



SERGIO TACCHINI LAUNCHES THE “DRESS THE PASSION” ADVERT AND THE NEW DIGITAL COMMUNICATION CAMPAIGN

Milan, February 2015: Sergio Tacchini, the historic sportswear brand, has recently launched its new “Dress the Passion” advert, which focuses on the enhancement of the brand’s values: tennis as part of its DNA, and its elegance and passion for this sport.

The “Dress the Passion” claim, launched with the 2014 press campaign is reconfirmed for 2015 with the same visuals for the press and the new video, proof that passion as a philosophy of life and for tennis is one of the Sergio Tacchini values.

The star of this video is Tommy Robredo, currently one of the top 20 in the ATP rankings and the face of Sergio Tacchini, shown playing his most elegant shots. The slow motion technique and “Clair de Lune” soundtrack by Debussy highlight the classic elegance of tennis and this Italian brand.

Sergio Tacchini turned to DUDE for the making of the advert, an agency based in Milan that has managed to fully identify with the brand’s values and convey them through this communication strategy. The video was filmed in Barcelona and will feature in a 10s format from February on the dedicated Super Tennis TV channel and in a 45s version on the web. Three different 5s versions will be used during the Monte-Carlo Rolex Masters Tennis Tournament.

DUDE has also been commissioned with development of communication for digital channels with the creation of video formats and social content for the Sergio Tacchini Facebook page, for social networks in general and for the web.