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PRESS RELEASE

Cross-Media Event With Messages Across Print, Billboards, Murals, Video And Audio Spots

PROSECCO DOC, GRAND YEAR-END CLOSURE

Impressive communication campaign by Prosecco DOC from December 2023 to January 2024, targeting Italy, the United Kingdom, the United States, Germany, Switzerland, and Austria

Treviso, December 29, 2023. "In addition to the intensive monitoring activities aimed at protecting Prosecco, and in addition to the numerous promotional actions we constantly carry out both in Italy and around the world, it is now a tradition for our Consortium to launch a significant international communication campaign at the end of the year to emphasize the established role of Prosecco DOC in celebrating the most anticipated holidays for everyone," **explains President Stefano Zanette**, who has been leading the Consortium for another 10 years. He continues: "With this initiative, the Consortium pays maximum attention to the more consolidated markets. In particular, in addition to Italy, we are targeting English and German-speaking countries with a cross-media project that will convey our message through both traditional and more modern media, as well as innovative artistic installations."

In summary, between December 2023 and January 2024, a significant cross-media communication campaign will unfold, particularly targeting Italy, the United Kingdom, the United States, Germany, Switzerland, and Austria. The well-known Veneto-Friuli bubbles will take center stage in advertising spots on major national television networks, radio stations, and social media. Print ads will also be featured, along with presence at major concerts before artist performances and in cinema halls during screenings. The Denomination will receive great visibility through billboards, with the most impactful ones being the giant screens in Times Square, New York, where Prosecco DOC images will undoubtedly capture attention. Murals will also play a significant role, with immense paintings triumphing in Milan, making their debut in these days. Another noteworthy presence will be in the world's most renowned skiing locations. Some details.

Television broadcasters: RAI. The Consortium has created a spot featuring Virna Toppi, the first ballerina of La Scala in Milan, accompanied by the versatile athlete Davide Garzetti, a parkour professional and sports model. From classic to modern, Prosecco respects tradition but looks ahead. The spot's title speaks for itself: "Inspired by the classic, moved by the future," and the leap into the future was showcased during popular shows such as "Viva Rai 2!" hosted by Fiorello, or the year-end concert at the Teatro alla Scala in Milan. It will also air during beloved TV series and alongside news broadcasts on RAI: TG1, TG2, and TG3. The energetic spin-off "Jump into the future" will accompany major sports events broadcast by Rai, including skiing and Prosecco DOC Imoco Volley matches. In the television realm, Prosecco DOC will also air on the American national TV PBS, hosted by Lidia Bastianich, the queen of gastronomy programs with her show Lidia's Kitchen.



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Concerning **radio broadcasters**, agreements have been signed with: Radio RTL 102.5, Radio Zeta, Radio Freccia, Radio Dab, in addition to further activations around Christmas and the new year on Radio DeeJay, Capital, and m2o. In the **digital universe**, the Prosecco DOC Consortium's campaign includes intensive and consistent activity on its social channels and a digital package that includes Rai Play, Elle Magazine, and Internazionale Digital. For the USA, there's the New York Times Digital; for the UK, The Times Bulletin Food & Drink newsletter. For Germany: Foodboom, Kombi Digital Food, Bunde.de.

Prosecco DOC will present its spot at the opening of concerts by IRAMA&RKOMI, Annalisa, Elisa, and Laura Pausini and will appear on **727 cinema screens scattered throughout Italy**.

Print media. In Italy, the Prosecco DOC message will be covered by major national newspapers and well-known magazines; in the United Kingdom by titles such as Times, Sunday Times, Time magazine, Times Table; in the USA, Prosecco DOC will be featured in the major national newspaper, the New York Times. In German-speaking countries (Germany, Austria, German-speaking Switzerland), it will be present in the most representative wine and lifestyle sector magazines, while in the Italian and French-speaking cantons of nearby Switzerland, Prosecco DOC will appear in the most renowned publications.

Billboards/led walls/murals. In London, with 880 posters in the stations of the famous Underground, in New York on the giant screens of the iconic Times Square, in Milan with 42 digital screens in the metro and a led wall at Porta Garibaldi station, in Cortina, Bormio, Livigno, and Courmayeur with banners near the ski slopes. The visibility guaranteed by these installations, both analog and digital, is strengthened by the more innovative, at least for Prosecco DOC, murals. In the heart of Milan, from mid-December to next March, two artistically impactful creations measuring 7 x 9 meters in Via Prina and even more imposing, 8 x 20 meters, in Via di Canonica, will represent the Denomination in high-traffic areas.

It is estimated that the campaign will ensure approximately **400 million contacts overall**.

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