

## Elica presents the new “Upside Down” campaign together with Y&R A new perspective of the kitchen

Fabriano, 4th April – Elica, a leading company in the design and production of cooker hoods, together with Y&R reveals its visionary and innovative soul with a **multichannel brand campaign** that seeks to amaze consumers and guide them along the discovery of the present future of the kitchen. *On air* on occasion of the Salone del Mobile 2018, the creative project entitled “Upside Down” represents the company’s new strategic approach, using highly communicative contents to strengthen its brand positioning in the panorama of international design. An emotional and engaging *storytelling* has been conceived by Y&R to surprise viewers and bring them closer to the distinctive values of the Elica brand.

*“We wanted to portray the innovative philosophy of Elica through a captivating and detailed ‘storytelling’, using images with a strong visual impact”, stated Piero Pracchi, Group Chief Marketing Officer of Elica. “The decision to develop footage with highly emotional music represents a new way of communicating the brand, which aims to engage people and draw them into the world of Elica innovation and design, thus creating a strong bond with them.”*

The “Upside Down” **concept** was inspired by the revolutionary NikolaTesla extractor hob, through which the company turned its perspective of the kitchen literally upside down. Thus the company confirms its steady commitment to proposing innovative day-to-day domestic living solutions. Beginning with the courage to explore and subvert every rule that has forever characterised the Elica brand, the company opens the doors to a suggestive world where people’s perspectives are turned upside down in cross media communication that utilises the TV, web and print media.

The **commercial**, which will be on air halfway through April in both a 30 and 15 second version on all major terrestrial and satellite based networks, opens with a series of objects that begin to float in the air until unexpectedly repositioning themselves, turning the kitchen “upside down” through the aspiration of NikolaTesla, the innovative and central feature of the commercial.

Elica’s message of innovation has been preceded by a **print and digital campaign**, which through the surprising image of the upside down kitchen has sought to start promoting the distinctive values of the brand through important editorial partnerships and investments in major news, informative and entertainment portals. Finally, the new Elica communication will also be promoted through the brand’s **social channels**, where it will enjoy space for special contents.

The campaign was developed by Y&R, while media planning is being managed by Wavemaker.

**CREDITS:**

Creative agency: Y&R Italia

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Production company: Movie Magic International

Film director: Igor Borghi

Dop: Alessandro Bolzoni

Producer: Walter Ricciardi

Executive Producer: Andrea Ciarla

Set designer: Andrea Rosso

Post production: Animo srl

Photographer: Winkler & Noah

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The Elica Group has been present in the cooker hood market since the 1970's, is chaired by Francesco Casoli and led by Antonio Recinella and today is the world leader in terms of units sold. It is also a European leader in the design, manufacture and sale of motors for central heating boilers. With over 3,800 employees and an annual output of approx. 21 million units, the Elica Group has seven plants, including in Italy, Poland, Mexico, India and China. With many years' experience in the sector, Elica has combined meticulous care in design, judicious choice of material and cutting edge technology guaranteeing maximum efficiency and reducing consumption making the Elica Group the prominent market figure it is today. The Group has revolutionised the traditional image of the kitchen cooker hood: it is no longer seen as simple accessory but as a design object which improves the quality of life.

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