

## **Giuso 08/Advertising, art direction and catalogues/2008**

For the second following year an innovative advertising campaign and communication strategy was created for GIUSO spa aimed to differentiate the company's image and to reinforce the brand's perception.

Peculiar attention was spent in the advertising campaign to support and launch the new "EVOLUZIONE" product (semi-finished ingredients for ice-cream) using a la brand's language extremely "pop" and an unusual image's concept for actual reference field.

[www.giuso.it](http://www.giuso.it)

[www.hstudio.it](http://www.hstudio.it)