

Olive

PRESS RELEASE

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a bold election-themed
campaign “More Wings
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Rooster.

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PER TUTTI.**





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Genoa, 14 October 2024 – Olive, the creative communication agency founded in Genoa in early 2024 and part of the historic Fratelli Cosulich Group, has unveiled its latest campaign for Rooster, a leading street food brand specializing in chicken, with five outlets in Genoa, Chiavari, and Milan. The campaign, titled “More Wings for Everyone,” takes a satirical approach to the upcoming Ligurian regional elections, reinforcing Rooster’s new positioning, “The chicken that brings everyone together.”

At the heart of this campaign is a humorous political allegory: the creation of the “Pollitical Party,” led by an outlandish candidate with a chicken’s head. Under the slogan “More wings for everyone,” the campaign promises free fried wings at Rooster’s Genoa and Chiavari locations as part of a broader strategy to attract new customers and generate buzz around the brand.

With a comprehensive multi-channel rollout, Olive has orchestrated an extensive out-of-home (OOH) advertising presence across Genoa and Chiavari, strategically placing the campaign alongside real election posters. This is complemented by an engaging digital and social media activation, where the fictional chicken-headed candidate documents his “political” journey through selfies, handshakes, and enthusiastic interactions with “voters,” bringing a lighthearted yet impactful message to a wide audience.

“Rooster has always embraced irony, and we wanted to build on that to create something playful yet strategic,” says the creative team at Olive. “The idea of positioning a chicken as a political candidate in such a heated electoral period gave us the perfect opportunity to blend humor with brand storytelling.” The campaign, running until the regional election day on 28 October, continues to affirm Olive’s mission of delivering bold and innovative communication strategies, helping brands connect with their audience through a balance of creativity and impact.

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