

The Dianova “Lighter or Darker” spot wins the AD SPOT AWARD

Palermo, 8 April 2003 – At the current ADEE festival the “Lighter or Darker” spot, produced by Dianova International in collaboration with advertising agency TBWA, was chosen as **Ad Spot Non-Profit First Prize in the health category**.

For further information, refer to the ADEE website www.adee.it in general and especially the link www.adee.it/inglese/mainonp.htm (English) or www.adee.it/destraadspot3.asp (Italian). The name of the spot at this festival is “Black or White”, although its official name is “Lighter or Darker”.

The AD SPOT AWARD international festival was created in 1991 in Italy, with the aim of providing social communication professionals with a platform for exchange and discussion. Within the framework of the festival, organised every year by AD EUROPEAN EVENTS (ADEE), the ADEE prizes contest represents one of the major events. Prizes are awarded in two different categories, the Ad Spot Non-Profit and the Ad Spot Low Budget.

For further information contact:
Dianova International
Xavier Agusti
xavier.agusti@dianova.org
Tel.: +34 93 636 57 30
www.dianova.org