



## **Perla Nera chooses Connexia for its 2024 communication campaign**

*The partnership between the leading brand in the marketing of dark-skinned midi seedless watermelon and the communications and marketing team of the MarTech Company Retex is underway to strengthen the identity of the brand.*

Milan, 29 April 2024 – **Perla Nera**, a leading company in Italy for the sale of a particular variety of watermelon, small in size and with dark, uniform skin, **following a tender**, entrusts **Connexia** with the task of **enhancing its brand identity** by creating the concept of a **new commercial** and defining an **integrated communication campaign** with a bold **design** concept.

Appreciated by a wide and heterogeneous target group, ranging from gourmands to athletes, from adults to children, **Perla Nera** is a watermelon with very few soft, white seeds and sweet, crisp flesh, with an average size of 4-6 kg, produced by **Francescon**, **Peviani** and **Giardina**, three premium companies in the fruit and vegetable sector that have combined experience and know-how to offer a product that perfectly embodies Italian excellence in food and agriculture.

To convey the **uniqueness of the product and its added value**, bringing out the **premium quality of the brand** in a somewhat challenging category, Perla Nera decided to rely on Connexia's **strategic-creative approach** for the conception of its new commercial and the definition of an **integrated campaign**. The commercial can be adapted to all media, from ATL to social properties, with an **original and identity-driven** advertising strategy, which **explores new situations and breaks out of the stereotypical moments of consumption**, linked to the seasonal availability of the product. Objective:



to bring out the **more delicious appearance** of watermelon, already highly appreciated by consumers.

Perla Nera is the result of a collective intelligence that brings together over a century of history in **production of quality fruit, agronomic research and love for the land**. Perla Nera's is **the largest Italian watermelon chain**, comprising more than **100 consortium members, including farmers and companies**, who cultivate this variety in the best Italian production areas selected for their soil and climate characteristics and to guarantee greater seasonality of the product. Perla Nera owes its qualities to the territories in which it matures - the province of Mantua, Emilia Romagna, Latium, Apulia, Basilicata, Sardinia and Sicily - where it is cultivated following the same strict production specifications, under the supervision of certifying bodies for compliance with the quality levels required by the brand.

A market leader with a marketing window from April to September with the same variety, **Perla Nera** is destined for retail sale and distributed **in the main large-scale retail chains and at the best fruit and vegetable retailers**.

### **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**

Retex is the MarTech company that promotes and accelerates connections between brands and stakeholders, accompanying companies in the transition towards a new meaning of Retail, thanks to a design approach based



on a blend of innovation, technology, data intelligence & automation, creativity, consultancy, marketing and communication.

The integrated offer of retail services and solutions of Retex covers different markets, from Consumer Retail to Food & Beverage, from Fashion&Luxury to Direct-to-Consumer, including in-depth experience in the Chinese market and in the Healthcare&Pharma industry.

Founded in 2010, with headquarters in Milan, Retex operates through 12 branches in Italy, Barcelona, London and Shanghai, and can count on the collaboration of almost 600 professionals from 32 countries.

In progressive and constant growth since its birth, Retex closed 2022 at 91 million euros in revenues and 9.4 million in EBITDA. [www.retex.com](http://www.retex.com)