



## ***Loacker launches its new advertising campaign: “More than good”***

*Together with its redesigned logo, packaging and recipes, Loacker presents its new advertising campaign. As the final step in the brand relaunch, the campaign conveys the core values and the constant striving for goodness that is at the heart of all Loacker products and their unique 100% natural taste.*

*Auna di Sotto (Bolzano) – **Loacker** – the Alto Adige-based leader of the worldwide wafer market that is also specialized in the production of chocolate specialties – is launching a **new advertising campaign**. With a number of touch points, it effectively **conveys the values and choices** that enable the company to **offer its final customers products of pure, natural goodness**.*

The new media campaign is part of a broader, long-term project that aims to **reposition the brand in an entirely new way**, speaking directly to an increasingly attentive and mindful clientele. This major undertaking started in 2019 with the launch of the **new “Goodness is a choice” brand promise and the advertising campaign of the same name**. This year, **the brand promise comes true in the brand relaunch and in the “More than good” campaign**, which speaks of everything that, in a real, tangible way, lies behind Loacker’s proverbial goodness, and the choices that make the company *more than good*.

Again this year, the concept at the heart of the new campaign has been turned into a **manifesto-commercial**, which **opens with a view of Monte Sciliar**, the majestic massif in the Dolomites. These mountains have always inspired Loacker’s choices, and have now become an integral part of the new brand logo, symbolizing the lasting bond between the company and the place where it all started.

The **underlying themes of the storytelling** are the values and choices that have enabled Loacker to create **new recipes** for its much-loved products. Products that are truly good – and indeed, *more than good*. To a great extent, this has been made possible by the **projects to verticalize the most strategic raw-material supply chains**, which Loacker has launched in order to ensure that its customers can enjoy top-quality, sustainable ingredients.



**The story in the new commercial is told in the words and from the point of view of a female character who plays the part of a Loacker employee, in a series of little moments and actions of daily goodness. The loving care she takes of her family can also be seen in the choices of goodness that she applies at work.** The wild strawberries that she and her children pick for grandma are chosen with the same loving care as the ingredients at the heart of Loacker products: **the 100% Italian hazelnuts, the non-GMO Alpine milk, the precious Bourbon vanilla pods from Madagascar, and the cocoa from sustainable farming.**

The 60-second manifesto-commercial will be aired in 30-, 15- and 6-second spots and **the campaign will target various touchpoints**, including, of course, **social and digital** media. The *“More than good”* advertising campaign thus rounds out the brand relaunch – a worthy ending to a story that began with the redesign of the logo, packaging, and recipes.

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#### Loacker

“Che bontà!” means Pure goodness! with every bite, since 1925. For all this time, we have been offering you the pure, natural goodness and pleasure of our magnificent creations. This long confectionary tradition started with Alfons Loacker, who first started making wafers in his little pastry shop in Bolzano. Not much has changed since then: we now make all our delicacies at 1000 meters above sea level, high up in the mountains in Auna di Sotto and Heinfels, using only carefully selected natural ingredients, with no trace of any added flavors, colors or preservatives, and we pack our specialties fresh out of the oven to preserve their full fragrance. But, to achieve perfection, goodness demands more than this, which is why we are constantly committed to greater social and environmental sustainability. Because, at Loacker, goodness is a choice.

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**Loacker Press Office – Connexia**  
Daniela Fontana / Marta Casella  
[loacker@connexia.com](mailto:loacker@connexia.com) tel. 02 813554

