



**BUONDÌ MOTTA**  
**is back in communication**  
**with a truly "FANTASTIC" breakfast!**

*The new advert dedicated to Buondì Motta is on air across the main national TV networks and online from 16 October.*

*The concept? It doesn't take a magic spell to make breakfast tasty and light: with Buondì Motta, breakfast is already fantastic.*

*The campaign will be amplified by social media and influencer marketing activities and, in parallel, will include the activation of the "FANTASTIC" on-pack competition.*

Milan, 17 October 2022 - **The new Buondì Motta integrated communication campaign** has launched! The undisputed protagonist? **Obviously the iconic light and tasty breakfast!** The campaign, realised by the agency **Connexia** together with the production company **Mercurio** and planned by **PHD Media**, harmonises perfectly with the brand's irreverent and popular communications, which have been entertaining the Italian public for years.

Breakfast-time is often described as idyllic and perfect, a special moment when families wake up and gather around the table, relaxed and full of energy.

Everything is wonderful...if only that were true! But now **Buondì Motta has brought a touch of reality to this moment!**



The new advert (in 15-second, 10-second, and 6-second versions) is set around the table of an ordinary family: all of **a sudden, a fairy appears to turn this moment into something magical!** She's optimistic, lively, cheerful... What a shame that as soon as you wake up in the morning, the silence is golden and the spells that she wants to cast on Buondì Motta to turn it into a light and tasty breakfast don't work at all. She is destined to fail and be swiftly eliminated by the family with very real methods (from the classic clapping of hands to the fly swatter)!



**Because the real magic lies in Buondi Motta, the ultimate light and tasty breakfast...which is "fantastic" as it is.**

*"Bill Bernbach wrote that 'The magic is in the product' and we, with the latest Buondi campaign, have taken him literally - **comments Riccardo Catagnano, Executive Creative Director of Connexia** - We have done so by disempowering a fairy who tries to transform an already-fantastic breakfast with magic. The result is liberating: a breakfast that has finally been purged of advertising superstructures and tells the story of the least magical moment of everyone's day."*

*"With this new communication campaign, and in perfect alignment with Buondi Motta, we wanted to subvert the rules of breakfast, with that playful tone that has always distinguished us - **explains Roberto Bellinzona, Marketing Director of Bauli Group**. And we did this by focussing on the qualities of Buondi Motta, which, since the 1950s, has been synonymous with snacks and breakfasts for adults and children, evolving yet remaining faithful to its own characteristics of indulgence and lightness."*

The **multi-subject communication will be aired on the main digital terrestrial and satellite networks, and will launch online through a programmatic campaign**. The advertising campaign will also be **amplified on social media, both on the brand's channels and through the involvement of a group of influencers in a campaign led by Noesis Group**.

And for an extra touch of magic, **Motta has launched its brand new "FANTASTIC" competition.<sup>1</sup> From 27th September 2022 to 28th November 2022, by buying a pack of Buondi Motta** (in the flavours Classic, Apricot, Cocoa, Cherry, Chocolate, Wholewheat, Cocoa and Cream) consumers can try to win one of **63 Apple iPhone 13 128GB** in real time - thanks to the Instant Win mode - and, if they're not immediately lucky, they can try their luck again at the end of the competition, with the final draw.

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<sup>1</sup> Full regulation: <https://concorso.buondi.it/home>



Participating is very simple: just go to <https://concorso.buondi.it>, register (or login, if already registered) and enter the unique game code inside the package in the relevant form.

## **Buondi Motta: a light and tasty breakfast made just right!**

### **Follow this link to view the 15-second advert:**

Buondi Motta Classic: [https://youtu.be/ChcK6NCG\\_SY](https://youtu.be/ChcK6NCG_SY)

Buondi Motta Chocolate: <https://youtu.be/bWMJBrxN8XQ>

Buondi Motta Apricot: <https://youtu.be/pO-BEkmDu6A>

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

**Motta**

*Since its founding by Angelo Motta in 1919 in Milan, the Motta brand has stood out with its ability to create and innovate within the confectionery sector, thanks to a wealth of knowledge and technical expertise of the highest level. On the strength of the know-how it has acquired, over the years Motta has played a leading role in innovations that have gone beyond the product, setting trends in society and language, and marking a change in lifestyle. Today, it is a brand that raises the bar in terms of quality by offering surprising and ingenious solutions to meet the needs of consumers.*

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