

THE PASSION PROJECT: LICENCE TO CLICK!

(Not an im)Possible mission on Facebook

Novoceram, a French manufacturer of ceramic since 1863, celebrates the power of passion with «The Passion Project»: a multichannel campaign made of an online game on its Facebook Page and its 70's spy-movies inspired Stand at Cersaie 2011, the main traditional mean of Communication of the Brand.

PRESS RELEASE

Novoceram, a French manufacturer of ceramic since 1863, presents "**The Passion Project**"; a twofold operation - **online and offline** – to celebrate the power of **Passion**: the secret ingredient that drives us to do more and more, better and better.

On line: the **Facebook Page** of **Novoceram** becomes the scene of a friendly competition between 3 french **bloggers**, **Mercotte**, **Bango** and **Vincent**, selected to represent each his own **Passion**: cooking, design and art. To win the challenge, the three bloggers invite their readers to participate in a quiz on the fan page. The game consists in becoming **secret agents** to accumulate points in favor of a **non-profit association** to whom the winner blogger will donate the prize of 5000 Euros raffled off by **Novoceram**. To light up the challenge, others blogger have been involved to amplify the scale of the event.

Off line: The booth at **Cersaie 2011**, is designed by **Francesco Catalano** as a real haven for **secret agents, in the style of the great spy movies of the 70s**, to take up the theme of the game online. Three major areas are dedicated to the **bloggers**, protagonists of the online game, where they tell their own story and their own vision of **the Passion**, while three imposing video walls shows the faces of the participant Novoceram Facebook Fans, creating this way a continuity between the stand and the **online** application.

The booth **The Passion Project** has been awarded the prestigious **Best Design Exhibit Award 2011 Prize**: an impressive demonstration that **Passion** actually is an irreplaceable element of any small or great success.

To discover all the secrets of "The Passion Project" and to (re)discover all the other Novoceram marketing campaigns, visit the **website** or the **Facebook page**.

INFORMATION AND INTERVIEWS: Our press office, the whole Novoceram team and Management are at your disposal for any further information or for an interview about the booths, the products or the company. Do not hesitate to contact us at: pressoffice@novoceram.fr

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SINTHETICAL INFORMATION

NAME :	The Passion Project
CONTEXT :	Cersaie 2011
TYPOLOGY :	Online Marketing Campaign
INSPIRATION :	'70s Spy-movies
DATES :	June-September 2011

WEB E SOCIAL NETWORK

OFFICIAL WEBSITE :	novoceram.com
FACEBOOK :	facebook.com/novoceram
TWITTER :	twitter.com/novoceram
GOOGLE+ :	plus.google.com/+novoceram
PINTEREST :	pinterest.com/novoceram/
LINKEDIN :	linkedin.com/company/novoceram
YOUTUBE :	youtube.com/user/novoceram
FLICKR :	flickr.com/photos/novoceram

THE COMPANY

The story of **Novoceram** started in **1863** in **Saint-Vallier-sur-Rhône**. With its **4 million m²** of **annual production**, **40 million Euros** of **sales**, a **production site surface** of **90,000 m²** and **170 employees**, the company is one of the leading producers of ceramic tiles in France. The first French ceramic tile company to obtain the **Ecolabel** award and the only French ceramic producer to obtain the **ISO 14001** certification for its environmental management system, since 2000 **Novoceram** has been part of the Gruppo Concorde, one of the largest producers of ceramic tiles in Europe.

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