

# CAMPARI

## CAMPARI® UNVEILS NEW U.S. AD CAMPAIGN, INVITES AUDIENCES TO *GO A SIP BEYOND*

*Fueled By Explosive Popularity of the Negroni in America, the Iconic Italian Spirit Broadens Consumer Awareness with Campaign as Unique and Stimulating as the Brand Itself*

**SAN FRANCISCO (APRIL 17, 2018)** – [Campari®](#), Italy’s iconic bittersweet red aperitif and cornerstone ingredient in the Negroni, today unveils its new ad campaign, ***Go A Sip Beyond***. A nod to visionaries Gaspare and Davide Campari, the inventor of Campari and his son who helped popularize the liqueur in America, the campaign encapsulates their progressive spirit while drawing inspiration from the brand’s heritage and cutting-edge vision, all of which has transcended time for nearly 160 years. Developed by Yard NYC, *Go A Sip Beyond* takes shape in the form of a short film that entices and enthralls as viewers are taken on a journey of discovery finding that not everything is as it seems and there is always more beyond a first impression. The spot can be viewed today through digital video platforms and Campari social channels.

**Richard Black, Vice President of Marketing, White Spirits & Cordials, Campari America,** says, “With American’s current obsession with bitter flavors in the form of coffee, IPA beers, brussel sprouts, and Negroni cocktails, it’s the perfect time to raise awareness for Campari and immerse drinkers in our world. Campari has always had a strong, bitter flavor that might not be for everyone, but that’s what makes it so intriguing. Even native Italians say you need to try Campari three times before you acquire a taste for it. Though, if you are enticed to go beyond the first (or even second) sip, you’ll be handsomely rewarded. Its aroma is intense, the bittersweet flavor captivating, and the overall experience transcends the glass. *Go A Sip Beyond* perfectly captures that essence, taking viewers on a journey into our world sip by sip.”

For 158 years, Campari has kept itself at the forefront of advertising, collaborating with at-times radical and innovative artists, designers and filmmakers to create some of the most iconic and timeless advertising campaigns; the famous 1965 Campari ad by Bruno Munari now hangs in the New York Museum of Modern Art, for example. *Go a Sip Beyond* is no different. The film was directed by Arnaud Boutin known for his diverse experience in foreign films, photography and editorial work. His passion for mystery, captivation, and enchantment helped create the campaign, continuing the forward-thinking approach to advertising Campari is known for.

The seductive narrative introduces the viewer to a world that increasingly becomes more fascinating as they explore three scenes inspired by the distinctiveness that is Campari - as if to recreate those crucial first three sips. Each scene brings the viewers on a curious journey, culminating with the final scene unfolds. It’s in this moment they realize that Campari is a spirit that cannot be judged by the first sip or even the second because, like their journey, each experience with Campari introduces something new and enchanting.

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**Stephen Niedzwiecki, Co-Founder & Chief Creative Officer, Yard NYC, says, “Go A Sip Beyond** answers the call of all adventure seekers who are looking for something new, different and interesting. From its nearly 160 year history to the secret recipe that has been passed down for decades, *Go A Sip Beyond* encompasses a delightful element of surprise, stimulation and pleasure. It literally goes beyond expectations and takes a risk that only Campari can rightfully own. To *Go A Sip Beyond* is to inspire passion, pleasure and open-mindedness in a contemporary way.”

“We chose French Director, Arnaud Boutin, to collaborate and ultimately create our films for this campaign. With diverse experience in foreign films, photography and editorial work, Arnaud’s passion for mystery, captivation and enchantment helped us create a campaign that stood apart from the rest.”

## **Beyond the Film**

Inspired by the anthem film, as well as the versatility of Campari, audiences will have an opportunity to explore the brand in more detail through educational short-form, how-to cocktail creation content, which includes: *How To Negroni, How to Boulevardier, How To Americano and How To G&T*. The mix of content ranging from GIFS, to static imagery, to short films will educate viewers on the core ingredients that create Campari cocktails, Campari’s role in these cocktails, and give a nod to the brand history.

Content from the campaign will be showcased on the Campari social channels, as well as through digital video platforms.

[www.campari.com](http://www.campari.com)

#Campari #GoASipBeyond

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For more information, visit:

[www.campari.com](http://www.campari.com)

<https://www.youtube.com/EnjoyCampari>

<https://www.facebook.com/Campari>

<https://instagram.com/camparusa>

<https://twitter.com/campari>

## **ABOUT CAMPARI**

Campari is a contemporary and charismatic classic. The secret recipe, which has remained unchanged, originated in Novara in 1860 and is the base for some of the most famous cocktails around the world. Campari is an alcoholic spirit obtained from the infusion of bitter herbs, aromatic plants and fruit in alcohol and water. With its vibrant red colour, intense aroma and inspiring flavour, Campari has always been a symbol of intrigue and pleasure,

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which unfurls itself into a captivating drinking experience. These are the values that have made the Campari brand famous throughout the world as an icon of passionate Italian style and excellence.

## ABOUT CAMPARI GROUP

Campari Group is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group's key focus, include [Aperol](#), [Appleton Estate](#), [Campari](#), [SKYY](#), [Wild Turkey](#) and [Grand Marnier](#). Campari Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. Campari Group's growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses.

Headquartered in Milan, Italy, Campari Group owns 18 plants worldwide and has its own distribution network in 20 countries. Campari Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Italian Stock Exchange since 2001. For more information: <http://www.camparigroup.com/en>

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## ABOUT YARD NYC

Yard NYC is a strategic image-making agency that specializes in marketing strategy and creative for fashion, beauty, luxury lifestyle and entertainment brands. An agency of brand storytellers and stewards, Yard NYC acts as a true extension of its clients' teams, leveraging deep consumer insights to create and revitalize brands with clients including: Tumi, Perry Ellis, John Varvatos, Sexy Hair, Liz Claiborne, Johnston & Murphy, Illy, SheaMoisture, Gap, among others. For more information, please visit: [www.yardnyc.com](http://www.yardnyc.com).

## ABOUT ARNAUD BOUTIN

Arnaud Boutin is a French director based in New York City. His accomplishments include: former AB of AB4CD4CD directors team, Lily Allen's "Fuck You" music video, extensive work with record labels like Edbanger, Because, EMI, Terrible Records, Sony, Kitsune; Agency brand work with AMEX, GMC, Range Rover, Absolut, Bailey's, Smirnoff, AXE. He's also done a wide-range of fashion work for well-known brands including Louis Vuitton, Vogue, iD, GAP, Opening Ceremony, River Island, Very, C&A, as well as projects with models like Natalia Vodianova, Babara Palvin, Rosie Tapner, and Kate Upton.

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