



Swisse Wellness extends partnership campaign with Scuderia Ferrari Formula 1® Team

Media Release
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Swisse Wellness has announced it will extend its partnership campaign through the brands network of international territories, adding the United Kingdom, Italy, Singapore, Netherlands and Hong Kong to its relationship with Scuderia Ferrari, the most successful Formula 1 team in history. This takes place following the unveiling of the SF71H, the Scuderia Ferrari car that will attend the Formula 1 World Championship in 2018.

“As an Official Supplier of the Scuderia Ferrari for the second year, we are excited to be taking our partnership into new markets where consumers love Ferrari and Formula 1®. In particular, it’s great to be able to support the partnership this year in Italy, the birthplace of the Ferrari brand,” said Swisse Wellness Global Marketing Director, Severine Brichard.

“This partnership celebrates the values that make Swisse Wellness so successful; pure passion, a devoted team committed to seeking the best ingredients to engineer a world class product and drive to achieve our mission of making billions of people around the world healthier and happier.”

“At the recent team car unveiling in the Ferrari’s home town of Maranello Italy and every time we unite with the team, there is no other feeling as strong as this sense of passion and dedication for the brand,” said Brichard.

The 2018 Swisse Wellness ‘Power your passion’ campaign will launch during coverage of the Australian Grand Prix in Melbourne, supported by in venue advertising and targeted digital activity. The campaign highlights the energy and focus required in preparation for each day and on race day, to maintain the edge and perform at the very best.

“Whether people are on or off the track, every second counts. We want to gain the winning edge, every day, just like the Scuderia Ferrari team,” Brichard said.

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