

SA Pizzella

Il segreto dei centenari

story-telling

THE BLUE ZONES.

Sardinia is one of the five Blue Zones in the world. These are places where people live remarkably longer lives, **reaching 100 years** at unusually high rates.



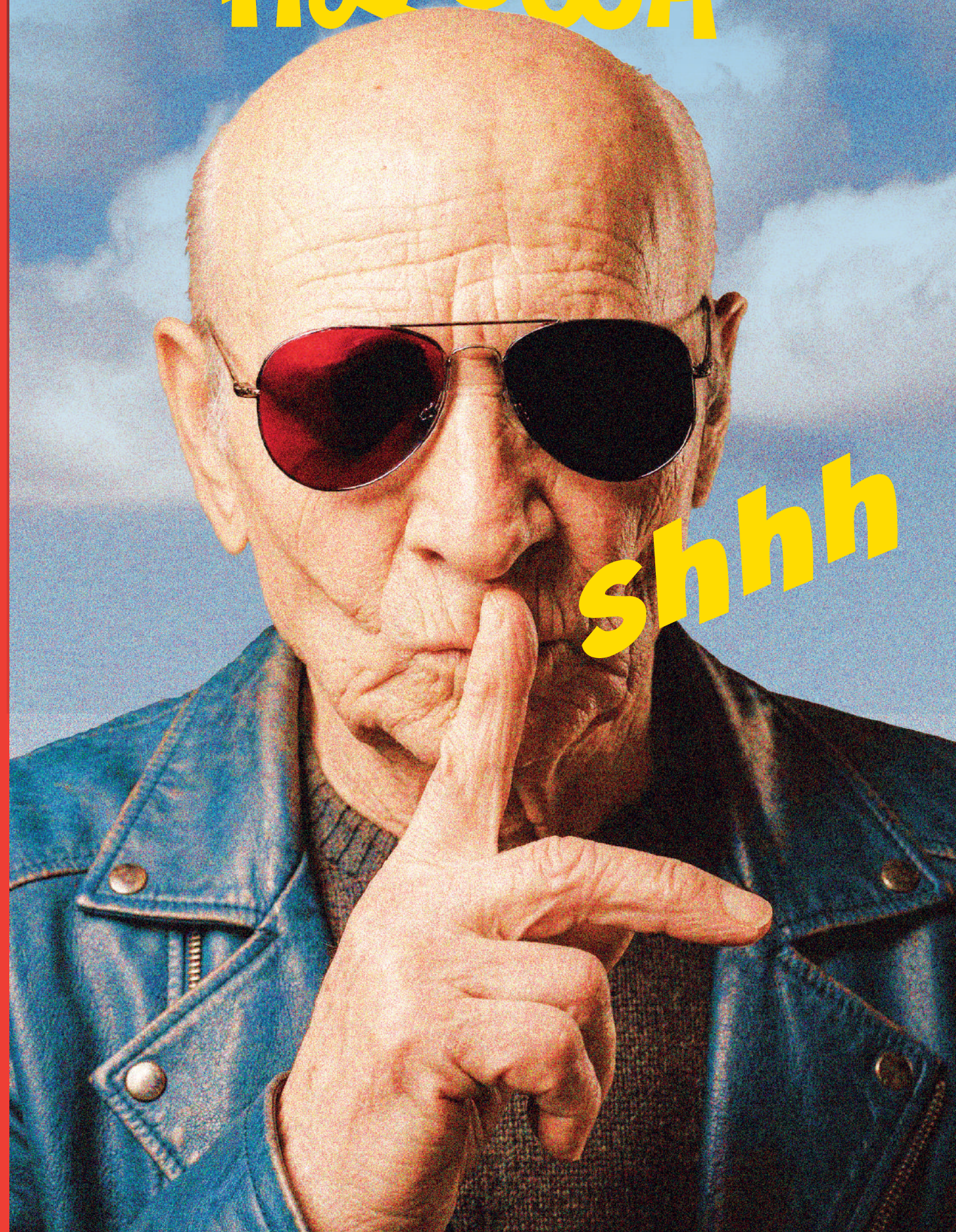
Studies say it's because of the plant-based diets,
the natural movement, the moderate eating.

**BUT ITALIANS
WON'T BUY IT
THERE MUST BE
A SECRET.**

and now we unveil it ...



Sa Pizzedda



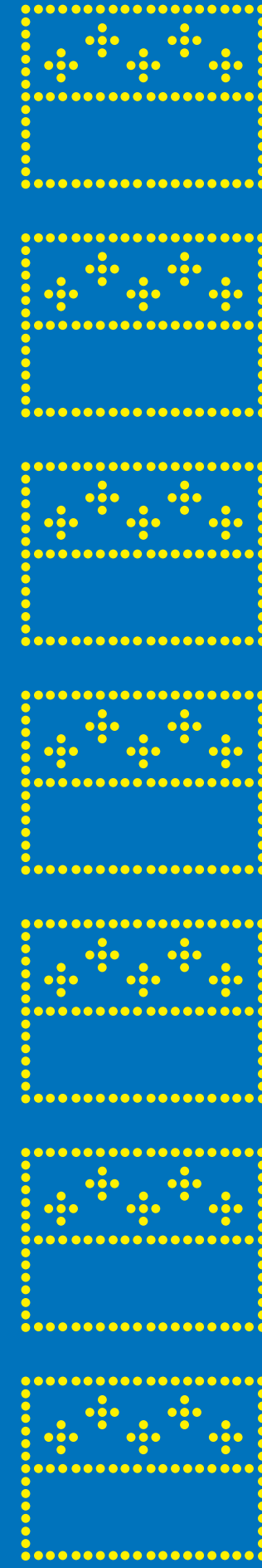
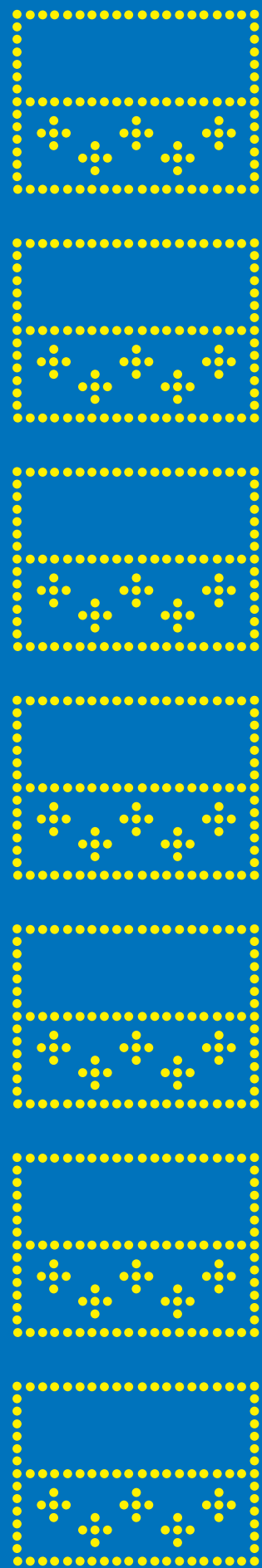
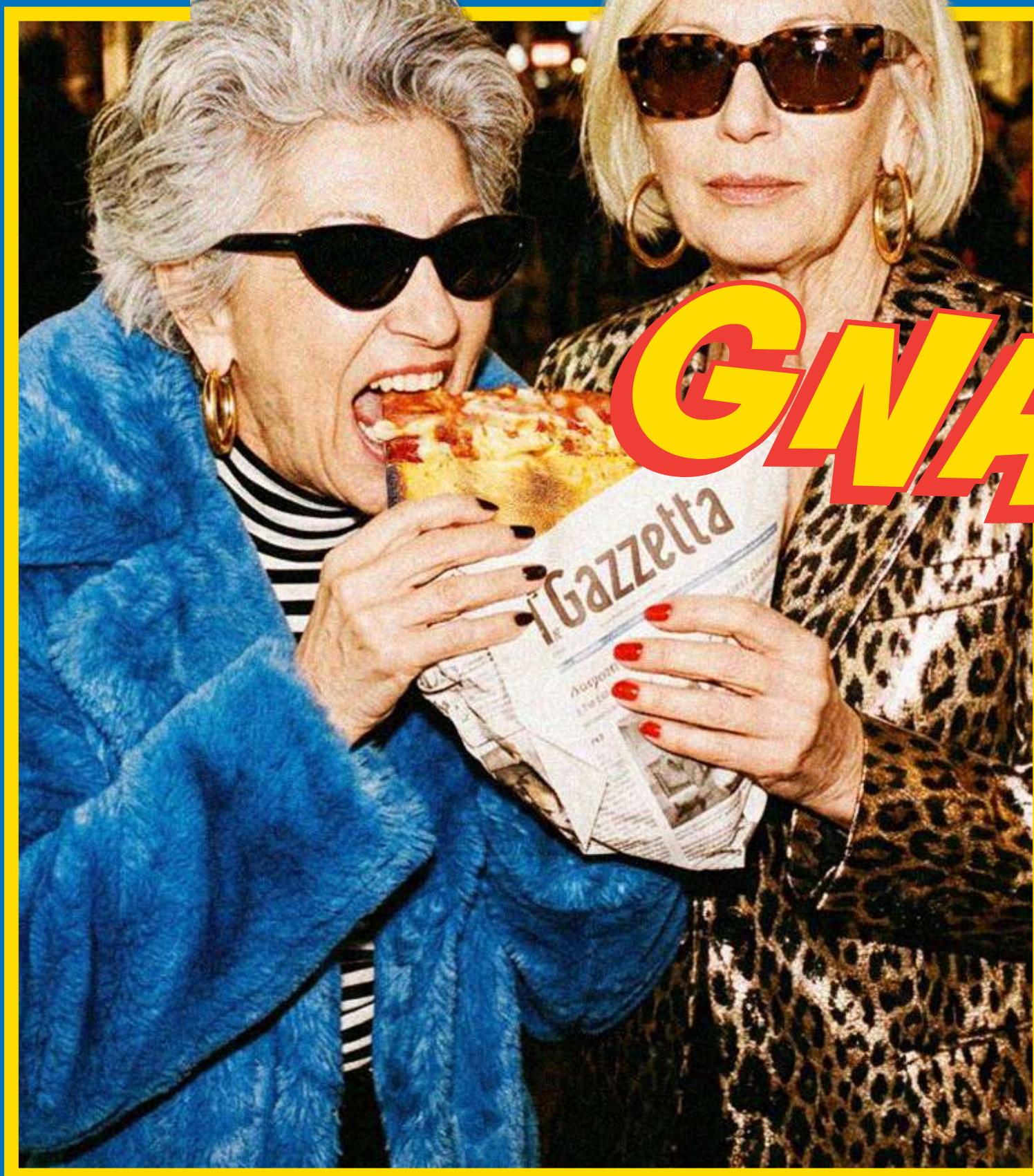
shhh

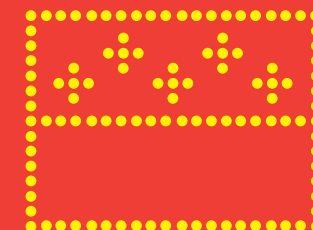
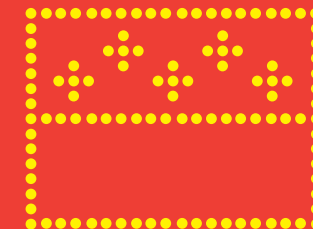
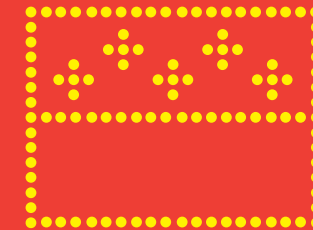
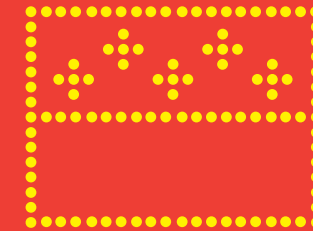
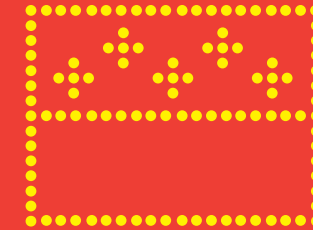
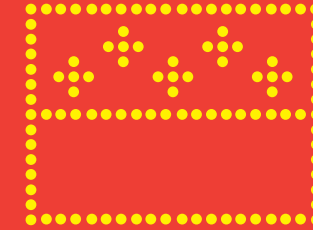
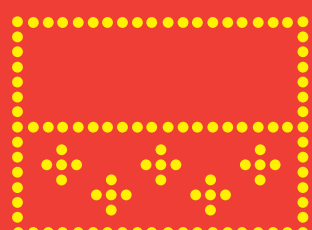
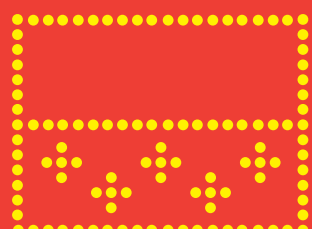
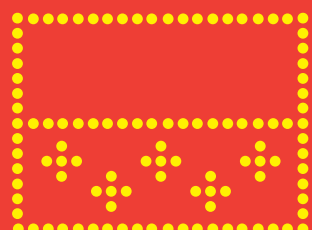
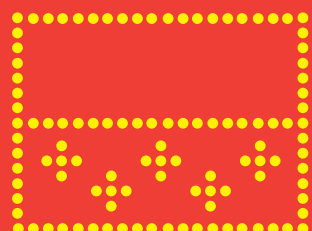
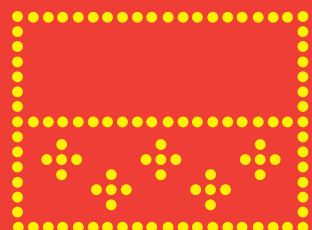
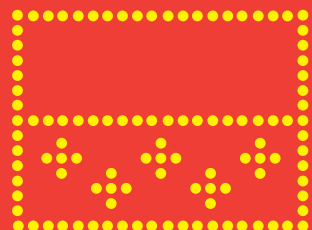
Sa Pizzedda

Il segreto dei centenari

The secret of the island's centenarians is not their lifestyle, nor the fresh air. The true protagonist has an ancient name and an unmistakable scent: **Sa Pizzedda.**

And now, incredibly, **it is no longer a secret confined to the island.**



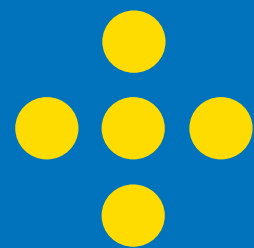


there's a secret

100. *SA*
Pizzedda *shhh*

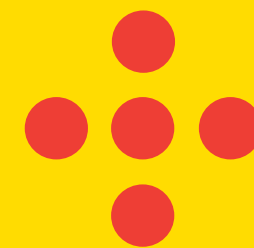
SA
Pizzedda

Il segreto dei centenari



SA
Pizzedda

Il segreto dei centenari



SA
Pizzedda

SA
Pizzedda

Blue zone

C = 90 M = 50
#006eb7

Sardinian Sun

M = 10 Y = 100
#ffdd00

Yellow crust

Y = 20
#ffffbd

Red tomato

107414

M = 90 Y = 85
#e6332a



WOW

palette

BOLD.

Exposure to its **vibrant colours** is the primary source of vitamin D.

pattern and pictogram

TRADITION.

The pizedda pattern is embroidered with the traditional French Knot (Punt'è nù) technique by patient Sardinian women.

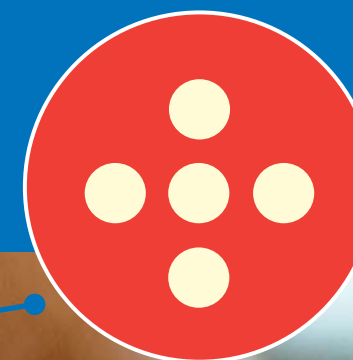
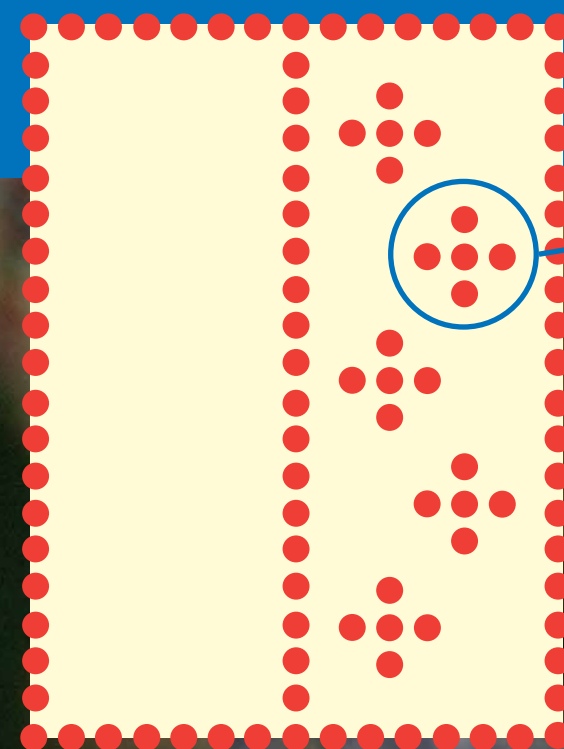
Wallet-shaped pizzas are a wish for **wealth** and **longevity**.



+



=



the secret ingredient



typography

107414

DIVERSITY.

Three very different fonts join **multiple voices** with one shared goal.

Social interaction and the integration of diversity are key ingredients for a long, happy life.

(Adobe font)

Articulat to communicate

Candu sa genti imparat a
rispettai is **diferèntzias** e a
cumprèndiri su valore de cada
persona, sa sotziedadi diventat
prus justa e prus forti.

Chiaro Zi'!

(Adobe font)

SMASH TO TASTE

GNAM

(Adobe font)

quimbry to live forever

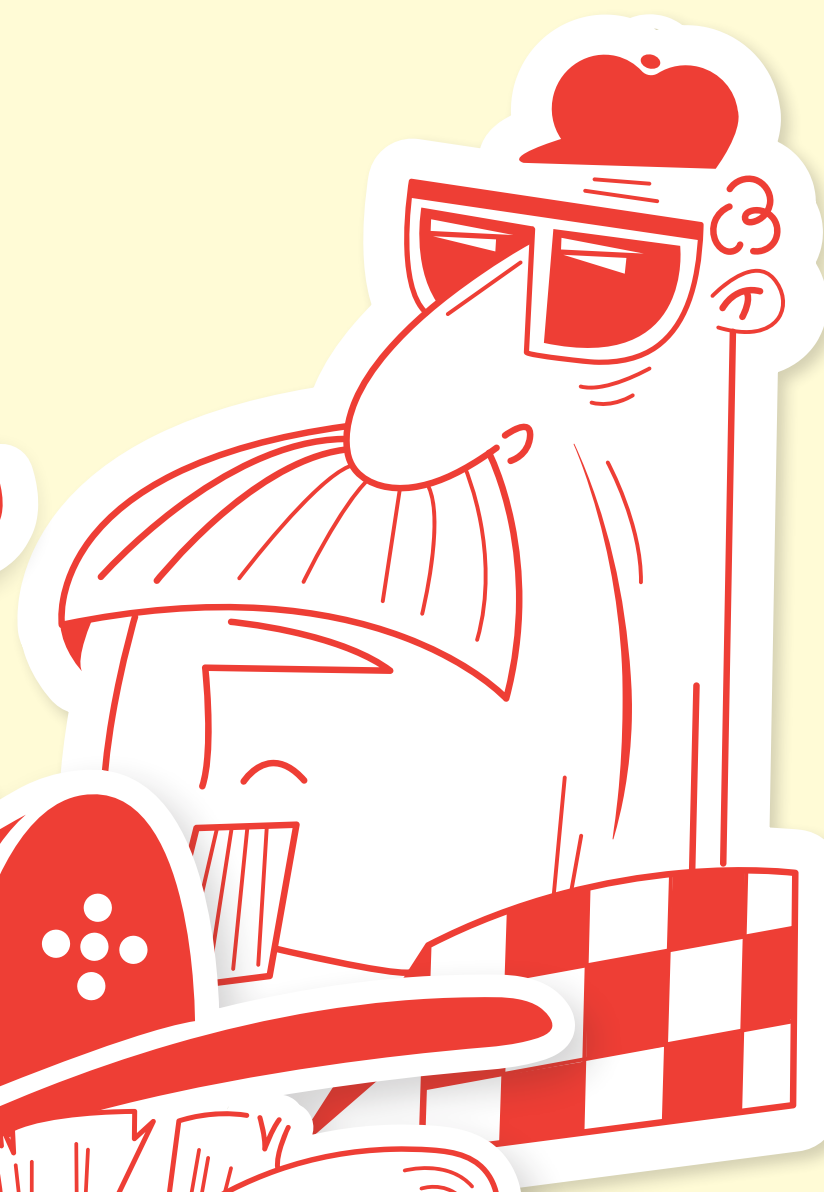
a **100**
di questi anni!

*“Màngia unu pagu de pizedda,
chi ti bìu isciupau”.*

*Pietrina,
103 years old.*



*Giagu,
105 years old.*



*Diecu,
107 years old.*



vector illustration

PLAYFUL.

Meet **Giagu**, **Diecu** and **Pietrina**:
Sa Pizedda's favourite centenarians.



launch campaign

LIVE LONGER, PAY LESS.

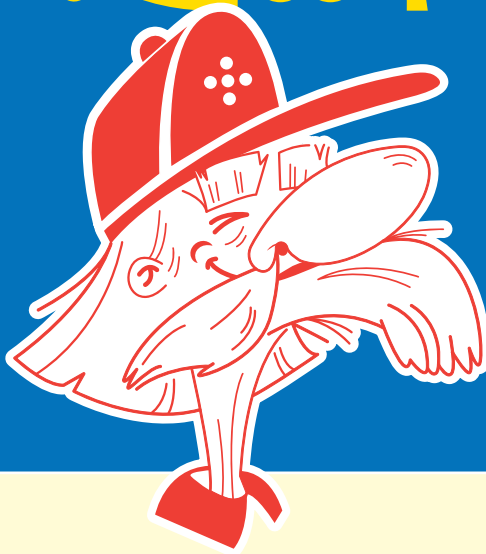
The **SAPIZZ APP** rewards longevity.
Every birthday your discount grows – until your 100th, which is on us.



11:53



SAPIZZA



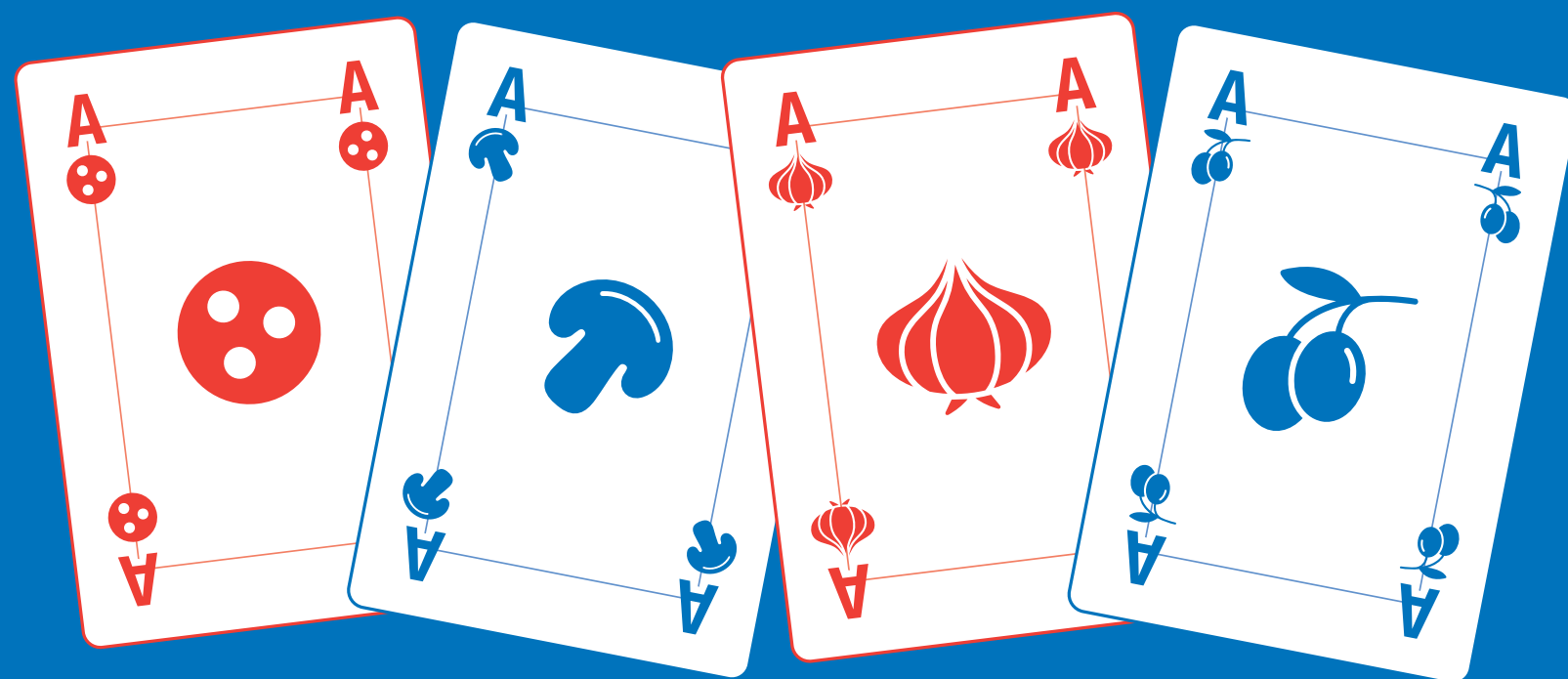
Festeggiamo insieme i traguardi per i tuoi cent'anni! Qui trovi gli sconti esclusivi per te!

5%	10%	15%	20%	25%
5 anni	10 anni	15 anni	20 anni	25 anni
30%	35%	40%	45%	50%
30 anni	35 anni	40 anni	45 anni	50 anni
55%	60%	65%	70%	75%
55 anni	60 anni	65 anni	70 anni	75 anni
80%	85%	90%	95%	OMAGGIO 100 anni!
80 anni	85 anni	90 anni	95 anni	

Aperipizzedda

THE WINNING HAND.

The recipe to live to a hundred years: **cap**, **winning hand** and **aperipizzedda**.

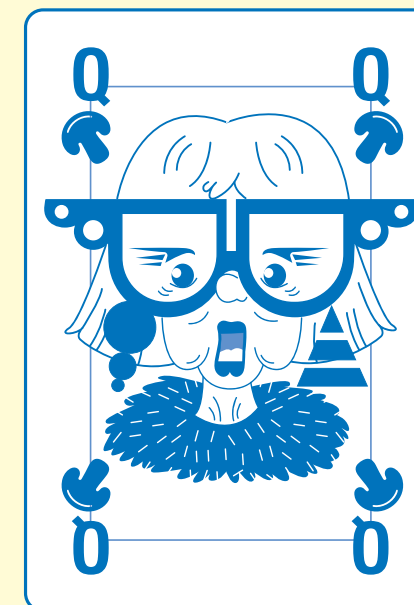
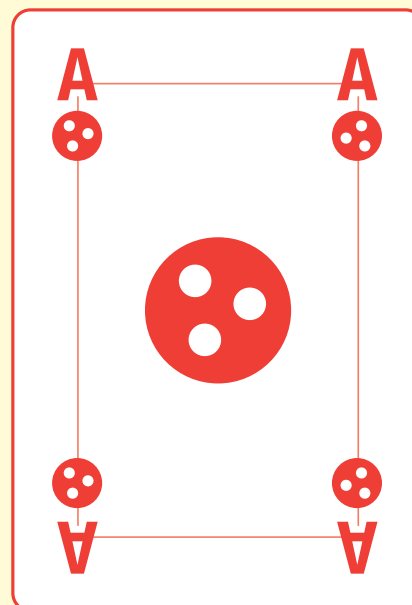


Aperipizzedda

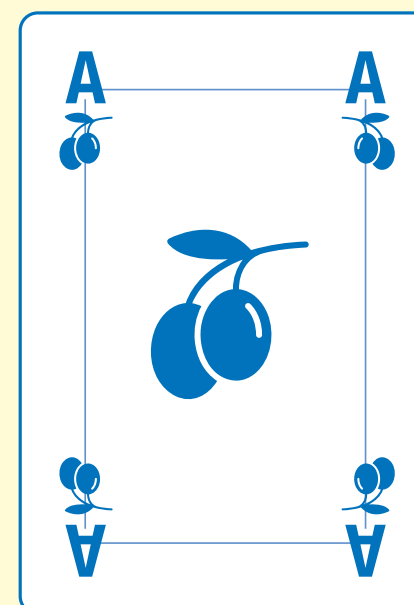
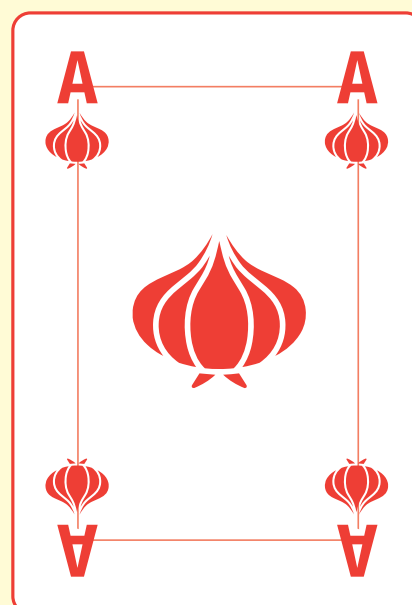
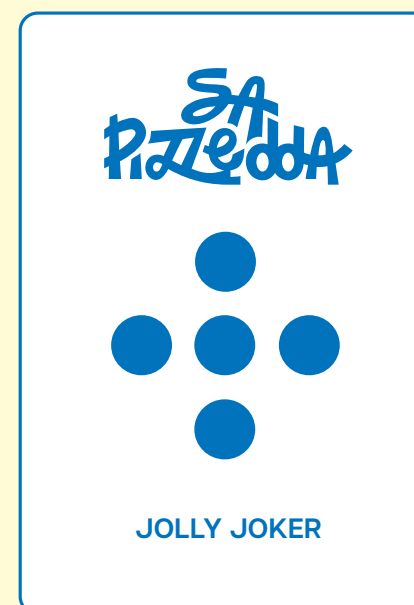
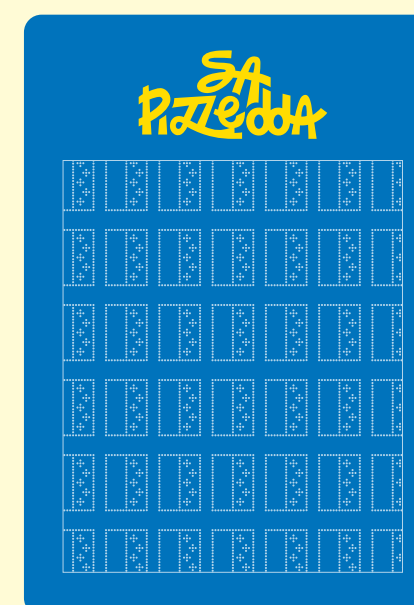
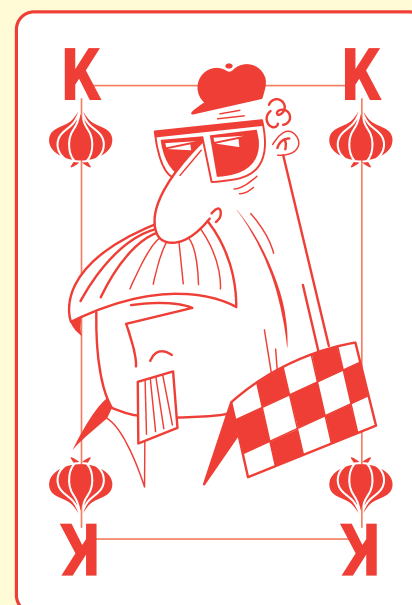
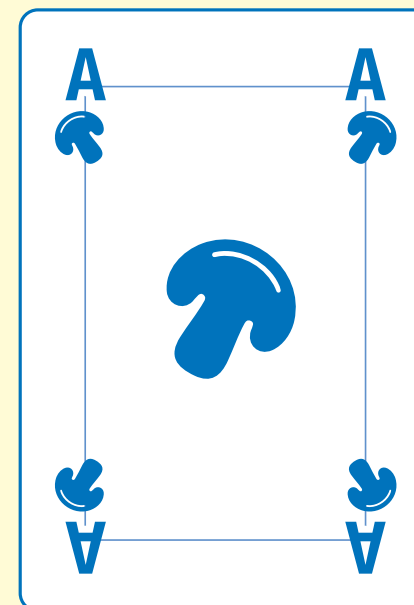
MERCH.



salame



mushroom



onion

olive



interior design

IRONY.

HALL OF FAME

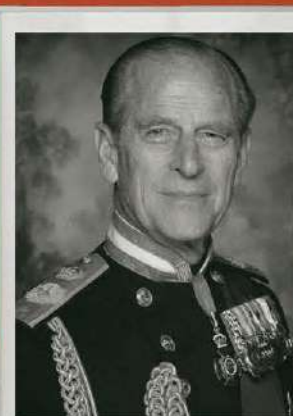
*I QUASI CENTENARI
che non sono mai venuti a trovarci*



morto a 86 anni



morta a 96 anni



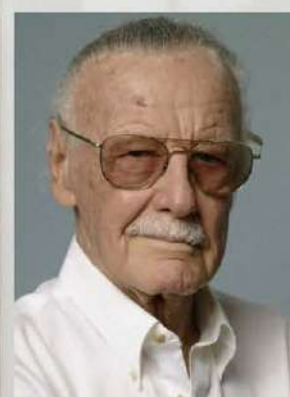
morto a 99 anni



morto a 98 anni



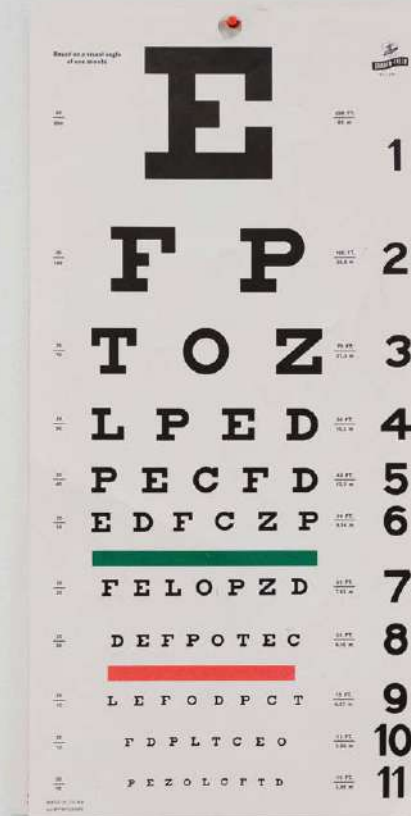
morto a 93 anni



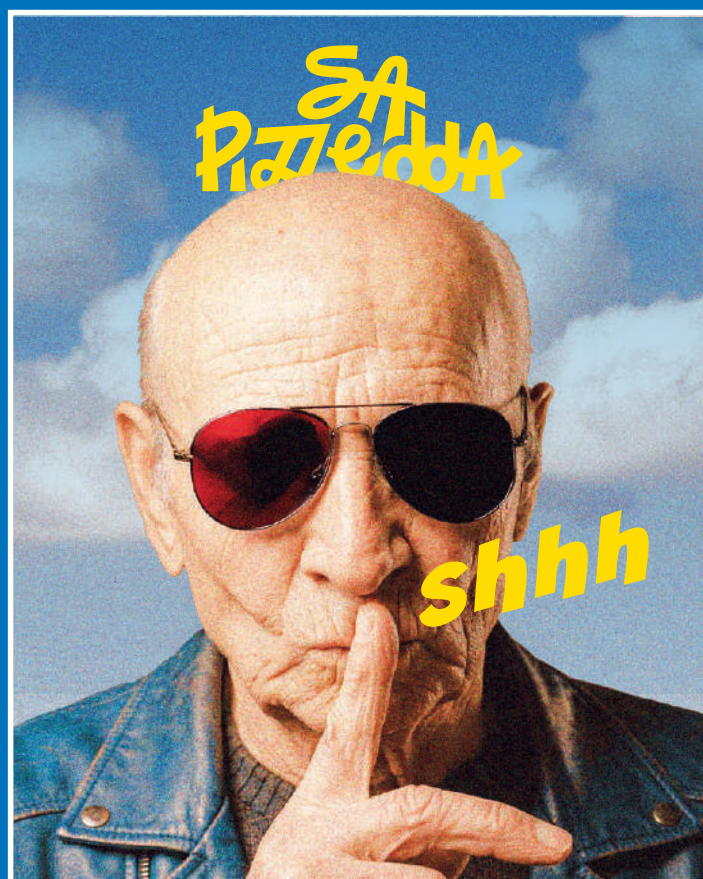
morto a 95 anni



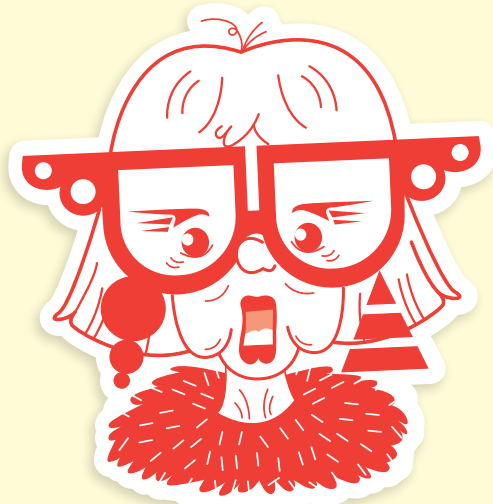
morta a 99 anni e 348 giorni



social media

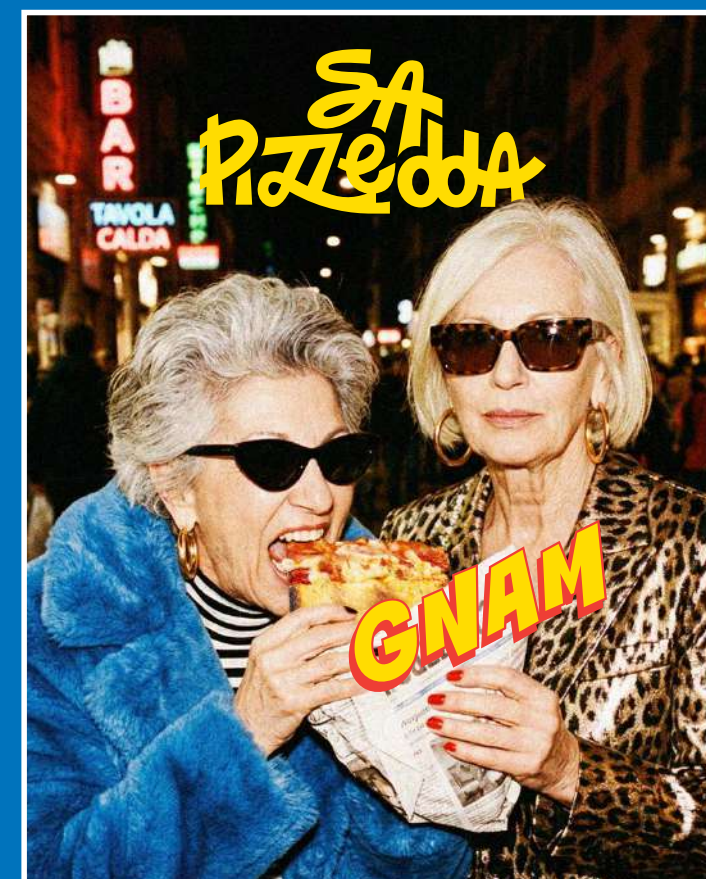


**NONNA PIETRINA
CONSIGLIA**



*"Màngia unu pagu de pizedda,
chi ti biu isciupau".*

**ALTRO CHE
MATCHA LATTE.
IL VERO ELISIR DI LUNGA
VITA HA LA SFOGLIA
CROCCANTE.**



mal di schiena?
**A SA PIZZEDDA
PENSIAMO ALLA TUA
SALUTE!**

*rilassati con
i nostri
deambulatori*

Wow



**GUADAGNA ANNI,
RISPARMIA SOLDI.**



*Scarica
Sapizz App!*

**IN SARDEGNA
NON CONTANO LE CALORIE,
CONTANO I SECOLI.**



**LA RICETTA PER
VIVERE 100 ANNI:**

*cappellino con visiera
e mano vincente all'*

APERIPIZZEDDA



SA Pizzedda

a cent'annus e prus!

