



In Italian, *issimo* means 'the very best'. A single unique blend of 100% premium Arabica beans, *illy Issimo* is espresso-based Italian coffee without compromise.

Illy's objectives were to use Outdoor for awareness building, and to promote this new brand on a national scale in Cyprus.

The formats chosen were used to create maximum impact, by a wide placement in the main arteries around Cyprus.

Our research, showed that the Illy campaign met its objectives and achieved increased advertising awareness for its target group and a high degree of media attribution to the billboard format employed, contributing greatly in the opening line of the brand.

Create

AdBoard