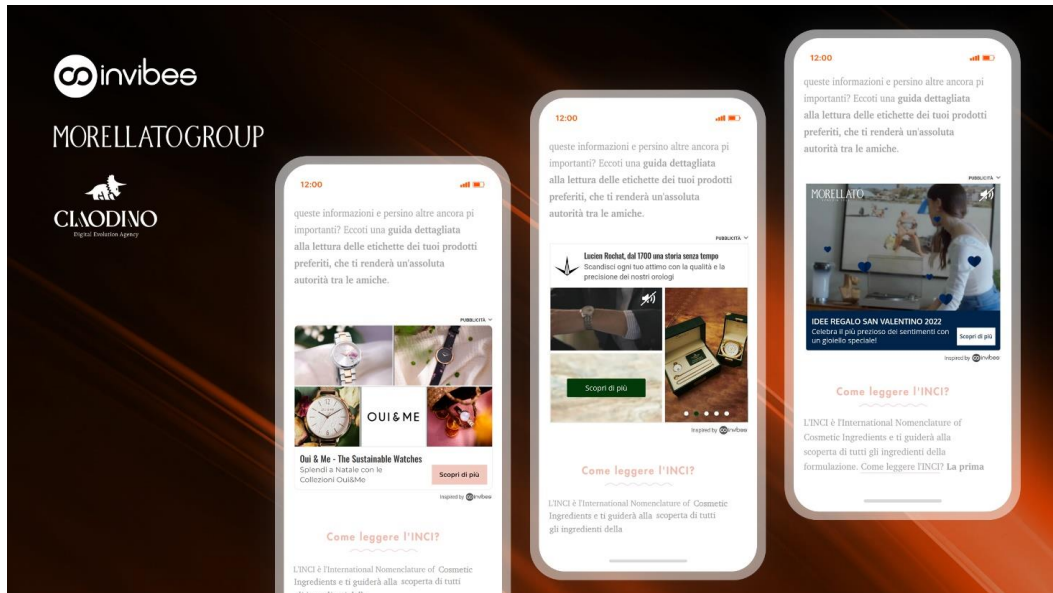


## Morellato Group collaborates with Invibes Advertising and Ciaodino – Digital Evolution Agency to promote an excellence of Italian jewellery

Milan, 26 January 2023 – Morellato Group and Ciaodino have trusted the expertise of Invibes Advertising (Invibes), international tech company specialised in digital advertising through in-feed formats throughout the past year, to enhance the value and elegance of its brands. After the great results obtained, new partnerships have also been launched in 2023.



Preciousness, contemporaneity, and quality are some of the values that differentiate the brands and advertising communication of Morellato Group, which were supported in Ciaodino's digital planning. During the past year, Invibes also successfully shared those values through its engaging and innovative formats, delivered on a selected network of premium publishers. A winning partnership that was consolidated in 2022 thanks to ad planning that maximised opportunities to reach targets and obtain optimal results.

In particular, the Group has stood out for having skilfully taken advantage of key holidays and events across the year through strategic campaigns including Valentine's Day, Mother's Day, Fashion Week, MotoGP, and Christmas, with dedicated flights based on desired targets. Moreover, to highlight the uniqueness of its products, Morellato Group chose some of Invibes' most attention-grabbing and engaging formats. The advertiser was also one of the first clients to experiment with the exclusive Invibes

Features, embellishing its own creativities with the appearance of customisable hearts for Valentine's Day and Mother's Day, and snowflakes during Christmas time. The campaign results were positive for all the brands included (among which Morellato, Lucien Rochat, Live Diamond, Philip Watch and Sector No Limits stand out), and all greatly exceeded reference benchmarks including Viewability and VTR. Brand lift studies were carried out for two tactical campaigns that confirmed the positive outcome of the strategy defined with Ciaodino. In particular, the chosen formats for the Morellato's campaign for Mother's Day obtained optimal results for criteria such as brand interest and brand likeability. Also the Christmas Sector campaign was very impactful, obtaining 60% of purchase consideration (vs 54% benchmark) and 56% of purchase intent (vs 54% benchmark).

**Marisa De Lucia, Client Partner in Ciaodino and owner of the project**, commented: "Working with a prestigious client like Morellato Group, it was extremely important for us to find a partner which shared our extreme attention towards quality and results, always focusing on business objectives as well as the success of the activated campaigns. Starting from these shared values, we manage to find immediately a synergy with the Invibes team which allowed us to use many of their most innovative and engaging formats, capable of valorising the brand and generate memorability".

"The great synergy between Invibes, Morellato Group and Ciaodino allowed us to obtain very rewarding results, and efficiently portray the value of one of the Italian excellences in the jewellery industry" concludes **Alvise Zennaro, Country Manager Italy of Invibes Advertising**. "We are proud for the trust placed in us since in the last year we started new partnerships with seven of the Group's brands and experimented exclusive features with a client always ready to innovate and amaze".

### **About Invibes Advertising**

Invibes Advertising (Invibes) is an international technology company specialising in digital advertising innovation. Founded by co-CEOs Kris Vlaemynck and Nicolas Pollet on the philosophy that digital advertising efficiency comes from being truly innovative and naturally engaging to users, Invibes has developed an integrated technology platform for brands to reach consumers through high-quality in-feed advertising experiences.

Invibes delivers high user engagement and attention for brands by harnessing the power of big data, innovative in-feed formats, wide reach and extensive intelligence services.

In order to partner with some of the greatest brands in the world, like Amazon, Bacardi, Dell, IKEA and Toyota, we rely on even greater people. At Invibes we strive to maintain an energetic, open environment that fosters a culture of ideation, growth and #GoodVibes, that shines straight through to our clients.

Want to hear more about Invibes? Visit: [www.invibes.com](http://www.invibes.com)

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