



GUARDINI'S CROSS MEDIA COMMUNICATION TO LIBERA BRAND BUILDING AND BEBIT

Libera Brand Building, creative and strategic consultancy firm, will handle the communication strategy of Guardini, leader manufacturer of bakeware products. With Bebit, Inthezon and MagicBox Events, Libera Brand Building is part of a sole Group specialized in emphasizing the value platform of the company.

Libera Brand Building has been selected by **Guardini** to carry out a **format of cross media communication** which will foster the **brand awareness** and highlight **the value platform of the company**.

Guardini is leader in the production of bakeware products; a brand well known worldwide, which has written its own story with passion, a handcraft talent transformed in productive capacity, a creative intelligence, a relentless research and experimentation.

*“To be chosen by a brand which has been present on the market for 70 years is a great achievement for our team” – asserts **Roberto Botto, Ceo & Founder** of the **Group Libera Brand Building** –The communication is aiming to increase the **awareness** and improve the perception of the brand emphasizing its’ values: **made in Italy, passion for cooking, reliability and accessibility.**”*

The communication strategy’s targets are cooking lovers who also love taking care of their house and feel they want to live the kitchen lightly and relieved of the stereotyped expectations society has imposed.

Bebit, the digital agency of the Group, will carry out the social strategy on Facebook and Instagram in order to strengthen the brand’s values and build a community thanks to engaging and captivating formats, using the main concept of the atl campaigns.

*“We are very proud of the work we have done with Guardini which embraces an original and captivating brand philosophy. – declares **Riccardo Barbazza, Creative Director** of **Bebit** – Together we will bring on the brand’s social channels a warm, friendly and fascinating way of living your kitchen day by day.”*



*“We have chosen **Libera Brand Building** for this new project, very important for us, of relaunch of the brand Guardini because their team of experts has understood, better than anyone else, the essence of the values of our brand using them in a very creative way and connecting with the important concepts of our time”. – declares **Elena Guardini, CEO and Marketing Director of Guardini** - We believe that, thanks to a high specialization of the team, the collaboration will absolutely be advantageous and will help us achieve ambitious goals.”*

*“Libera Brand Building’s new strategy is built on an innovative vision of the brand that does not forget the traditional values which distinguishes us.” - declares **Nadia Bisio, Communication Manager of Guardini** - “The experts of the agency will follow us in this new adventure focused on a more original and light lease of our brand. This new strategy will deal with many new activities and topics to give a new impulse to one of the major bakeware suppliers in Italy and in the world.”*



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