



THE VICENZI GROUP ON AIR WITH ITS NEW GRISBI' CAMPAIGN BY MILANO AD

GRISBI', a well-known brand in the **Vicenzi** Group, returns to the television screen with a new commercial dedicated to the filled pastry biscuit par excellence: the timeless chocolate Grisbì. A sensual ballerina, dressed in a dark brown fairytale costume, jumps into the air with sinuous movements. Warm colours and soft drapes blend in a rhythmical dance, creating a velvety chocolate cream, the soft centre of Grisbì: "The purest pleasure".

This elegant and refined commercial uses seduction as a sweet sin of gluttony that satisfies all the senses. To enhance the femininity and sensuality of its protagonist (Claudia Vecchi, a ballerina from Balletto di Roma), the agency chose Alessandra Pescetta: a director with a refined and unmistakable style and a special sensitivity for music and dance, and creator of musical videoclips as well as prize-winning commercials and short films.

Instead, for the food part, internationally acclaimed director Alberto Zabban and his team experimented with innovative filming techniques to create sinuous waves and new effects with chocolate. The press campaign was eagerly devised by Matteo Linguiti, who chose a style involving beauty and fashion to highlight the refined quality and the pleasure this product gives.

Milano AD, the advertising agency, devised the entire campaign, with Paolo Licci as creative director. Video production company: Cow & Boys, audio production company: Studio Peperoncino.