



## **SERGIO TACCHINI CAMPAIGN “IF HE WAS A TENNIS PLAYER”**

*Milan, March 2015* – For its 2015 communication, Sergio Tacchini, the historic sports brand, presents a new project entirely dedicated to social network users.

In a series of posters, celebs of film and music fame, current day big names and icons of sport are imagined – through the eyes of this brand with tennis in its DNA – as if they were tennis players. A Sergio Tacchini tennis kit of polo, shorts, accessories and racket is customised with details characteristic of the “reworked” personalities, providing clues to their identity.

The posters will in fact be posted on social networks without mentioning the name of the famous person wearing Sergio Tacchini, and viewers will be asked to guess who it is.

The campaign has been devised and produced by the DUDE agency in Milan. The first post will be on the official Sergio Tacchini FB page on 18 March, with two posts a month then until the end of the year.