“S.Pellegrino and Pierfrancesco Favino: sharing Italy with the world”

S. Pellegrino is launching a new international communications campaign with a video dedicated to Italy, starring Pierfrancesco Favino, the actor who best represents Italy on the global scene, and directed by Antony Hoffmann.

Mai 2013 – “S. Pellegrino. Live in Italian” is more than a simple claim; since the year 2000, it has been an underlying theme for S.Pellegrino, the most well-known sparkling natural mineral water in the world that has been exporting the Italian lifestyle and its core values across 5 continents for over a century. Today, S.Pellegrino’s call to Live in Italian takes on a contemporary twist in the new international communications campaign, realized by the Italian agency Ogilvy & Mather Advertising, which goes beyond a simple commercial to become a proper story that brings to life the most positive aspects of Italy: the art of dining, the utterly Italian ability to find creative solutions for handling the most diverse situations, and the pleasure of togetherness, even when you’re a world away from home.

To communicate these concepts, S.Pellegrino hands the scene over to the entertaining, expressive Pierfrancesco Favino, the actor who best represents Italy country on the global scene, under the guidance of one of the best commercial directors in the world, the talented Antony Hoffmann. Favino, with his deeply Mediterranean character and charm, embodies that style and elegance that appeals so strongly to foreign audiences, doing it all with the extraordinary simplicity and naturalness typical of Italy. As a versatile actor, transitioning effortlessly from cinema to television to theatre, Favino has carved out a place for himself in large international productions such as Ron Howard’s Angels and Demons, in which he played across from Tom Hanks, Andrew Adamson’s The Chronicles of Narnia: Prince Caspian, Spike Lee’s Miracle at St. Anna, Ron Howard’s The Rush.

The S.Pellegrino film combines three successful ingredients for a winning story: it all takes place in Shanghai, the most populous city in the world. Driven by innovation, modernity and tradition, this city is known as the economic, financial, commercial and communicational capital of China. Here we find an Italian lying awake with jet-lag, tossing and turning in his bed at an ultra-modern hotel. He gets up in the middle of the night and faces the window to see a billboard with a giant bottle of S.Pellegrino water amidst the sparkling city lights below. Suddenly his mind wanders to the pleasure of the cool water and he’s hit with the desire to relive the experience. He races down to the restaurant, only to find it closed; here he meets two other Western hotel guests and with one look the adventure begins. They sneak into the kitchen and take to the stove, having fun orchestrating a simple masterpiece: a plate of spaghetti. Together, they share the experience, cheerfully toasting to their newfound friendship with a glass of a sparkling S.Pellegrino.

Passion, enthusiasm and style: these are the elements that pervade the campaign with high quality acting that makes everything seem so natural and credible.

“The idea that we wanted to convey is simple and direct: S.Pellegrino inspires us all to live in Italian, in an authentic way, anywhere in the world.” says Fabio Degli Esposti, Sanpellegrino International Business Unit Director. “Appreciating togetherness, experiencing food as a chance to meet up and share emotions, savouring the unique experience of socializing with taste and elegance: these are all ways of fully appreciating the pleasure of the simple, yet beautiful things in life. This sentiment knows no geographical or cultural barriers. So whatever language you speak, Live in Italian. This is a campaign of international reach, accompanying the growth of our brand across the globe: it will first debut at the end of April in France on the main television networks. In July, it will make its first
appearance in Italy and the United States, on the TV and the Web, consistent with the newest trends in social communication”

"I consider my Italian birth a privilege. In our country, at every turn we are surrounded by beauty, by culture, and by a history that boasts centuries of different traditions. All this should make us proud and push us to be better every day. But this reputation for greatness and importance, which is well-known and respected internationally, is also a responsibility for us Italians, who must live up to the country from which we come. I have never been in a commercial before, but what drew me to the S.Pellegrino project were the values it represents across the world: Italian culture, the skill with which it is produced. I’ve travelled a lot and I can tell you that when you’re at a restaurant abroad, they ask you if you want water or S.Pellegrino, because it is recognized for the value that goes into it, the work, the tradition, the history and the ability to export a positive perception of Italy. It’s something that I hope can be associated with me too one day … that’s it: I’d like it if one day people could think the same of me.”

Pierfrancesco Favino, actor

"Beauty, quality food, togetherness and a life of authentic passion: these are all values that can be summarized in a single word: S.Pellegrino. It’s the brand known by people across the world: from a café in Milan to a bistro in New York, to a top restaurant in Shanghai, a big city in an emerging market. It’s part of our life; it’s an integral part of the Italian experience, of the art of Living in Italian and all its values, of a delicate taste for details – for the unexpected. We tried to bring all these elements to life in the film, along with the pure joy of the unexpected. "Live in Italian" is not merely a turn of phrase. It refers to the distinguishing character trait of Italians themselves: that knack Italians have for rejoicing in life and for doing things with authenticity and an innate sense of style. With this film, we aren’t just aiming to convey a passion for food, but we want to demonstrate how Italian authenticity can transform ordinary moments into extraordinary, unexpected moments. This commercial seeks to combine fashionable elements with the story-telling style typical of film, in true cinematographic style. It’s a mixture of elegance and sophistication, with a dash of acting. These are people we can identify with: they are real and authentic. What I really liked about the script, other than the words themselves, is that it felt very familiar and close to the experience as it might have been lived out in Italy. Now that I work frequently in China, I’m able to convey these peculiarities and deeply understand the Italian character, not only towards food but also towards creativity and passion. Our protagonists discover the ingredients for a plate of pasta in the kitchen, and from them, they manage to make a unique, distinctive dish."

Antony Hoffman, director

“It was an honor to develop and carry out this communication campaign on behalf of such a prestigious brand, herald of Italianity concepts. Concepts that are deep-seated in Italy and that redefine, through this TV commercial, the core perception of Italianity worldwide in a much more contemporary way. With the International Business Unit team we’ve been working a long time on the strategic aspect by focusing on a new idea of being Italian worldwide: a master of style and of beauty, a bon vivant, gifted with exceptional crafting ability. But most of all a new idea of togetherness. These are S.Pellegrino’s own values, this is a new idea of living in Italian, and of Italy itself, which are exported worldwide and waited on the best restaurants devoid of clichés too often depicted in TV commercials.

A new chapter for S.Pellegrino’s brand, a new communication chapter on ‘live in Italian’.”

Giuseppe Mastromatteo, Executive Creative Director, Ogilvy & Mather Advertising
Credits

Film title: Italian inspiration
Agency: Ogilvy & Mather Advertising
Characters: 1
Duration: 45”/30”/2’ (web)
Condensed version: 15”

Executive Creative Director: Giuseppe Mastromatteo, Alessandro Sabini
Client Creative Director: Marco Geranzani (Copywriter), Giordano Curreri (Art Director)
Head of Planning: Giovanni Lanzarotti
Account Director: Laura Mora
Account Executive: Valentina Noè
TV Producer: Francesca D’Agostino
Production House: Indiana
Executive Producer: Marco Cohen
Producer: Marta Stella
Director: Antony Hoffman
Original score: THEMUSICBANK to Roberto Baldi (as original music)

Post-production: Band
Editor: Massimo Magnetti
Audio: Music Production
Piefrancesco Favino’s wardrobe: Gucci
Kitchen accessories: Lagostina
Recipe design: Davide Oldani

About S.Pellegrino and Acqua Panna

S.Pellegrino, Acqua Panna and Sanpellegrino Sparkling Fruit Beverages are international trademarks of Sanpellegrino S.p.A. which is based in Milan, Italy. Distributed in over 120 countries through branches and distributors in all five continents, these products represent quality excellence by virtue of their origins and perfectly interpret Italian style worldwide as a synthesis of pleasure, health and well-being.

Founded in 1899, Sanpellegrino S.p.A. is the leading company in the beverage sector in Italy with its range of mineral waters, non-alcoholic aperitifs, drinks and iced teas. As a major Italian producer of mineral water, it has always been committed to enhancing this primary good for the planet and works responsibly and passionately to ensure that this resource has a secure future.

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A talk with Pierfrancesco Favino

Six words, six concepts. Tell us the first thing that comes to mind:

- Beauty: F. Italy
- Passion: F. Love
- Authenticity: F. Children
- Naturalness: F. Food
- Mastery, artisanship: F. cinema
- Togetherness: F. Friends

You’ve said, “I seize the literary aspect of life. When I see a person, a story comes to mind”. Have you ever met a person you’d daydreamed about just to discover that his/her story was more interesting than you’d imagined?

F: Yes, it’s happened many times. That’s probably the most common experience for anyone. Take our parents for example: they’re people who we imagine all kinds of things about, and then we discover who they are later on – not as parents, but as people – and it’s always a big surprise!

On your official website, there’s a section entitled “Ethics”, which you’ve dedicated to the non-profit campaigns you support, from environmental and cultural protection to defending the weak. Why did you decide to do this?

Apart from stereotypes, which Italian traits do you see in yourself?

F: I consider myself privileged, and very fortunate, and I think the best way I can use my notoriety is to put it to work bring other people’s problems to light, to giving them a voice and contribute to resolving these problems. There are many distinguishing aspects of Italian life and culture. For example, generosity is a typical Italian trait, along with hospitality and a curiosity for the world around us. Plus, we are always great travellers. I think these are the most important aspects that can be attributed to us and that I recognize in myself.

You are often seen as one of the representatives of Italian charm and savoir faire. What does it mean for you to be Italian (both in Italy and abroad)?

F: Being born in a country like ours, where we’re surrounded by the beauty, culture and history... I think it’s a privilege. It makes you a better person. But it’s also a great responsibility, because when you have to compete with so much greatness and importance that’s recognized and respected around the world, it makes you want to live up to the country you come from.

What actor (past or present) has best embodied the values of Italy in your opinion?

F: No doubt about it, Marcello Mastroianni, even to this very day!

What does being an Italian actor today in the USA and France mean to you?

F: There’s a lot of curiosity about us Italians. We are still very much respected, but we have to constantly live up to this respect. There are some clichés about us that we must make an effort to fight – even if they are true at times. I would like it if this mentality changed a little, even in one small aspect, and I’d like to be a part of this change.
Can you tell us something about an experience you’ve had working abroad?
F: Obviously, there are lots of moments I could talk about ... I wouldn’t know where to start! But since we’re talking about dining and food ... I was filming in New Zealand, the farthest place from home, when I found a guy that imported Italian food. From that moment on, I cooked for the entire cast and crew practically every evening! I’m not a great cook, but I try to get by ... and it seemed like my pasta dish with authentic Italian ingredients was really appreciated!

Which American or French director would you like to work with?
F: There are so many...too many for me to name here. The great maestro Martin Scorsese, Michael Man, Ridley Scott, or The Coen brothers, and even Steven Sothersberg, George Clooney, who I like a lot, and if we’re talking about the French, Olivier Assayas, André Téchiné, Jacques Audiard and Marcel Carné. If I managed to work with even a few of them, I could retire happy!

During your acting career, have you ever had to take on a character to the point where you had to change – at least temporarily – your tastes or the way you approach food?
F: When I work on a character, I like to use my body as well. I change, adapting myself to the character, and when required, I modify my weight. I always try to adapt my figure and style to the character, physically speaking, of course. So if they ask me to gain or lose weight, I still follow nutritional guidelines ...

Can you remember any stories about a film you were in that involved food?
F: When talking about food on the set, a good rule of thumb is not to eat too much when you have to film a scene at the dinner table. But when you have to play a man who’s dying of hunger, for example and you have to do at least 15-16 takes ... it’s a good idea to fast for two days beforehand. One of the directors that considers food an integral part of the story is Ozpetek, who I’ve had the pleasure of working with. In his films, we had to cook and go to the market to buy the ingredients! It’s all part of developing the characters that Ozpetek wanted us to channel as realistically as possible.

What scene or film most strikes you in the way it addresses the relationship between man and food, and why?
F: Food has always been one of the central elements in cinema. When thinking of recent films, Ratatouille comes to mind, as well as Babette Feast. One director I really like for how he uses food in his films is certainly Luca Guadagnino. He reminds me of the great film stars who often identified the kitchen as the central element in the stories they portrayed, like Marco Ferreri did for The Grande Bouffe.

If you were a director, what dish would you choose for a seduction scene set at the table?
F: It may be cliche ... but I’m thinking of lobster ... and then – why not? – a nice plate of spaghetti!

What is the gastronomic experience you remember most fondly from your time spent on the road for work?
F: An experience from a long time ago comes to mind: I was doing a workshop in Tuscany and when we finished working we met up with a lot of friends on the steps of a little church and threw together a dinner, with bruschetta, cheese and obviously great Italian wine! It quickly turned into a fantastic party...
We know that apart from social campaigns, you’ve never been associated with a brand. What pushed you to accept S.Pellegrino’s offer?

F: S.Pellegrino represents that Italian culture across the globe that I’d like to be associated with. I think whenever people live the S.Pellegrino experience, they know it’s made in Italy, by someone who’s an expert, and they sense the difference when they drink it. Having travelled a lot myself, I’ve realized that when you’re abroad, they ask if you want water or S.Pellegrino, because it’s recognized for the value that goes into it, the work, the tradition, the history and ability to export the concept of Italian positivity. It’s something that I hope can be associated with me too one day … that’s it: I’d like it if one day the world could think the same of me."

Have you ever experienced a situation like the film you shot in Shanghai, in which you improvise a snack even while bending the rules a bit? If so, can you tell us?

F: I’ve never been in a situation exactly like this. But once, I did experience something else quite peculiar when I was filming in a small town in Southern Italy: you see, there weren’t any restaurants apart from one, and the owners lived above the restaurant. When we needed to eat, we went to the door of the restaurant and the owner let us in to feed us. But once the restaurant was closed and we had to knock on the door to their home. When the owner came and opened the door, he gave us the keys to the restaurant and said, “make yourselves at home”!

If you were asked to eat something you find disgusting while shooting a scene – say, caramelized bug skewers like they eat in some countries – how would you react?

F: If they ask me to do something, and they want me to do it, well then, I’ll meet the challenge head-on!

And now, in closing, tell us: what dish do you go nuts for?

F: There are lots and lots. For example, coming from Rome, I really like one dish that seems simple but it’s actually not at all ... carbonara. But I also really like pasta with a sea bass ragu. Really, though, I eat practically everything!
Davide Oldani’s special spaghetti recipe

Ingredients for one person:
70 g N° 5 durum wheat flour spaghetti from Campagna or Puglia
1 medium/large San Marzano tomato (about 30 g)
4-5 small basil leaves
½ mint leaf
Extra virgin Taggiasca olive oil

Directions
Skin the tomato and quarter it, removing the seeds
Cook the spaghetti for 3 min in plenty of water
Drain the spaghetti
Place the tomatoes in a separate saucepan on low heat and add the spaghetti with a decilitre of boiling water
Cook for 6 min
Remove from flame and add salt
Place in 16 cm soup plate
Add loose basil leaves, the mint cut into thin strips and fresh olive oil.