



CONNEXIA

Creativity in Love with Data and Technology

Cheeky Enza of Buondì Motta returns to the TV

Until 21 March, in rotation, on TV and on social media channels, the multi-subject creativity of Connexia will narrate the life of the “Buondì Motta family”, pestered by Enza, Artificial Deficiency.

Anyone who thought that **Enza, Artificial Deficiency**, had stopped irritating us all will have to think again: **until 21 March on TV and online**, it will be possible to discover the **brand new episodes of the Buondì Motta campaign**, the brainchild of the marketing and communication agency, Connexia.

Enza, the only voice assistant who doesn't simplify life (on the contrary!) is back to torment the family in the commercial spot with her question “**How can breakfast be yummy and light at the same time?**” This time, the “allies” to help Artificial Deficiency take revenge will include a **food processor, floor-cleaning robot and drone**: home automation will be there to aid Enza with her vain attempts to terrorise the family!

Yet our reply to Enza's question is quite simple: **Buondì is the yummy yet light breakfast, and “her” family, that eat it every morning, knows it well!**

The ironic and impertinent tone that has always characterised this Buondì Motta spot is now back, with the new characters of this amplified **campaign, the brainchild of Connexia and produced by Mercurio Cinematografica, planned by PHD Media** and broadcast **on the main TV networks and online until 21 March.**

Connexia Società Benefit S.r.l.

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



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The influencer marketing campaign developed by **Noesis Group** also continues and involves a group of web influencers who give their very own vision of how a “yummy yet light breakfast” should be. Following the huge success obtained with the first campaign phase, **involving over 30 influencers who generated hundreds of contents**, an effective reach of over 470,000 users and more than 670,000 views of IG Stories, new engaging contents will be created in March.

Enza will also be back to torment us on the [Facebook](#), [Instagram](#) and [YouTube](#) **pages of Buondì Motta**, where users will be able to find out about her latest attempts at “revenge” . From the initial idea to production, the **social campaign** has been managed by **Connexia Media House** and planned by **PHD Media**.

Buondì Motta – the only breakfast that can stand up to... Artificial Deficiency! – awaits everyone on TV and on the shelves!

CREDITS

Design agency - Connexia

Creative Director, Head of Branded Content: Riccardo Catagnano

Creative Director: Adriano Aricò

Creative Strategist: Chantal Cimmino

Copywriter Digital: Giulia Oliva

Art Director Digital: Benedetta Biassoni

Social Media Coordinator: Angelo Bermani

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Account Supervisor: Valentina Gorla

Account Manager: Paolo Rolla

TV Producer: Paola Malnati

Production Company - Mercurio Cinematografica

Directed by: Nano Tidone

Photography: Marcello D'apporto

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Executive producer: Luca Fanfani
Producer: Alessia Pietromarchi
Junior Producer: Martina Perversi
Post-production: Roberta Caimi
Editing: Davide Mauti/Eleonora Cao
Post-production: apple mint
Post-production audio: Top Digital

Connexia Media House

Video Maker: Cesare Ambrogi
Video Maker: Gabriele Napolitano
Digital Producer: Giulia Moroni

PHD Media Italia

Director: Paola Aureli
Senior Digital Manager: Matteo Zelger
Senior Communication Manager: Anna Venturini
Planner: Gianluca D'Amico
Digital Planner: Luca Nasetti

Noesis Group

Account Director: Sara Cugini
Executive Creative Director: Antonio Bellini
Senior Copywriter: Beatrice Bonetti
Digital PR Manager: Federica Silva
PR Manager: Cristina Gavirati
PR Executive: Serena Samuelian

 www.buondi.it  [Buondi Motta](https://www.facebook.com/BuondiMotta)  [BuondiMotta](https://www.instagram.com/BuondiMotta)  [Buondi](https://twitter.com/Buondi)  [Buondi](https://www.youtube.com/Buondi)
#aprovadiEnza #GolosaeLeggera

Motta

Since its foundation in 1919 in Milan by Angelo Motta, the Motta brand has stood out for its ability to create and innovate in the confectionary sector, thanks to its wealth of know-how and technical expertise of the highest level. Over the years, the know-how gained by Motta has led to innovations that go beyond the product itself, making it a trendsetter in the Italian society and language, and marking a change of lifestyle. Today, it presents itself as a trendsetting, high-quality brand with unusual, ingenious and impressive solutions to meet the needs of consumers.

Connexia

Connexia is creativity.



CONNEXIA

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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: 150 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

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