sunday 9 June, of "Party like a DeeJay", Radio DeeJay's big music and entertainment party at Sempione Park in Milan. The brand will be present in the DeeJay Village with its product to refresh and involve passers-by with fun activities and giving away Perla Nera gadgets.



*"Perla Nera is recognized by consumers as a premium watermelon, – says **Andrea Peviani** , Commercial Director of Peviani Group – and we have also transferred this concept to the brand's promotional campaign, choosing to support some of the most popular and exciting events of summer 2024, where the public can get to know and see for themselves all the quality of our products. According to a survey by Agroter Monitor Ortofrutta, already in 2023 60% of Italians who know Perla Nera tried it at least once".*

**Sergio Giardina**, Commercial Director of OP La Mongolfiera, concludes: *"The 2024 season is just beginning and, as a brand, we have several other initiatives planned to enhance and promote awareness of our watermelon. The efforts we have made to date in this regard indicate that we are on the right track."*

**To discover the new commercial**, where Perla Nera claims to be the authentic fruit of summer in all its irresistible freshness, see: [www.anguriaperlanera.com/extradolce](http://www.anguriaperlanera.com/extradolce)

### **Credits**

#### **Agency – Connexia, A Retex Brand**

Executive Creative Director – Riccardo Catagnano

Account Director – Ilaria Lorenzelli

Senior Art Director – Enzo Girardi

Copywriter – Gianluca De Vivo

Senior Account – Giulia Capaccioni

Chief strategy officer – Matteo Sbarra

Strategic Planning Director – Valeria Capobianco

Communication Strategist – Serena Puerari

Content Experience & Digital Engagement Director – Angelo Bermani

Content Manager – Alessia Cardella

Media Lead – Gabriella Ronchi

Media Specialist – Eleonora Mariani

#### **Production Company – Mercurio Cinematografica**

Direction – Marco Santi

Executive Producer – Luca Fanfani



Producer - Gaia Parenti

Producer Assistant - Maddalena Ricolfi

Head of Post - production: Roberta Caimi

### **Connexia**

Connexia means creativity.

It means data-driven thought.

It means excellence in media management.

It means technological innovation.

And there's more. The Retex communication and marketing brand is, above all, about passion, ethical commitment, transparency and corporate social responsibility.

It is a multicultural and multidisciplinary team, with professionals who are capable of building and conveying brand values, but also of guiding digital transformation processes.

We devise and develop ideas suitable for all channels, without any fear of being measured by the effectiveness of each campaign.

Expect to work with us in a new way: together, for real, through continuous co-creation processes and experimentation oriented towards business and communication objectives. [www.connexia.com](http://www.connexia.com)

### **RETEX**

*Redefining the meaning of Retail:* with this *mission* Retex is a company that supports brands in digital transformation and innovation initiatives by combining technology, creativity and data. Founded in 2010, always attentive to issues of social responsibility and today a Benefit Company, Retex is guided by the passion and skills of over 600 talents, coming from 32 nations, to inspire and accelerate change in the world of brands and retail. [www.retex.com](http://www.retex.com)