



## Media release

# “Freshly ground, not capsuled” – JURA campaign enters the next phase

Roger Federer has been the JURA brand ambassador since 2006. Together they make the perfect team, embodying excellence, taste, style and performance. Now it's time for the advertising campaign to enter the next phase. The established slogan perfectly sums up the benefits of JURA automatic coffee machines: “Freshly ground, not capsuled.” This is the recipe for exceptional speciality coffee.

## The film

The new film dramatises a normal day in the life of Roger and his household robot, who first featured in a JURA campaign in 2017. Coffee is one of the finer things in life. So thinks not only Roger Federer, but also his faithful friend and assistant, the household robot. The robot spares no effort to meet the tennis star's exacting standards. Sometimes things work brilliantly, sometimes not quite so well. As sophisticated as modern robot technology might be, the secret to truly great coffee and how to prepare it is known only to the JURA coffee machine. The valiant little robot eventually realises this too, because although clearly delighted with its promising update, it hasn't reckoned with the perils of opening a standard coffee tin seal. Although grateful for his assistant's help, Roger decides he much prefers his new JURA E8. Because Federer insists on the rule “freshly ground, not capsuled”.

## The stills

The still shots have been visually redeveloped but remain true to the core message. Their clarity and simplicity reflect the clean lines of JURA coffee machines and their ease of operation, focusing attention on the exceptional coffee. In these images, brand ambassador Roger Federer and the JURA coffee machines blend together to form an original, unmistakable, stylish whole.

*Concept (film and stills): Halder Record, Ralph Halder*

*Film production: Pumpkin Film – Director: Marco Grob – Camera: Eigil Bryld*

*Photo production: Tina Aich – Portraits: Sven Bänziger – Packshots: Jonas Spengler*

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