



## Press Release

### **CUORE: NEW CAMPAIGN FEATURING THE DUO OF HIGH JUMP CHAMPION GIANMARCO TAMBERI AND HIS MOTHER SABRINA GOES ON AIR FROM 8 JUNE**

*A pioneer in functional nutrition and long synonymous with wellbeing, the flagship brand of Gruppo Montenegro's Food Division returns to the spotlight with the creative concept "Jump or not jump?" and a product innovation: the new Cuore Crunchy Slices.*

Milan, 8 June 2026 – **"Jump or not jump?"** This is the creative concept behind the new campaign from **Cuore**, a brand that has been a **pioneer in functional nutrition and a byword for wellbeing since 1959**. From **Monday 8 June**, the flagship brand of Gruppo Montenegro's Food Division returns on air with a new campaign starring an unexpected duo: **Gianmarco Tamberi**, Olympic and world high jump champion, and **his mother Sabrina**, a former long jumper. It is a choice that reimagines an iconic format in a contemporary key: the historic "jump over the fence", previously interpreted by well-known faces in Italian advertising such as Nino Castelnuovo, Dino Zoff and, more recently, Linus.

The new campaign has been created to strengthen Cuore's brand positioning, showcase the breadth of its range and spotlight its latest product launches, especially the **new Crunchy Slices, the newest addition to the Cuore family**.

The creative concept was developed by **Leonardo Guerra Seràgnoli** (Director, Producer, Shareholder and Board Member of Gruppo Montenegro) and **Vincenzo Vigo** (CEO of Mosquito and communications consultant for Gruppo Montenegro), who close the commercial with a surprise ending that is all to be discovered. <https://youtu.be/qaEycBcOYuw>.

*"With the new campaign," **the two creatives explain**, "we wanted to spark a reflection on the way people talk about food and wellbeing today, often in terms that feel overly complex or polarised. Our goal was to bring back a more balanced and mindful approach, where lightness and wellbeing can coexist. Through the protagonists and the campaign's ironic tone, the story offers a simple, everyday view of our relationship with food, highlighting balance as a key lifestyle value. It is no coincidence that Tamberi and his mother step into the role of everyday 'heroes', interpreting the brand's values*

*with lightness and irony through a simple, credible language and a line – ‘Jump or not jump?’ – with the potential to become part of the collective memory.”*

**Formats and media plan.** The campaign unfolds through a **series of TV commercials** in 30” (hero) and 15” formats, alongside short 10” cuts dedicated to individual product lines (including Cuore Sunflower Oil, Cuore Mayonnaise and the savoury bakery range – Cuore Oven-Baked Crisps and the new Cuore Crunchy Slices), all aligned with the “Jump or not jump?” concept. The media plan includes airing across **major TV channels (free-to-air and pay)** and leading **digital platforms (such as YouTube and My Personal Trainer)**. Dedicated digital content is also planned, developed in short formats and tailored to **different online touchpoints**, extending the storytelling beyond the classic TV format.

**Storytelling and concept.** New ambassadors, a new format and a new approach too – more authentic, simpler and more playful. Through the light-hearted exchange between Gianmarco Tamberi and his mother, the campaign brings to the screen an everyday, relatable scene capable of turning a simple lunch break into an ironic and easy-going moment of comparison. The “Jump or not jump?” concept plays on the parallel between sports training and food choices: as Tamberi wonders whether to keep training or stop for lunch, the importance of taking time to eat well and feel fit emerges naturally. Cuore becomes part of the story in a seamless way through the mother’s gesture, as she chooses products from the range as everyday allies of a healthy lifestyle, reinforcing the key message expressed in two voices as well: *“you just need to eat well”*. The final packshot, together with the payoff *“Cuore, eat well and feel fit”*, strengthens the brand’s positioning by promoting an idea of wellbeing that is accessible and far removed from extremes.

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**Credits**

**Client: Gruppo Montenegro**

Chief Division Officer Food: Fausta Fiumi

Head of Marketing Food: Manuela Villa

Marketing Manager Food: Beatrice Rossi

**Creative concept:** Leonardo Guerra Seràgnoli - Vincenzo Vigo

**Selection and talent management: LGS SportLab**

Head of talent scouting: Lorenza Guerra Seràgnoli

Account: Vincenzo Caccavale

**Production company: Cinedora**

Directed by: Leonardo Guerra Seràgnoli

Director of photography: Gianfilippo Corticelli

Executive Producers: Francesca Andreoli, Leonardo Guerra Seràgnoli

Producer: Cinzia Grossi  
Assistant producer: Laura Ratchev  
Production manager: Caterina Martini  
Casting: -  
Costume designer: Lucia Gallone  
Set designer: Marcella Galeone  
Sound recordist: Pietro Viconi  
Digital content operators: Luca and Oscar Grafner  
Photographer: Elisa Liaci  
Editor: Leonardo Alberto Moschetta  
Post-production: FreeU  
Colorist: Andrea Baracca "Red"  
Sound design and mix: Stefano Grossi, Giancarlo Rutigliano  
Original music: Asaf Sagiv  
Voice-over artist: Raffaele Proietti

**Digital: LGS SportLab**

Head of creativity: Gabriele Goffredo  
Social Media Manager: Mattia Maiorano

**Offline and online media planning: Initiative**

**Cuore**

Founded in 1959, Cuore has been a benchmark in wellbeing-oriented nutrition for over 60 years. From the very beginning, the brand has stood out for its focus on quality and nutritional properties, evolving alongside Italians' eating habits through an approach rooted in balance, lightness and awareness. Find out more at: [www.oliocuore.it](http://www.oliocuore.it)