

Illva Saronno SpA in Alcoholic Drinks (Italy)

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Abstracts

Disaronno Originale and Artic Vodka remain the two most important brands for Illva Saronno SpA in Italy. During 2014, the company invested in strong promotional activities for both of these brands. A partnership was launched with the interior design retailer Versace Home and a new iconic bottle was launched in a repeat of a promotion first conducted in 2013, with the promoted online with the hash tag #Disaronnowearsversace. In addition, television spots were aired during promotional campaign.

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