

Elica presents its new “We Are The AIRchitects” campaign

Experimental storytelling is at the heart of the new campaign, which will be launched during the Eurocucina 2016 event, and will involve a TV channel for the first time ever.

Fabriano, April 2016 – The Marche based company, Elica, world leader in the design and production of kitchen hoods, presents “We Are The AIRchitects”, the new cross-media campaign that will be released in occasion of Eurocucina 2016.

The campaign, aimed at fostering the launch of Elica’s smart systems, which are capable of automatically monitoring and cleaning air in the kitchen and in the entire house, is focused around the central concept “We Are The AIRchitects”, which represents an effective and ironic symbolic ‘description’ of the company’s objective of being true “air architects”, with the end goal of improving and preserving the quality of the air that we breathe every day in our homes.

This expression, coined by the president of Elica group, **Francesco Casoli, who will be its special spokesperson**, is the core of the entire campaign: all of the key players in Elica coming from various countries - engineers, researchers, designers, quality managers, installers, project managers, laboratory managers –will explain the benefits of air ‘domotics’ and related new products, thanks to some “shorts,” filmed live and in original language.

The videos, which will be used throughout the campaign, will be published in a specific section of the new site specifically devoted to new contents and ‘easy to use’ information on the subject.

The result of this initiative will be an innovative and captivating digital contest, where the experiential storytelling of each single “player” will prove for ELICA’s global leadership, as it can now boast widespread presence all around the world.

On the occasion of the opening of the ‘Salone del Mobile’, the Elica stand will host a cooking themed special event, during which the **chef Simone Rugiati** will carry out a series of “AIRCOOKING”, inspired by the new ELICA home automation systems. **Radio Monte Carlo and Radio 101** will provide media visibility for the event, thanks to the “on field” presence of DJs Massimo Valli and Marco Porticelli, as well as online promotions on respective channels.

The **campaign** is also structured in a rich media mix including **press, digital, outdoor and TV, for first time ever in the history of the Marche-based company.**

In regard to the **press campaign**, leading national newspapers and periodicals of both trade and consumer sectors, will be involved. As far as television is concerned, the campaign will be on the air with a **30”spot** on the primary satellite channels and mainstream TVs.

At **outdoor** level, there will be a customization of Rho Fiera areas during the Salone, in addition to posters inside airports and the principal train stations.

Finally, the **digital** aspect will include adv display activities on the leading 'in target' online newspapers and on the main social platforms (YouTube, Facebook, Pinterest) as well as Adwords activity .

Credits:

- Communication strategy and campaign creation: TEND/Milano Company
- TV Film production : MERCURIO CINEMATOGRAFICA – directed by Fabrizio Mari
- Contest video and digital strategy creation: HERITAGE DIGILAB
- Media center: TEND/Milano Company

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ELICA

The Elica Group, presided over by the Chairman, Mr. Francesco Casoli, and managed by the CEO, Mr. Giuseppe Perucchetti, has been operating in the kitchen hood market since the 1970's. Today it is the world leader in terms of units sold, in addition to boasting a leadership position at a European level for the design, production and commercialization of electric motors for hoods and heating boilers.

With 3,700 employees and an overall annual production of over 19 million pieces, Elica can boast a production platform consisting in eight factories based in Italy, Poland, Mexico, Germany, India and China.

Extensive experience, great attention to design, high quality, refined materials and state-of-the-art technologies, guaranteeing maximum efficiency and reduced energy consumption, are the reasons why Elica Corporation stands out in the reference market. Thanks to these key factors, Elica has also been able to revolutionize the traditional image of kitchen hoods: not just simple accessories, but unique design objects that improve the quality of your life.