

Stefano Pellegrini

MARKETING & INNOVATION CONSULTANT

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BRANDING & PACKAGING

I'm Stefano Pellegrini an Italian marketing & innovation consultant.

I have ten years of experience in packaging and communication in the Spirit business. I was in charge of all innovation & advertising in ILLVA, working on brands like **Disaronno, Tia Maria, Zucca, Artic.**

In that span of time, I managed all the **new products and restyling**, as well as all the **value-added-packs** of all the Company products, managing both the creativity and the actual final design for all the Markets.

some examples...



BRANDING & PACKAGING

In 2019 I decided to become a Consultant, and as entrepreneur I collaborated in the creation of **ENGINE gin**, from the concept ideation, packaging, formulation, production, national/international distribution, from the beginning to its selling.

As consultant, I worked on the packaging for great brands like **Bacardi, Diageo, Pernod Ricard** in Cincinnati (USA), and **Loacker, Unilever, Contratto winery, Spinetta winery and Fiol Prosecco** in Italy, taking care of restyling or new packs development, as well as special promotional packagings.

some examples...



PACKAGING PORTFOLIO



Restyling (both glass & label creation)



new product creation



restyling for Chinese market (all brand family)



restyling (of the all brand family)



special edition



Minion range for the ICON project: creation of design approved by the stylist



product innovation



new product creation(patented)



new product creation

MARKETING & COMMUNICATION

As Global Communication manager in ILLVA, I was in charge of the creation of **TVC and in store advertising**: from the concept, the storyboard to the realization and shooting.

I also defined the global brand strategy 360° for advertising communication, PR, digital, retail and packaging.

Currently, I manage several project as **Art Director** for my clients, following all the steps of the communication campaigns: from concept, moodboards, props, outfits and actual shooting and post-production.

some examples...



COMMUNICATION PORTFOLIO



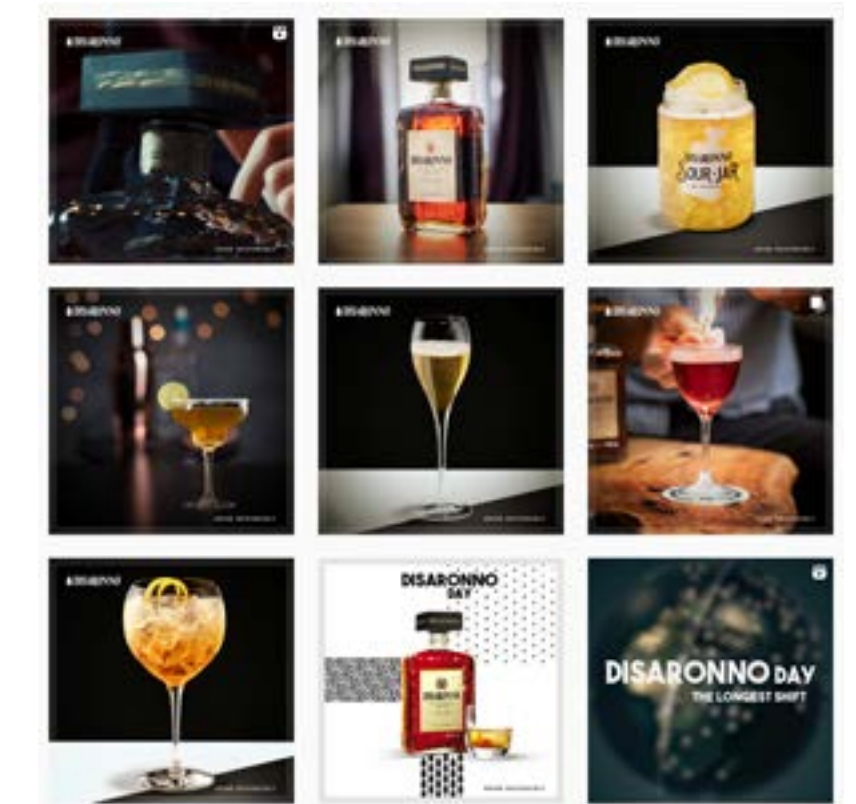
Art Direction VOGUE Editorials



Conception & Art direction Disaronno wears Etro TVC



Art Direction Disaronno Sour Digital Campaign



Conception & Art direction Disaronno and Tia Maria Digital & In-store promotion creativity



Art Direction Supervision Disaronno TVC



Art Direction Supervision Tia Maria One of a Kind TVC



Art Direction Supervision Disaronno Velvet Digital Campaign



Art Direction & Execution Artich Vodka Campaign

THANKS

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