



## **CASTA DIVA GROUP: “BREAK THE TABOO” SPOT PRODUCED FOR THE ARGENTINE SOCIETY OF UROLOGY WINS SILVER LION AT CANNES LIONS 2018**

Milan, 20th June 2018

Casta Diva Group (CDG:IM), innovative PMI listed on AIM Italia, operating internationally in the field of communications, announces that the Spot “Break the Taboo”, produced for the Argentine Society of Urology, won the **Silver Lion for the Healthcare category at Cannes Lions 2018**.

This prize has been awarded at the International Festival of Creativity 2018, the most important international event in advertising, where professionals in this field celebrate the best world production from the previous year.

“**Break the Taboo**”, produced by the subsidiary Casta Diva Pictures SA, located in Buenos Aires, is an awareness campaign for prostate cancer prevention, directed by Jonathan Perel featuring Grey Argentina.

Prostate cancer is the most common cancer in men over 50: early diagnosis can save many lives, but the test represents a taboo. The Argentine Society of Urology felt the need to change this perception: an original radio spot has been recorded and the speaker described how the test was not painful, doesn't have side effects and only lasts a couple of seconds, just like describing this simple concept: as a matter of fact, the speaker was getting tested while recording the spot.

**Luca Oddo**, CEO of Casta Diva Group: *"This important award shows the skills of our international network in 14 cities, providing our clients with the best directors and technologies, ensuring excellent quality. We are the strategic partner for big brands storytelling and operate in the global market of advertising, which underlines a strong growth in the digital field compared to traditional sectors, driven by "video content" and "live videos" on social media. Global expenditure in "online video advertising" has reached 24 billion Dollars, +34,5% compared to 18 billion Dollars in 2016. By 2019 videos should represent 80% of internet browsing. "Break the Taboo" video has been posted on the Argentine Society of Urology Facebook page and immediately shared by medical institutes, professionals, opinion leaders of this field and several online media, becoming soon viral. In the following weeks, together with the views on social media, the number of enquiries regarding information on the test and prevention has increased by six times."*

**CASTA DIVA GROUP** (CDG:IM - ISIN IT0005003782) is a multinational company, which operates in communications and production of branded contents, viral videos, digital contents, film and live music entertainment. It is located in 4 continents with branches in 14 cities: Milan, Rome, London, Manchester, Prague, Beirut, Istanbul, New York, Los Angeles, Buenos Aires, Montevideo, Cape Town, Mumbai and Shanghai. The Group brands are Casta Diva Pictures, Casta Diva Events, Anteprema Video, Blue Note Milano and Casta Diva Forums. It represents the biggest production network for advertising and events worldwide, built through an active and continuous interaction among the different branches and the experience of its professionals in digital communications and live entertainment. It's a talent hub able to get Oscar awards and celebrities from all over the world and to discover and attract new creative talents, who deliver standard of excellence. Casta Diva Group and its managers have offered strategies of innovative and creative communications and 100 big brands, reinterpreting the rules of conventional communication. Since its foundation, in 2005, the Group has constantly developed and awarded with the Lions at Cannes Lions International Festival of Creativity, Mobius Award, LIA - London International Awards, EuBEA – European Best Event Awards. It owns Blue Note Milano, jazz club and cuisine restaurant opened in 2003 and part of the international network Blue Note, well renowned in the jazz world, located in via Borsieri, Isola, (not only there) and produces over 300 shows per year, with an income of 25% (fonte: Siae) of the total income of the jazz industry in Italy.



Press release available on [www.castadivagroup.com](http://www.castadivagroup.com) and [www.emarketstorage.com](http://www.emarketstorage.com)

#### CONTACTS

##### ISSUER

**Castadiva Group** | Francesco Merone | [investor.relations@castadivagroup.com](mailto:investor.relations@castadivagroup.com) | T +39023450817 | Via Lomazzo, 34 Milano

##### INVESTOR RELATIONS

**IR Top Consulting** | Maria Antonietta Pireddu | [m.pireddu@irtop.com](mailto:m.pireddu@irtop.com) | T +390245473884 | Via C. Cantù, 1 Milano

##### FINANCIAL MEDIA RELATIONS

**IR Top Consulting** | Domenico Gentile | [d.gentile@irtop.com](mailto:d.gentile@irtop.com) | T: +390245473884 | Via C. Cantù, 1 Milano

##### NOMAD AND SPECIALIST

**Banca Finnat Euramerica** | T +390669933219 | Piazza del Gesù, 49 Roma