

JUDGING CRITERIA

Eurêka Agency : Zoé Longuet, Carla Noël, Shamane Poivre and Thalie Roux

⇒ [Slides link](#)

I. Overall summary

- Campaign title

“Attiva your life” / “Attiva la tua vita”

- Campaign background

We are carrying out a communication campaign for the launch of the new *Peroni Attiva* beer, on the markets of the United Kingdom, the Netherlands and Romania. Peroni wants to communicate to new consumers the main advantage of its new drink : « Superior refreshing taste that helps you get more out of life in a stylish way ».

The authentic and refreshing character of the *Attiva* beers echoes the brand's Italian heritage and the symbol of a healthy lifestyle. *Attiva* offers uplifting, crisp refreshment, a complexity balanced with semi sweet appeal. Light but never hollow and lacking.

The strategy of this campaign is to find the right communication angle to make it relevant and attractive to consumers, who want to enjoy the rewards of a life balancing wellbeing and the pleasure of drinking a beer.

The aim of this campaign is to reach new consumers, who are not very fond of beer and aspire to a healthy lifestyle, but also beer lovers, who are used to drinking beers with a higher alcohol content and stronger aromas.

The expected result of this campaign is to bring the Peroni brand and its new *Attiva* beer to new markets, where beer already occupies an important place for consumers.

One of the criteria that could affect our campaign is the beer market, which is already very saturated by strong competition.

- Campaign summary

Thanks to its freshness and lightness, *Attiva* beer offers a new way of drinking beer. Your perceptions are intensified without having the negative effects of alcohol. Life is made of various activities worth living, *Attiva* intensifies the present moment and any activities. Shared or not, *Attiva beer* activates your life, translated by our motto “*Attiva la tua vita*”.

II. Research and Analysis

- Conducted Research

We carried out research on *Peroni* to better understand the issues of the brand and not completely reinvent its positioning with *Attiva*. We started by researching beer consumption, then on health and well-being trends to better understand our target.

In the United Kingdom, 43.7 million hectolitres of beer were consumed (68.5 liters per person in 2016). We noted a general trend towards more moderate alcohol consumption, "Dry January" campaign (2013), as well as the desire to "stop wasting time with hangovers".

Romania is the 7th largest drinker in Europe with 80L of beer per person (2015). The share of local beer brands accounts for more than 97% of domestic consumption. In Romania, as in the UK, Lager dominates the market (93%), so *Attiva* is likely to be a success.

In The Netherlands, beer consumption increased by 2.8% to more than 12 million liters (70 liters per person in 2018). As in the UK, consumers are tending towards more moderate alcohol consumption and the growth of craft beers has exploded.

Our researches generally lead to a desire to live a more balanced and healthier lifestyle in all markets.

The Netherlands is the 7th largest organic market in the European Union and it's a seriously active country: 65% of Dutch engage in a sporty activity, and the average person spends 20 minutes longer doing some sport each week.

In the United Kingdom, the development of veganism and the organic market has been growing by 5% over the last 8 years. This shows a commitment of consumers to health and the environment.

In Romania, the phenomenon of "speed fitness" is exploding and the use of thermal baths is increasing too.

From these researches, we realized a SWOT, a competitive benchmark and a mapping with differentiating elements. We were able to identify four main competitors to *Attiva*, which we will present you in the following section.

- **Situation Analysis**

Here are the details of our research and a situation analysis about the brand and the market:

TARGETING

Romania has 21,457,116 inhabitants (2018) :

- 15-24 years old: 11.3% (2,456,427 inhab.)
- 25-54 years: 45.7% (9,937,946 inhab.)

Our core target (25-54 years old) is the largest share of the country's population and therefore the most relevant to reach, with a target of 50% of people reached (4,900,000 people). The population is both urban (55.2%) and rural (44.8%), so our campaign will have to be spread evenly.

The United Kingdom has 65,105,246 inhabitants (2018) :

- 15-24 years old: 11.71% (7,622,161)
- 25-54 years old: 40.29% (26,230,668).

Like Romania, the 25-54 year olds are our core target. 83.4% of the English population is urban, so we will have to spread the campaign mainly in the cities. The UK market is the largest, so the media budget will be the highest.

The Netherlands has 17,151,228 inhabitants (2018):

- 15-24: 12.03% (2,064,067)
- 25-54: 39.18% (6,720,293)

74% of the Dutch population is urban, favouring the spread of the countryside in the city as well. The Netherlands is the smallest market, so the budget will be smaller than in the UK.

The overall sampling of our core target represents 42.9 million people. Our target is to reach at least a quarter. The 25-54 target represents all dynamic executives with an interest in healthy and active lifestyles, perfectly matching Attiva's consumption.

SWOT

STRENGTH	WEAKNESSES
<ul style="list-style-type: none"> ● Italian beer: myth of Italy and the best known, high brand capital ● Peroni brand: on the market since 1963, has grown rapidly ● Authentic taste, tasty, refreshing, low carbohydrate, elegant ● Premium brand, superior quality, 100% natural ● Affordable price ● Strong investment in a communication campaign ● Unlimited campaign budget 	<ul style="list-style-type: none"> ● Light beer often associated with the female gender (cleavage) ● Credibility and image: perceived as poor quality and immature male beverages ● The Peroni segment has not yet been successfully established in all 3 markets. ● New beer in an already very competitive market
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ● Booming health and wellness trend for today's generations ● More and more people are being attracted to healthier lifestyle choices. ● Opportunities to expand into new markets and to export internationally ● United Kingdom : <ul style="list-style-type: none"> ○ Second largest beer market in Europe ○ A prosperous and growing brand, the country's largest premium super brand ● Romania : <ul style="list-style-type: none"> ○ Dynamic beer market, per capita consumption about the same as in the UK ○ A fast-growing brand, among the top 7 international brands on the market ● The Netherlands: beer market stable overall and growth in alcohol-free beer ● Wide target 	<ul style="list-style-type: none"> ● Lots of competition: more and more beer brands are launching their alcohol-free, light or low-calorie beer ● Culture of moderation (social networks, cult of beauty) which translates into much lower alcohol consumption than previous generations ● Lite beer brands have experienced a significant decline ● Europeans are not so simply attracted by health food products and are suspicious of their quality. ● Alcoholic "plus" beers are still preferred by consumers. ● United Kingdom: lager market is dominated by international brands ● The Netherlands: Peroni is a small brand, the footprint is largely in Amsterdam, selling at super-premium prices in high-end Italian bars, hotels and restaurants. ● Legal constraints to take into account ● Product exclusively dedicated to major consumers

By analyzing the three markets and the competing brands, four beer brands emerged : Heineken, Carlsberg, Stella Artois, Bergenbier. The main differentiating elements of *Attiva* are its low alcohol content, and the refreshing character. Tastes, aromas and brand image are also relevant, but many competitors are also positioning themselves in these niches. However, *Attiva's* caloric index is very high compared to the competitors. Thanks to this analysis, it is therefore preferable to focus on the low alcohol level, the superior and refreshing taste of *Attiva*.

III. Strategy

- Campaign Objectives

Our campaign objectives are the following :

- Communicate key benefits of the new “mid-strength” lager (3,8% ABV), containing less calories and carbs : Superior refreshing taste that helps you get more out of life in a stylish way
- Leverage the PNA brand and at the same time build its credentials
- Make the new proposition exciting and relevant for our target consumers groups in the UK, Romania and the Netherlands.
- Ensure it is perceived as worth paying more for - quality and stylish sophistication but not snobbish

- Proposed Strategy and Tactics

Putting in relief *Attiva* benefits

Who would have imagined that a healthy lifestyle could match with drinking refreshing beer ? *Attiva* has brought a new vision on this type of beverage. Whether it be working out, having a brunch with friends, taking a relaxing break at work or preparing a significant event, *Attiva* is bringing the intensity and refreshness required and most of all constitutes an important element to punctuate these activities. This Italian atmosphere and well-being will be particularly well incorporated in our partnerships in London, Amsterdam and Bucharest, and other activation during the year where everyone will be moved with refreshness.

Keep PNA brand while strengthening its notoriety

Attiva is bringing new perspectives in terms of beer consumption, it assures the continuation of what makes the Peroni Nastro Azzurro's DNA unique. In terms of brand image, our objective is to preserve and highlight the characteristics of the Italian myth and to integrate it in all our promotional actions, such as our launch event in Italia, our partnership with the famous group Big Mamma, or a game contest to win a workshop in an Italian brewery.

To encourage consumers to pay more for their beer, the exceptional ingredients of our beer are highlighted in a premium and sober packaging, with silver tones, symbolizing luxury. The wine codes are borrowed to match this beer to a dinner. *Attiva* can be brought on a silver platter like fancy cocktails during premium events.

Adapting communication to the markets

We analyzed the digital consumption of our three markets. British and Dutch people are hyper-connected on internet and digital platforms, also they consume e-commerce sites. They follow trends of healthy living and well-being. Romanians are less connected but are big consumers of TV programs. Some prefer to have a TV rather than a washing machine. We are going to privilege the media TV and billboards rather than digital.

For each country, we must be careful not to fall into clichés and prejudices, we decline the campaign to avoid this.

	Romania	The Netherlands	UK
Million internet users (01/2020)	15.35 million	15.35 million	65.00 million
Internet penetration (01/2020)	80%	95%	96%
Social media penetration (01/2020)	57%	64%	66%
Frequency Internet connection at least once a day from 16-74 years old (2017)	42%	86%	88%
E-commerce purchasing (2017)	3,2 billions €	24,2 billions €	197,4 billions €

- **Campaign Evaluation**

The campaign success relies on several criterias :

- A good market penetration of the beer on the 3 markets.
- A good reach, impression rate and view rate
- A good engagement rate as well as CPC and CTR.
- Reaching a good ROI : conversion of the campaign by a purchase
- TV spot : audience calculation, broadcast the spot at a strategic time to reach a maximum number of people.
- Billboard : eye-tracking method, high mobility (GPS data)
- Press : high audience calculated by surveys on a sample of individuals
- Word of mouth

- **Creative Brief**

Company background

Peroni Nastro Azzurro, founded in 1963, belonging to the Asahi group, is the most famous Italian beer in the world. The latter is part of an Italian art of living synonymous with idleness and lightness. This superior, 100% natural beer has changed the world of traditional lager beer. It offers an invigorating and savory refreshment, balanced complexity with a semi-sweet appeal. Light, but never hollow and missing, it can be drunk as an aperitif as well as with meals and in all convivial moments.

Consumer Insight

From a few years ago, we are witnessing a moderation of alcohol consumption at the global level. This can be explained by a growing interest in taking care of our body (summer body phenomenon). Plus, consumers reduce their consumption of beer in favour of wines and spirits with far fewer calories. The enthusiasm for a healthy life is illustrated in the generalisation of organic products, veganism, sports etc. Our consumers aspire to a healthier lifestyle but still want to continue to have festive moments. The *Attiva* beer will make it possible to reach this public who are looking for a guilt free pleasure.

Target audience

- Primary target: general public aged 25-49. A broad target, mostly intergenerational turned towards a healthy lifestyle.

- Secondary target: beer consumer general public aged 18-49 which ain't specifically turned towards healthy beers as well as wine and ciders consumers.
- Peripheral target: journalists, influencers

Role of communications

To make the audience aware of Peroni and especially the perspective of consuming beer it offers. The objective is to be at people's forefront's mind when considering the purchase of beer. When also want the target audience to engage with the brand and recommend our product.

Big Idea

The refreshing *Attiva beer* is offering a new way to consume this beverage. Life is made of various activities worth living, *Attiva* intensifies the present moment and any moment of your life.

Supporting evidence

- Just as the PNA revolutionised the world of traditional lager, the *Attiva* beer will revolutionise beer consumption by offering a refreshing light beer with an extremely low alcohol content.
- A brand DNA deeply anchored in the well-known Italian myth. The taste and aromas of this new beer fit perfectly into this Italian myth.
- This new beer, very aromatic, light, tasty and refreshing matches perfectly with a healthy lifestyle.
- The tone is very light and delivers a positive message which leads you to drink this beer at any moment without feeling guilty.

What we want them to do

Consider *Attiva* beer as a first quality choice to intensify any activities.

IV. Media

• Media Strategy and Plan

One of the main objectives of our campaign is to successfully launch PNA's new proposition, *Attiva* beer, in the UK, the Netherlands and Romania, while building brand awareness and brand equity.

When launching a new product in new and already saturated markets, 360° communication and using high-impact traditional media to reach a broad target audience and increase product awareness is obvious for us.

We took the decision to create an inspiring TV commercial that brings together the key characteristics of *Attiva*, reminiscent of PNA's brand image. It will be aired in prime time on well-known TV channels, targeting a wide audience, to raise expectations and lay the groundwork for the actual launch in June. *Attiva's* visual appearance, atmosphere and vibes will be widely broadcast on TV during this peak viewing period.

This activation will be coupled with billboard campaign and local newspaper campaign to maximize circulation at key outdoor touch points and create balance. The product's brand

- **Media Budget**

The total budget for the campaign is 1,906,126 € excl.VAT, over 1 year. We have applied the media purchase prices of each country, and converted into euros if necessary. This huge budget is justified by the fact that the new product is exciting and relevant for our target consumers. We broadcast our campaign on 360° communication channels in order to leverage Peroni brand, build its credentials, and encourage *Attiva* beer's consumption.

MEDIA BUDGET United Kingdom	COST (€) - EXCL. VAT	COST (€) - EXCL. VAT
Purchase of advertising space (Display, Press, TV)	150 000	599 576
Billboards (2 weeks, 200 underground, 15 billboard, 100 bus stops)	182 500	208 420
Local press (full page)	150 000	172 248
TV Commercial (20 spots during prime/peak)	250 000	218 908
Event Fees	25 000	28 550
Street Bar Event	5 000	5 710
Partnership with Big Mama Group (London)	20 000	22 840
Total EXCL. VAT	150 000	628 126

MEDIA BUDGET Romania	COST (€) - HT
Purchase of advertising space (Display, Press, TV)	360 000
Billboards (2 weeks, 100 underground, 15 billboards)	100 000
Local press (full page)	80 000
TV Commercial (20 spots during prime/peak)	180 000
Event Fees	12 500
Street Bar Event	2 500
Partnership with the Bucharest Thermal Baths	10 000
Total EXCL. VAT	372 500

MEDIA BUDGET The Netherlands	COST (€) - EXCL. VAT
Purchase of advertising space (Display, Press, TV)	450 000
Billboards (2 weeks, 100 underground, 15 billboards, 5 on ferries)	130 000
Local press (full page)	120 000
TV Commercial (20 spots during prime/peak)	200 000
Event Fees	20 000
Street Bar Event	5 000
Partnership with Amsterdam Jewel Cruise	15 000
Total EXCL. VAT	470 000

GLOBAL MEDIA BUDGET	COST - € HT
Purchase of global advertising space	
Billboard	438 420
Press	372 248
TV Commercial	598 908
Overall digital spending	79 500
Production Costs	
Pre-Production (technical team, location)	20 000
Production (technical team)	80 000
Casting (Italian Influencers)	30 000
Post Production (retouching, sound, EXE)	60 000
Insurance / Social charges	20 000
Fees Launch Events / Contests	
Launch Weekend in Italy	50 000
Game Contest : Travel to Italy	5 000
Limited Edition Beer Pack	1 000
Partnership with Big Mama Group (London)	22 840
Partnership with the Bucharest Thermal Baths	10 000
Partnership with Amsterdam Jewel Cruise	15 000
Street Bar Event	13 210
Agency fees over 1 year	
Strategy Director	30 000
Digital Strategy / Media Purchasing Director	20 000
Strategic Planner Director	15 000
Creative Director	25 000
Total EXCL. VAT	1 906 126
VAT 20%	381 225
Total INCL. VAT	2 287 351

V. Creative

- Creative Execution

- Visual identity:

We decided to keep the brand's identity elements while twisting them to better match what *Attiva* evokes: the navy blue ribbon, which takes up the brand's codes, expresses freedom, and creates links between people as well as intensifies moments of life. We placed it diagonally on our packaging to evoke dynamism.

Then, we chose the metallic grey color : an elegant color that reminds the high-end character of Peroni Attiva. In the same idea, we decided to create a stylized and refined logo that takes up the identity of Peroni.

- **Launch Weekend : first preview of Attiva**

To make *Attiva* Beer's launching impactful, a weekend event will be organised and gather active and immersive projects in an Italian atmosphere.

Twenty influential people are invited to spend the weekend in a typical Italian house in Roma. A first tasting of Peroni *Attiva* will take place during the arrival cocktail. To immerse themselves in the local culture, a Vespa ride will take place to discover the mythical Roma places. Far from being a basic touristic visit, a surprise awaits you : a unique workshop in the Peroni factory to convey the brand history and exclusive facts about *Attiva* making. A fancy



evening will punctuate this day with a generous Italian meal, finely matched with *Attiva* in a dolce vita atmosphere.

The next day focuses on freshness and well-being. Workshops in line with *Attiva's* values and characteristics, such as yoga and conferences on personal development are planned. Finally, we will welcome Italian chefs for a cooking workshop and a mixologist to revisit the famous cocktails associated with *Attiva*.

An engaging weekend aimed at creating a balance between unbeatable freshness and well-being, aligned with our motto: *Attiva la tua vita*.

Moodboard Launch Weekend :



- **TV Commercial script**

Our TV spot features several protagonists in various activities, intensified thanks to *Attiva*. The TV ad starts with Gabrielle Caunesil & Riccardo Pozzoli, an Italian influencer couple, celebrating their move into their new flat with *Attiva*. Then, a group of 25-year-old friends share a pleasant moment in a bar around *Attiva*. After an intense sports session, a man gets dehydrated with *Attiva* and feels lighter. After, Chiara Ferragni, a businesswoman, has just finished a stressful meeting and celebrates it by tasting *Attiva*. This scene will be removed on the Romania TV spot with a focus on the sporty man. Finally, an elderly couple watches a sunset in front of the mountains while sipping *Attiva* on their balcony.

Our TV spot is intergenerational, consumers can identify with the film. All these situations show that the consumption of *Attiva* is chosen for any occasion, special or not. Drinking *Attiva* is not a substitute choice but a real desire to enjoy those moments. All along the TV spot, the blue ribbon navigates through the scenes to create a visual common thread. It also highlights a metaphor of a link vector between individuals. The advertising ends with our slogan "*Attiva la tua vita*", which means your activities will be lived more intensively thanks to *Attiva*.

Moodboard TV spot :



- Our **Win-Win Partnerships with local banners, Big Mama Group, Amsterdam Jewel Cruises & Bucharest Thermal Baths**, is relevant to *Attiva's* successful expansion. The various activities proposed in these partnerships go hand in hand with *Attiva's* unique characteristics.



Circolo Popolare, Big Mama Group, London



Bucuresti Thermal Baths, Bucharest



Amsterdam Jewel Cruise