



let it out

Italy straight talks on the couch



Client:

Kleenex
BRAND

Year:

2010

Platform:

Field Event & Digital Campaign

Join us for a trip, on a blue couch, through the best city squares in Italy.

Rome, Turin, Naples, Rimini, Palermo, Milan, Florence.

Let it out is the tour that will take you on a folkloristic journey around Italy, from north to south, to witness the significant stories and emotions that marked the people's life experiences.

A unique project that has evolved into Kleenex's communication campaign around the world, mixing:

- Field Events
- Viral & Guerrilla Marketing
- Digital Communication

How? A blue couch is placed at the center of 100 Italian squares: it's the modern confessional where anyone can have a seat and tell his/her story.

The host is sitting on the couch in a city square giving it a living room feel, he invites people passing by to take a seat to share their experiences and emotions, while relaxing in a safe environment. Thanks to this cozy atmosphere the square is transformed into a safe place inside the city chaos.

From street to web: the videos showing these confessions are edited and shared through the Kleenex web TV and on Youtube.



Over 100 Italian city squares

Over 1000 clips

60% contact increase on the Kleenex Italia web site

