



Press Release

MEDIA CONSULTA: In the fast lane with Fernando Alonso PR campaign launches Scuderia Ferrari, the new fragrance for men, in Germany

Berlin, 19th August, 2010. Dynamic, passion and resoluteness – that’s what the new fragrance for men Scuderia Ferrari stands for. The lifestyle perfume is distributed by Italian cosmetics company Morris Profumi in more than 70 countries, and has been available in Germany since early August. The fragrance was introduced at an event by successful Ferrari racing-driver Fernando Alonso. MEDIA CONSULTA (MC) is responsible for strategic consulting and presswork for the rollout.

Designed for men in the fast lane, the perfume combines fresh lemon and green tangerine essences with sensual notes from cardamom, cedarwood and musk. Mint and pepper flavours complement the creation. With his youthful charm and spirit, Formula One racing-driver Fernando Alonso is the perfect ambassador for this new Ferrari fragrance. The perfume is for all sporty and self-confident men who like to share this attitude for life.

Karine Dubreuil, perfumer at internationally renowned design company MANE, created this fragrance for winners. Thierry de Baschmakoff, founder and Creative Director of Parisian design agency AESTHETE, is responsible for the design of the flacon.

MC’s will write press articles, correspond with journalists and carry out sweepstake promotions in order to advertise the brand Scuderia Ferrari, and boost its sales.

MEDIA CONSULTA has been working with ars Parfum Creation and Consulting GmbH since the beginning of 2009. In early 2010 ars Parfum Creation, in collaboration with Morris Profumi, entrusted MEDIA CONSULTA with the conception and implementation of PR campaigns for the launch of new international fragrances.



Caption:

Created for men in the fast lane: The new fragrance for men, Scuderia Ferrari.

MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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