

Elica triumphs at the NC Digital Awards

with “The Unconventional Engagement” campaign by VMLY&R

The campaign won first place for “Digital Integrated Campaign” in the Home and Electronic Appliances category, and also for Digital Branded Content. It was awarded second place for Social Channel Management. Third place, on the other hand, in the Social Communication category.

Milan, 10th October 2019 – The communication campaign “The Unconventional Engagement” by Elica, a market leader for the design and manufacture of kitchen hoods and hobs, won the NC Digital Award for Digital Integrated Campaign in the Home and Electronic Appliances category, and for Digital Branded Content.

The campaign was a direct result of this Fabriano-based company’s desire to offer a clear, albeit ironic response to the doubts most commonly expressed by users in social media regarding the effective use and practicality of the NikolaTesla Switch extraction hob, the true protagonist of the winning videos broadcast on the Group’s main digital platforms.

Elica, together with VMLY&R, thus collected the most provocative feedback and transformed it into social content in an effort to clear up any doubts and demonstrate once and for all the benefits of NikolaTesla Switch. User stimuli were therefore translated into a video characterised by cinematic language, full of quotes and twists and communicated through Facebook, Instagram and YouTube. The campaign also included the development of static posts, the design of community manager GIFs to offer an engaging response to each type of comment, Instagram Stories and display advertising.

After a long period of monitoring, the creative agency designed and developed three different subjects, which, through an ironic and unconventional approach, would succeed in demonstrating all the product’s potential to Elica’s fan base. Hence, in response to those who didn’t believe in its extraction power, a post-apocalyptic style video was created set in a kitchen full of fog; to demonstrate that water spills from the pot aren’t a problem, a video reminiscent of an adventure film was created, thanks to the special appearance of a diver. Finally, to portray the simplicity of maintenance, the agency was inspired by legendary thrillers, creating a video that draws on the cinematic language of classic Hitchcock films.

The announcement of the winners, considered the Italian Oscar of digital creativity and communication, was made on 7th October at the Talent Garden Calabiana in Milan during an award ceremony attended by all the main exponents of the Italian digital communication industry.

The 209 competing campaigns were assessed by a qualified jury comprised of 48 managers of the most prestigious communications investment companies, as well as Italian and industry representatives of digital creativity. The projects were judged and awarded for their completeness in terms of conception, execution and planning.

The Elica campaign also won second place in the Social Channel Management category and third place in the Social Communication category.



Gianluca Vigato, Group Brand Marketing Director of Elica, commented: *“Any campaign, in order to be effective and efficient, must start from a powerful insight. The Unconventional Engagement is the direct result of closely listening to the users of our community and the desire to provide a direct response to their comments”*. He went on to say: *“With this campaign, Elica has sought to distinguish itself, even in the field of communication. The courageously ironic, yet at the same time provocative language used perfectly translates the brand’s positioning”*.

Gabriele Patassi, Head of Corporate Communication & Digital of Elica added: *“Today, with the advent of the digital, we are witnessing a change in paradigm in the world of communication. Contents are being increasingly created by the users themselves and less so by the brands, who intervene in the communication process to stimulate external subjects. It therefore becomes essential to monitor and manage the community in order to provide timely and coherent responses to our consumers. Our latest digital campaign, The Unconventional Engagement, is the result of a careful analysis of online conversations and was conceived based on content effectively created by our own public”*.

Francesco Poletti, Executive Creative Director VMLY&R concludes: *“The Unconventional Engagement is a perfect example of how creativity always plays a central role in all channels, and in synergy with the monitoring of data and its strategic interpretation, can lead to important results for the brand and its perception. Thanks to a creative approach, a need expressed by the community was transformed into content that both entertains and informs about the product.”*

Client: Elica
Agency: VMLY&R Italy
Executive Creative Director: Francesco Poletti
Senior Copywriter: Domenico Greco
Senior Art Director: Paolo Austero
Copywriter: Fabio Podestà
Art Director: Sara Nazario, Sandro Austero
Social Media Director & Senior Digital Strategist: Giovanna Ferrero
Social Media Manager: Davide Sala
Community Manager: Oriana Volpe
Business Department Leader & Client Leader: Silvia Fiorin
Client Business Dept. Senior: Alessia Airaghi

Production Company: Movie Magic International
Director: Gigi Cassano
Executive Producer: Annalisa De Maria
Producer: Francesca Passalia

THE ELICA GROUP

The Elica Group, active in the range hood market since the '70s, chaired by Francesco Casoli and managed by Mauro Sacchetto, is today a worldwide leader in terms of units sold. Elica Group is a frontrunner in the European market for the design, production and commercialisation of electric motors for range hoods and heating boilers. With more than 3,800 employees and an annual production rate of more than 20.7 million pieces, Elica Group utilises a production platform split across seven different sites in Italy, Poland, Mexico, India and China. Long-standing experience in the market, high attention to design, research into materials and advanced technologies, maximum efficacy and reduced consumption, are the elements setting the Elica Group apart and which have allowed the company to revolutionise the traditional image of range hoods: no longer simple accessories, but rather objects of unique design able to improve our quality of life.



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