

möTIVI

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PRESS RELEASE

MOTIVI LAUNCHES POSTER ADV CAMPAIGN #TUSEIUNICA

Motivi's image relaunch is continuing apace. With the recent ending of the TV ad campaign, a new integrated communications project was immediately launched in Italy's biggest cities with the claim **#TUSEIUNICA** - 'you are unique'.

#TUSEIUNICA perfectly encapsulates a philosophy that does not just offer the latest fashion trends but that strives to provide its customers with personalised tips to make every woman look fabulous in accordance with their style, their shape and the occasion they have in mind.

#TUSEIUNICA campaign involves offline/online integration, with dynamic advertising, including the metro, posters and street furniture, and of course the Internet and social media.

In **Milan** the campaign launch will be visible on the next-generation "Sirietto" trams, vehicles with entirely customised decorations that travel the city streets. There will also be premium formats covering the 70 stations of the Milan metro with the "Circuito Maxi", 6x3 posters and platform roofs that blend in with the street furniture.

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