

Beat: Vips

## **NESPRESSO ADDS NEW TONE ADVERTISING CAMPAIGN WITH JACK BLACK & GEORGE CLOONEY**

### **THE NEW NESPRESSO ADVERT**

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**USPA NEWS** - Nespresso has cast a new leading man to star alongside brand ambassador George Clooney for the latest communication campaign. Playing himself, Jack Black is bringing a new twist to the campaign which debuted on 29th October, 2015...

Nespresso has cast a new leading man to star alongside brand ambassador George Clooney for the latest communication campaign. Playing himself, Jack Black is bringing a new twist to the campaign which debuted on 29th October, 2015. The new Nespresso advert playfully explores the concept of 'What Else?'

The phrase 'What Else' featured in the first ever George Clooney commercial in 2006. Many Hollywood heavyweights have joined George Clooney over the years to continue the saga including John Malkovich, Matt Damon and most recently, Jean Dujardin.

Nespresso's Chief Customer Officer, Alfonso Gonzalez explains: 'We are delighted that Jack Black is featuring in our tenth communication campaign, which focuses on his discovery of the 'Nespresso difference', with the guidance of the ever smooth Clooney. Together Jack and George are a dynamic duo, adding even more fun and humour to this year's campaign which we think will appeal to Club Members and coffee lovers alike.'

Source : Nestlé Nespresso SA

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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### **Editorial program service of General News Agency:**

UPA United Press Agency LTD

483 Green Lanes  
UK, London N13NV 4BS  
contact (at) unitedpressagency.com  
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