

SUMMER TASTES LIKE DOLCEVITA: THE NEW DISARONNO VELVET ADVERTISEMENT ON AIR



A terrace overlooking the sea and the beauty of the **Amalfi Coast** and its dreamy panoramas in an all-Italian postcard: these are the ingredients of the new **Disaronno Velvet commercial**, on air from May 10th with programming scheduled throughout the summer in the **USA, UK, NETHERLANDS, BELGIUM** and **ITALY** on **TV channels, Online Streaming platforms, You Tube,**

Facebook and Instagram.

Campaign goals? Telling the whole world about the style of the Disaronno Velvet Italian Dolcevita and achieving global results in terms of visibility and brand awareness.



Disaronno Velvet, protagonist of the commercial, greets the public with its unmistakable “total white” look and its fresh and velvety consistency, once again positioning itself as **the perfect liqueur for the summer**, to be savored with ice or in a **Disaronno Velvet Batida** summer cocktail. Fresh, delicate and with a low alcohol content, it’s ideal to be shared at beach parties, glamorous

events by the sea and on so many more occasions.

With these premises, summer 2023 will truly be a summer of events for **Disaronno Velvet**: from **New York** to **Amsterdam**, via **Milan**, **London**, **Chicago**, **Sorrento** and **Miami**, the new DolceVita will be on stage, to celebrate the taste of an authentic **Italian summer**.

