



**"The method is our signature"
Filippo Berio's new TV and social media campaign is live,
as well as a new website completely revamped by FCB Partners.**

From Sunday 20 September, the new 15" and 30" ad by Filippo Berio, a premium brand from the SALOV Group that has been on the international market since 1867 and is sold in over 75 countries, will be on air on the main TV stations. The commercial, produced by FCB Partners, is one of the most important steps towards consolidating the brand in the country together with the substantial digital activity and the website makeover.

Milan, 21 September 2020 - "**Il metodo è la nostra firma**" (the method is our signature): this is the tagline chosen by Filippo Berio, the long-standing and world-famous extra virgin olive oil brand, for its new advert designed for the Italian market on air **from Sunday 20 September for 4 weeks** in two formats of 15" and 30" on the main national and on demand TV channels.

The creative advert, from the agency **FCB Partners** led by **Giorgio Brenna (Chairman and CEO)** and **Fabio Bianchi (Managing Director)** with production by **Black Mamba** and directed by **Greg Ferro**, describes the unique and inimitable "**Filippo Berio Method**". While everyone has their own method for making tasty dishes in the kitchen - just like the young woman in the commercial - only the Filippo Berio Method gives extra virgin olive oil that unique quality and, consequently, the unique taste that is the right touch to make every recipe special and bring everyone together.

The Filippo Berio Method is, in fact, the production process that ensures the **identity and quality of Filippo Berio Extra Virgin Olive Oil thanks to strict controls at every stage of production, from the field to the bottle**, certified by **SGS**, a company that certifies both the quality of the product and environmental sustainability throughout the supply chain. The Berio Method begins with selecting only crops that follow **integrated cultivation and production techniques**, in full respect of the environment and the ecosystem, and continues with scrupulous controls at all stages of the process, from the selection and harvesting of the olives to their transport to the oil mill and milling. All this is supported by continuous laboratory tests on the samples of raw materials. Only the best olives are used in the pressing process which is carried out **cold and in the shortest possible time, depending on the type of olives, their origin and the production season**, resulting in an oil with an unbeatable taste and excellent quality.

*"We are proud of the final result: it is a campaign that truly stands out, capable of showcasing the two sides of our products: the **unique flavour**, perfect for enriching every dish, and the **quality guaranteed by the Filippo Berio Method**, our distinctive signature," said **Emanuele Siena, Marketing Director of the SALOV Group**. "Investing in the Italian market with an extensive advertising campaign such as this, during a difficult economic period for our country, is a major challenge for us, but we are sure that consumers will understand the unique characteristics of Filippo Berio products and will reward our decision".*

New Filippo Berio website and social media campaign by FCB Partners

Not only TV, Filippo Berio is also going online with the new **website www.filippoerio.it** totally revamped by **FCB Partners**, to whom the company has decided to entrust all the Filippo Berio brand communication in Italy in order to strengthen the visual identity and brand awareness on all touch points.

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The result is an elegant and engaging piece of work, in which **the narrative of the brand's values is conveyed in emotive videos** and the brand's heritage finds its rightful place thanks to two major new features:

- a **section dedicated to traceability** - by entering the batch number of the bottle you can find out the most important information on the product purchased, from the date of production, the chemical and organoleptic characteristics and the flavour profile, even the municipality of origin of the raw material. A particularly comprehensive section that sets the brand apart;
- a **section dedicated to the "Filippo Berio Method"** described in depth and with great appeal for the consumer. A path of sustainability and attention to detail that helps the website user discover and appreciate Filippo Berio extra virgin olive oil.

FCB Partners is also running the **new social campaign** with completely updated graphics and content that sees the brand engaged in a multi-channel campaign driven by hashtags:

- **#Firmaituopiattimigliori** (#putyourmarkonyourdishes), with recipe suggestions and kitchen pairings;
- **#Ilmetodoèlanostrafirma** (#themethodisoursignature), to describe the Berio Method



A campaign that aims on the one hand to consolidate brand awareness, which is still new to the Italian market, and on the other hand to increase understanding of the care and dedication that goes into every bottle of Filippo Berio extra virgin olive oil, thanks to the Filippo Berio Method, a proven guarantee and signature of quality.

CREDITS:

agency: FCB Partners

production house: Black Mamba

director: Greg Ferro

 www.filippoerio.it -  Filippo Berio Oil -  Filippo Berio Italy
#Firmaituopiattimigliori (#putyourmarkonyourdishes)
#ilmetodoèlanostrafirma (#themethodisoursignature)

The **SALOV Group** was founded in 1919 through the merger of several companies that had been active in the oil trade since the mid-19th century. It is based in Massarosa, in the province of Lucca, and is among the **largest companies in the oil sector** with a consolidated net turnover in 2019 of around 275 million Euros and 91 million litres sold.

The SALOV Group, which has always been present on the Italian market with the famous **Sagra** brand, launched the **Filippo Berio** brand for the first time in Italy at the end of 2019, already a well-established brand worldwide and currently market leader in the USA, UK and Russia, as well as in Belgium, Holland and Switzerland. Filippo Berio has a dedicated range for Italy, one capable of responding to an increasingly demanding consumer.

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