

Press release

LoRo wins the account for La Scala Theatre

The agency LoRo, which is part of Serviceplan Italia, won the account for the communication campaign for La Scala Theatre for the upcoming season. The campaign runs on print, posters, buses and below the line advertising.

Milan, 14 June 2017 — The advertising agency LoRo, that belongs to Serviceplan Italia, won the account of La Scala Theatre for the season 2017/2018. The communication campaign is seen since 31st May 2017 on print, buses, posters and below the line advertising.

The target is multifarious: melomaniacs, young under 30, kids (to whom special shows are dedicated), and more generally all those people who live or work in Milan but too seldom exploit the possibility to enjoy the high quality offer of the most famous theatre in the world.

The campaign depicts the effort La Scala has made, in recent years, to open itself to wider audiences: the amazing images of operas, ballets and concerts seem to ooze out from the façade of the building, so that art, music, performances are literally leaning out towards the square and the city.

La Scala appears like a center of energy in the middle of a city that, in these years is living an almost magical moment of renovation and fame. That's why it is true to say, as the claim does, that La Scala is "in the center of Milan, in the center of the World".

Creativity is signed by Lorenzo Zordan and Roberto Scotti, creative directors and managers of LoRo; contact and project management is care of Sonia Rocchi.

Pressekontakt

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