

## DISARONNO, TIA MARIA, THE BUSKER: THE NUMBERS OF A SUCCESSFUL YEAR IN PR



DISARONNO®

*Tia Maria*

THE  
**BUSKER**  
IRISH WHISKEY

In 2022, the PR communication strategy of the **Disaronno**, **Tia Maria** and **The Busker** brands was characterized by a series of activities unfolding both on traditional channels and on digital platforms, synergistically coordinated between the various local markets and a global strategic approach.

**Disaronno's** PR strategy saw, on the one hand, a **primary focus** on the **Disaronno Velvet Summer** theme and the launch of the **Velvet Batida**

cocktail, in particular in United Kingdom, Italy, Benelux and France; on the other hand, a series of **local activations** and a focus on **Original Disaronno** and **Disaronno Fizz**, for a total of over **541.400.000** viewing opportunities collected throughout the year.

**541.4**  
**MILLION**

OTS

The positioning approach for **Disaronno Velvet** in the summer took the form of a diversified PR strategy by the **press office** to obtain visibility in the main consumer lifestyle magazines via the **gifting** of a PR couvette to journalists and influencers and **events** in Italy, Netherlands, Belgium, France and United Kingdom. A strategy that has led to **54.5 million OTS** (opportunities to see) and **2.8 million Influencer Impressions** as well as a positive response to the new Velvet Batida cocktail. In the **Italian, French** and **UK** markets, the scheduling of press releases in generalist and specialized magazines also generated **132.000.000 OTS**, focusing both on Disaronno Originale and Disaronno Velvet at different times. Many other PR activities were organized overseas and in the rest of the world, both for Disaronno Originale and for Disaronno Velvet, with a focused, tailored approach. The **US**

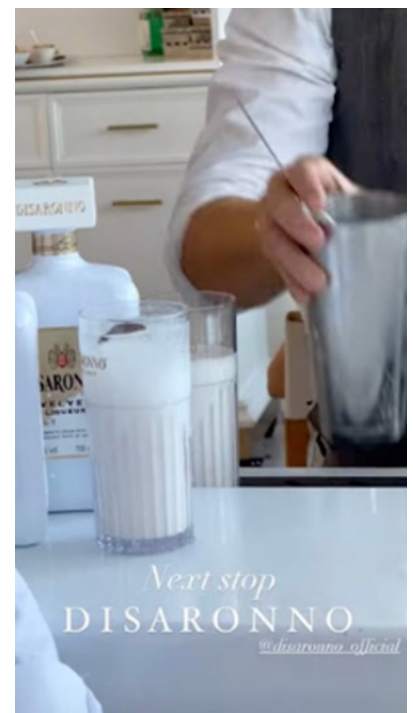
campaigns featured Disaronno Original, Disaronno Velvet and Disaronno Fizz, gaining over **274.000.000 OTS** in press releases and **9 million views** through influencer partnerships for gifting activities over the year-end holiday season.

**274**  
**MILLION**

OTS in USA in press releases

**9**  
**MILLION**

views through influencer partnerships



Canada, Japan, Mexico, Peru and Australia campaigns complete the global PR panorama for Disaronno with Australia in particular providing **31.8 million OTS** and **29.4 million Influencer Impressions**, thanks to numerous initiatives such as the partnership with Guestland, Australian Fashion Week and invitations to film premieres.

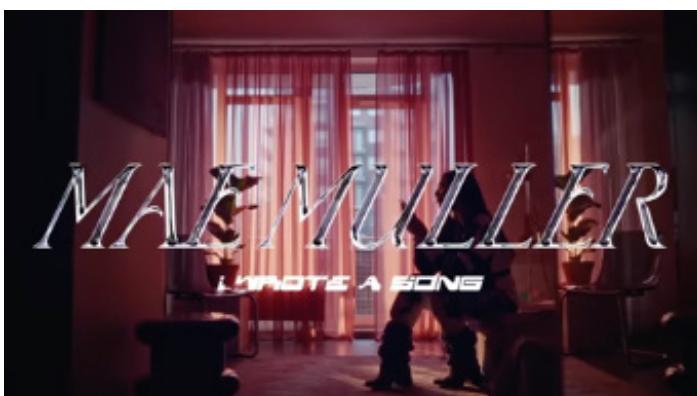
## TIA MARIA

Tia Maria's PR communication strategy involved the countries of greatest distribution for the **Illva Saronno** coffee liqueur: Australia, United Kingdom, Netherlands and Canada, with a total of **118.553.232 OTS**.

In the **United Kingdom** the partnership with popstar **Mae Muller** has generated great engagement among users,

**118.5**  
**MILLION**

OTS



thanks to the contents created with her collaboration and at the **London Party Event** in December 2022, where she performed a **private concert** for followers of Tia Maria, Influencers and Journalists. **Mae Muller** will represent the United Kingdom at the next **Eurovision Song Contest 2023**, due to her ever-increasing public success.

In the **Netherlands** the social strategy mainly involved the **holiday periods**, with a focus on Tia Maria Matcha for the Easter holidays and on flagship cocktails Matcha Tini and Tia Espresso Martini for the Christmas period.

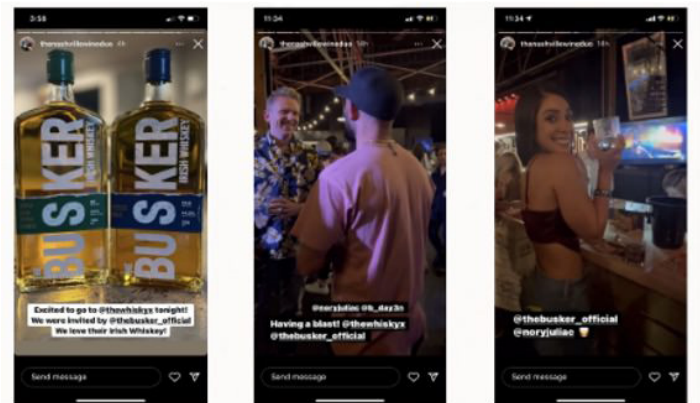
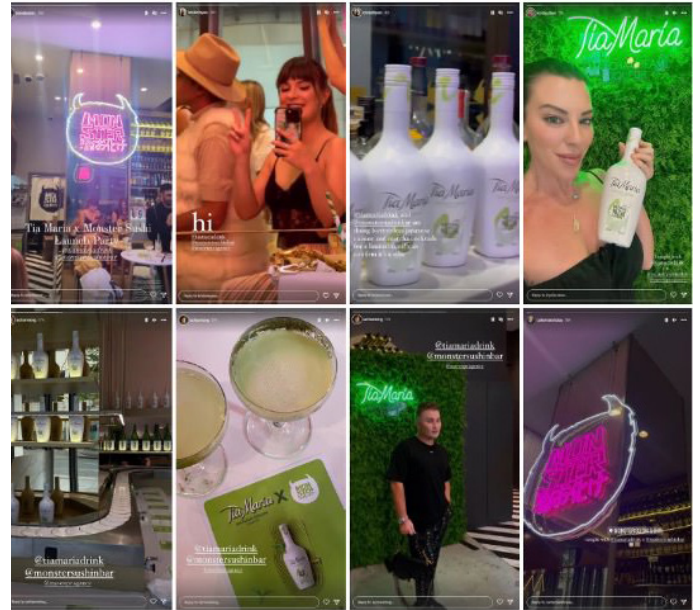
Finally, **Canada** strategies favored Tia Maria Matcha and Australia

leveraged the positioning of the **Two of a Tini concept** with two important events in Melbourne and Sydney, which generated over **78 million views**.

## THE BUSKER

In 2022 The Busker PR strategy focused on the **US** and **French** markets. In both, The Busker organized press presentations and masterclasses with the aim of attracting trade journalists. At the same time, in the United States, the participation and involvement of local influencers and journalists in the **Whisky-X** events in the cities of Chicago, Austin, Denver, Houston, Atlanta, New York and Miami, made it possible for the brand to reach new consumers for a combined total of over **327 million OTS** in the two aforementioned countries.

Involvement and experiences in line with the positioning of the brands: these are the strengths of **Illva Saronno's PR strategy**, which for **2023** envisions many more communication activities aimed at increasing the **notoriety** of the three leading brands: **Disaronno, Tia Maria and The Busker**.



**327**  
**MILLION**

OTS

