



**EXCLUSIVE:**

**THE STORIES BEHIND CAMPARI RED DIARIES 2017 & SHORT MOVIE *KILLER IN RED* ARE UNVEILED  
CLIVE OWEN AND PAOLO SORRENTINO LEAD (R)EVOLUTION TO FILM  
FOR CAMPARI RED DIARIES 2017**

**25<sup>th</sup> January 2017** – Yesterday, [Campari](#) officially unveiled the full campaign and the many stories that make up **Campari Red Diaries**; a holistic (r)evolution to the late Campari Calendar - in Rome - the symbolic hub of Italian cinema.

Representing a step-change in the brand’s communication, **Campari Red Diaries** is a multi-layered campaign that brings to life the powerful ethos that “every cocktail tells a story”, celebrating cocktails as a powerful vehicle for expression by shining a light on the influences that inspire bartenders to share their craft. ***Killer in Red***, the pivotal piece of the project, is a brilliantly executed short film written and directed by the Italian internationally-renowned award winner, **Paolo Sorrentino** and starring Hollywood actor, **Clive Owen**.

Set in a high-end bar, the typically Sorrentino-esque noir sees Golden Globe winner Clive Owen move from ordinary man to take on the guise of Floyd, a notorious bartender back in the early 1980s, as Clive’s character imagines the story behind the creation of the eponymous cocktail creation, the *Killer in Red*. The film moves between two time periods, brilliantly portraying the high-energy zeitgeist of the time using a cast of more than 170 and through the use of original costume from the era.

According to legend, Floyd has a talent for reading his clients and crafting them with the perfect cocktail for their character – as the story unfolds this so-called talent soon introduces him to the ‘Lady in Red’, played by French/Swiss actress, **Caroline Tillet**. Yet, as the story develops, the audience begins to suspect that the ‘Lady in Red’, is far more complex than Floyd could ever have expected. As with many of Sorrentino’s films, the film’s ending leaves the audience with the intrigue to draw their own conclusions, while reinforcing Campari’s ethos that every cocktail tells a story, with the bartender serving as the narrator.

**Clive Owen, *Killer in Red* Star and Protagonist**, comments: “*Campari Red Diaries* was a very easy project to say yes to - I loved the fact it was a short movie with a proper story as opposed to a commercial, while the



*fact it was being directed by Paolo Sorrentino was also a great attraction. I think Sorrentino is one of the best directors out there – an imaginative visionary.”*

**Paolo Sorrentino, Director and Screenwriter of *Killer in Red***, adds: *“I am proud to have been involved in this Campari project for two reasons - mainly because of all the other incredible artists that had the privilege to work with the brand in the past - my name is now mentioned in the same breath as Depero, Fellini and others, even if it probably shouldn’t. I am also proud because this project, at least in Campari’s intentions, is unusual - I like being involved in pioneering projects.”*

*Killer in Red* is the ignition of the masterful campaign, yet the **Campari Red Diaries** journey is about bringing to life the artistry of bartenders in an authentic way. **12 cocktail stories** created by some of the leading bartenders from all around the world, with each brought to fruition through the medium of video by young and emerging Italian director **Ivan Olita**. Viewers are guided through the magic behind the creation of each Campari cocktail, placing the culture of mixology and its many facets centre-stage. Each of the stories captures the personality of the bartender and their narrative in an intimate fashion, absorbing the audience in the very same way that one is absorbed when choosing a cocktail.

Keeping with the tradition of the Campari Calendar of days gone by, as well as to ensure **Campari Red Diaries** is a true (r)evolution, the ***Killer in Red*** protagonists and the bartenders behind each of the **12 cocktail stories**, are to be immortalised with the creation of the **Campari Red Diaries Calendar Book**, shot by acclaimed Argentinian photographer, **Ale Buset**, who captures and encapsulates the true essence behind each story and its narrator. As in previous years, only 9,999 copies have been printed and will not go on sale but will be internationally distributed to friends of Campari around the world as a memoir.

**Bob Kunze-Concewitz, Chief Executive Officer** of Gruppo Campari comments, *“I am excited to launch this year’s truly unique campaign in Rome, allowing us to once again surprise and delight Campari fans all over the world by taking the brand into uncharted territory. Using film as a vehicle for the campaign has allowed us to depict the multifaceted artistry of cocktail making as well as continuously challenging ourselves to drive our iconic status as a world-renowned contemporary global brand.*

*“This year’s campaign takes on a new medium without severing ties with our past Campari Calendars which is exactly our approach to the brand - to innovate without ever forgetting our heritage. I am extremely*



*proud of the result, which I must attribute to the array of professionals we have been lucky to work with from Paolo Sorrentino, Clive Owen, Ale Buset and Ivan Olita, all of whom have left their own special mark not only on the campaign but the history of Campari.”*

J. Walter Thompson Milan created the Campari Red Diaries concept, including the original story of **Killer in Red**, of which the screenplay was written by Paolo Sorrentino. Campari Red Diaries, including **Killer in Red**, was produced by Filmmaster Productions.

**-ENDS-**

#Campari #RedDiaries

[www.campari.com](http://www.campari.com)

<https://www.youtube.com/EnjoyCampari>

<https://www.facebook.com/Campari>

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## **PRESS CONTACT**

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## **NOTES TO EDITORS**

### **ABOUT CAMPARI RED DIARIES**

A holistic evolution to the late Campari Calendar, the first edition of Campari Red Diaries shines a light on the experiences and emotions that inspire bartenders to create and share their craft; bringing to life the powerful ethos that “every cocktail tells a story” while celebrating cocktails as a form of art and a powerful vehicle of expression. Captivating month by month, Campari Red Diaries 2017 harnesses the richness of storytelling with bartenders as the narrators.

### **ABOUT CAMPARI**

Campari is a contemporary and charismatic classic. The secret recipe, which has remained unchanged, originated in Novara in 1860 and is the base for some of the most famous cocktails around the world. Campari is an alcoholic spirit obtained from the infusion of bitter herbs, aromatic plants and fruit in alcohol and water. With its vibrant red colour, intense aroma and inspiring flavour, Campari has always been a



symbol of intrigue and pleasure, which unfurls itself into a captivating drinking experience. These are the values that have made the Campari brand famous throughout the world as an icon of passionate Italian style and excellence.

### **About Campari UK**

Campari UK is the Gruppo Campari's UK subsidiary, headquartered in London. A multicultural and dynamic team composed of 40 Camparistas from 10 different nationalities. Established on March 1st 2015, it took over from J. Wray & Nephew UK, a well-established brand builder and distributor of premium Jamaican rums.

At the heart of Campari UK there are two main portfolio offerings: the Italian portfolio with heritage brands such as Campari and Aperol and the white & brown spirits portfolio, led by the Jamaican rum brands Appleton Estate Rum and Wray & Nephew Overproof, as well as Wild Turkey Bourbon.

The company spans an unrivalled premium spirits and specialty offer in its quality, innovation and style and is also the exclusive UK distributor for Bulldog Gin.

### **ABOUT GRUPPO CAMPARI**

Gruppo Campari is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group's key focus, include Aperol, Appleton Estate, Campari, SKYY, Wild Turkey and Grand Marnier. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group's growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses. Headquartered in Milan, Italy, Campari owns 18 plants and 4 wineries worldwide and has its own distribution network in 19 countries. The Group employs approximately 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), have been listed on the Italian Stock Exchange since 2001. For more information: [www.camparigroup.com/en](http://www.camparigroup.com/en). Please enjoy our brands responsibly.



## CREDITS

### **CAMPARI RED DIARIES:**

- Client: Campari
- Creative Agency: J. Walter Thompson Milan
- Production House: Filmmaster Productions

### **KILLER IN RED SHORT MOVIE:**

- Director: Paolo Sorrentino
- Screenplay: Paolo Sorrentino
- Leading Actor: Clive Owen
- The Red Lady: Caroline Tillette
- Supporting Actors: Tim Ahern, Linda Messerklinger, Tom Ashley, Steve Osborne, Emily M. Bruhn, Denise Capezza
- Director of Photography: Daria D'Antonio
- Original Music: Lele Marchitelli
- Production Designer: Andrea Rosso
- Costume Designer: Carlo Poggioli
- Hair Stylist: Aldo Signoretti
- Make-Up Artist: Maurizio Silvi

Clive Owen wears Giorgio Armani

Caroline Tillette's dress and swimwear are designed by Carlo Poggioli and made by *Il Costume*.

Caroline Tillette's jewels are kindly provided by Bvlgari

Filmed at CinecittaStudio

### **CAMPARI RED DIARIES CALENDAR BOOK:**

- Killer in Red & Bartenders Photographer: Ale Buset – 1806
- Costume Designer: Eleonora di Marco
- Make-up & Hair stylist: Tiziana Porazzo, Claudia Pompilli
- Behind the Scenes Photographer: Francesco Pizzo
- Cocktail Imagery: PEPE Fotografia

### **COCKTAIL STORIES VIDEOS:**

- Director: Ivan Olita



- Director of Photography: Gigi Martinucci
- Production Designer: Andrea Rosso