

# Gazela

## #SEM FILTROS: GAZELA ROLLS OUT NEW #NOFILTER CAMPAIGN

Press Release, 22 June, 2023 — The Gazela #SemFiltros (#NoFilter) campaign was introduced today with a creative concept reflecting liberation, spontaneity, acceptance, and plurality. It represents an uncomplicated, authentic, and unprejudiced positioning focused on the consumer, which is being built since last year and goes hand in hand with Gazela's recent distinction as a *Superbrands 2023* brand.

Gazela's new campaign extends an invitation to uncomplicate, setting aside prejudices and insecurities so that life, especially summer, can be lived without filters and according to each individual taste. The creativity of WyCreative will be showcased in billboards and the digital campaign taking place throughout the coming weeks.

*"Consumers know Gazela just the way it is: light, fresh, and fruity wines that are by our side in various moments of life, with authenticity,"* explains João Reis, Head of Marketing at Sogrape, adding that *"This authenticity also means accepting ourselves as we are. Gazela is an uncomplicated brand by nature, and this campaign aims to inspire everyone to express themselves without filters."*

The launch of the campaign follows Gazela's recent distinction as a *Superbrands 2023* brand, an accolade awarded by Portuguese consumers. This recognition is in line with the brand's change in strategy, also reflected in its portfolio, new formats, packaging, tone, and content, always shedding the spotlight on the consumer.