

Elica chooses Young & Rubicam Group as integrated communication hub

Fabriano, March 14th 2018 – **Elica**, world's leading multinational company in the sector of kitchen hoods, chooses **Young & Rubicam Group** as new strategic partner in 2018 for communication.

Y&R Italia has in fact won the pitch organized by the Fabriano company with Burson Marsteller for PR and Wavemaker for media planning.

Elica thus launches a new communication cycle which will see a wide-scope and long-term integrated campaign, with the goal of promoting a brand strategy on the Italian market and oriented towards an increasingly less sectorial communication and more directed to the final consumer.

For **Piero Pracchi, Elica's Chief Marketing Officer**, *“Elica is in a fundamental stage of its repositioning process; we are making great strides in raising a brand like Elica's in the midst of our geographical expansion; today we are enthusiastic about a great collaboration beginning between two world class players”*.

The **Young & Rubicam Group** thus becomes the hub that will accompany the company during the launch of its brand strategy. The communication will focus on the brand, presenting the product in an innovative way, capable of striking the consumer.

At the centre of the new activities is a brand campaign both on tv and digital, supported by other tools able to increase its amplification, such as PR, national and international events and activations.

Simona Maggini, CEO of Y&R Italia: *“Elica represents a challenge that we could not wait to take on. A brand that has always been able to innovate and evolve, constantly rewriting the rules of a very conventional world like that of kitchen hoods.”*

“We are honoured to be able to accompany in communication this great company entirely made in Italy and renowned in the world, a company that has been able to change over time, achieving milestones and distant markets”, commented **Fabio Caporizzi, CEO of Burson Marsteller Italia**.

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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