

# Local Works: SanPellegrino



## **The Client**

The signature taste of SanPellegrino cleanses the palate and amplifies subtle flavors, making it the perfect complement to many fine food and wines. This clean, refreshing quality pairs well with any meal occasion, and has helped SanPellegrino become a preferred sparkling water in fine-dining restaurants across the US.

## **Objective**

Target affluent adults in top markets during the key holiday entertaining season.

## **Solution**

A geo-targeted print ad campaign in 3 of Conde Nast's iconic titles.

## **Geography**

5 markets including New York Metro, Los Angeles Metro and Boston Metro

## **Recommended Media**

Architectural Digest, Bon Appétit, Vanity Fair

