

AD VENTURE STUDENT COMPETITION

ENTRY FORM

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1.

Executive
Summary

Team name

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Campaign title

Uncompromise

Campaign background

Romanians, Dutch and British alike love their drinks, but remain wary of light beer. To make sure our campaign had international relevance and appeal in these 3 very different countries, we started from **a universal value: healthy fun**. Peroni combines superior taste with less calories, hereby showing the world you do not need to compromise. People do not need to give up their pleasure in order to maintain a healthy lifestyle, they can still enjoy a nice beer and not feel guilty about the calories.

Most of us however still feel the need to compromise. We diminish parts of our personality in order to be accepted. By their desire to attract a more male audience, even Peroni does not apply their own philosophy all the way, but is prepared to bow for the pressures of our patriarchal society.

Realising this our campaign reclaims Peroni's initial approach of making no compromises and sends it back into the world as an **emotional translation of the functional USP 'less calories'**. Our campaign reclaims femininity and a unique self-expression in general as an asset by celebrating eccentric personalities. **You do you.**

People will recognise themselves in our campaign and relate to its message of acceptance. Moreover consumers increasingly expect their favourite brands to engage with social issues and **to take a stand** (see Conducted research), especially in Western Europe. Romania is generally a little less free-spirited, but the challenging message will at the very least be noticed enormously.

Campaign summary

By assuring people that it's okay to stop compromising, Peroni can reclaim femininity as a source of power. This way the brand can strengthen the bond with its faithful female clients while showing men how they can live life to the fullest themselves. Our campaign is based on a strong **'you do you'** mentality that celebrates unique personalities with a cold glass of Peroni Nastro Azzurro.



Research & analysis



2



Conducted research

To discover more about the mindset of beer drinkers in the Netherlands, the UK and Romania we had drawn up a survey. This questionnaire consisted of a series of questions about beer consumption in general, the opinions on light beer and Peroni's brand awareness and associations. The survey was spread via social media and e-mail, mostly by contacting friends of friends who had the relevant nationality. The survey was also posted in multiple Facebook groups for Dutch, British and Romanian beer lovers. In total we were able to survey **268 people, spread across the 3 countries**. We defined light beer as 'beers that are low in calories' to avoid confusion with beers that have a lower alcohol percentage. The results showed that light beer seems to have equally as many positive as negative associations. People are warming up to the idea, but **light beer is still unable to shake its negative reputation**. Overall women seem to have a higher appreciation of light beer while men review it more negatively, which is also supported by our desk research (see Situation analysis). In regards to brand awareness, the knowledge of Peroni **varies wildly**. The brand is most known among Romanians, followed by the British. Although the Netherlands are the most open to light and alcohol-free beer, Peroni is still relatively unknown there.

So research has shown that light beer is seen as a girly drink - so what? Peroni should be honoured to be associated with half of the globe's population.

Femininity = power. To make sure this statement has the desired effect, we did some additional research into the realm of brand activism and the attitudes of the consumer towards brands that take a stand on certain social issues. Research has shown that over **80% of British and Dutch consumers consider a brand's ethics before making a purchase**. Especially the younger demographic (18 - 35) finds this important. In Romania brand activation is not such a hot topic, probably due to the fact that there is a **greater power distance** in the country and individualism is less important (Hofstede). Romanians do not expect brands to take a stand, therefore "Uncompromise" will be a high-profile campaign that, at the very least, will create a lot of brand awareness.

For our secondary research we drew up a complete market analysis and identified Peroni's main competitors of which you can find the results in the next section. Most of this research was done by consulting articles and marketing websites online. Peroni's strategy to date was also mapped out to get a clear understanding of the brand's values and communication style, to make sure we would retain the same style in our creative designs.

Situation research

Romania, the Netherlands and the UK each have a strong beer market, but the culture and habits of each country are very different, especially in regards to light beer.

The Netherlands

70 litres per person per year (2018)
699 active breweries (2018)

One in twenty beers drunk in the Netherlands is alcohol-free and the non-alcoholic and low-calorie beer segment shows a sharp increase. This creates **a lot of opportunities for Peroni** to break through on the promising Dutch beer market, provided that they use a strong, differentiating strategy.

Peroni's main competitors in the Netherlands are **Amstel , Heineken and Bavaria**, 3 popular brands that have also successfully introduced versions with a lower alcohol percentage and/or fewer calories. Amstel profiles their beer as a nice mild and refreshing lager and emphasises the aspect of drinking with friends after work and creating memories. This beer is rather cheap and is a real masculine beer brand, just like Bavaria which is mainly drunk in the South of the Netherlands. Heineken is one of the biggest breweries in the world next to AB InBev. The beer brand is regarded as a premium beer in other countries, however the Dutch consumer views it more as a basic beer.

The UK

73 litres per person per year (2018)
2030 active breweries (2018)

The UK has the second biggest beer market in Europe and the segment is dominated by 5% ABV full flavor lagers, including international, ale and craft. Since 2019 the low/no alcohol market in the UK is **one of the fastest growing markets** in the country. The light beer market is also on the rise, but will not be overtaking the normal beer market any time soon.

Bud Light by Budweiser is, alongside Coors Light, one of the biggest competitors of Peroni on the light beer market in the UK. Bud Light claims to be a light-tasting premium beer with 30% lower ABV than most premium beers. Coors Light positions itself as 'the most refreshing beer' with 4% alcohol. The advertising of these brands appears to be somewhat in line with traditional standards by mostly targeting men and using humour in their communication.

A study by YouGov in 2018 has shown that **Peroni already stands out from the competition**, in the UK, and is especially appreciated by the younger consumers (18 to 34 years old) - the age group that also values brand activism. Its score continues to rise, which shows a promising future for Peroni in the UK, which will be all the more bright **with a strong campaign** like ours.

Romania

85 litres per person per year (2018)
64 active breweries (2018)

In 2019 lager still dominated Romanians' preferences with a share of 93%, while beer mixes and flavored beers accounted for 3% of the market. The specialties category, which includes, amongst many others, dark, unpasteurized, light, ale, red, etc., held a share of 2.2%. Non-alcoholic beer accounts for 1.7%. Today light beer counts for 1.87% of the market, registering a record increase of 30% as against 2017. Our research has shown that Peroni already enjoys some awareness in Romania, but a more clear differentiation could accelerate the brand's growth there.

The 2 biggest competitors of Peroni in Romania are Bergenbier and Ursus. Bergenbier is one of the most famous craft breweries in Romania. Their beer has a premium image, it has a low alcohol percentage (1.9%) and is mainly drunk by men. Ursus is among the largest beer brands in the country and proudly uses the baseline 'Regele berii în România', which translates as 'the king of beer in Romania'. It has an alcohol content of 5% and is mainly drunk by men.

Among all these beers Peroni clearly stands out as a brand with a more feminine image. Unfortunately Peroni does not see the benefits of that yet, which results in an unclear differentiation and makes the brand sometimes stay in the background.



3.

Strategy



Campaign objectives

We will focus mainly on an **increase in awareness, brand likeability and engagement**, resulting in a clear differentiation from the competitors. We aim for a relative increase in awareness and brand likeability of **10%** after the first year of campaigning. Peroni needs to be associated with terms like 'powerful', 'you do you' and 'class'. We will be carrying out a **BAV analysis as a theoretical framework** to determine the success of our campaign and to create a concrete and comprehensive picture of the campaign's results and its effect on Peroni's brand associations.

Proposed strategy and tactics

An open letter to Peroni Nastro Azzurro

Research has shown that Peroni is seen as a woman's drink... So what?

"We need to attract more male customers"... Is that really the message Peroni wants to spread? That the male consumer is superior to its counterpart? Why not use **the strength in these feminine brand associations** to show people that Peroni supports them being whoever they want to be.

By the sudden desire to reach a more male audience Peroni is starting to succumb under the pressures of society. The brand would forsake its loyal audience to please the consumers that need no extra benefits in this patriarchal world, hereby claiming that femininity is something to be avoided. Something bad. Something weak.

We need to face up to the power in womanhood. Why dismiss an effective and suitable target audience in favour of a more broad one to, once again, please those who already have everything?

We propose a deal.

Confirm the female audience's choice for Peroni by presenting **femininity as an asset**, in a way that makes men excited to take part in it as well. We have based this strategy on Peroni's key characteristics and turned them into assets: the self-willed, Italian dolce vita-lifestyle and the power in Peroni's serendipitous femininity as a way to round out your character. We applaud a strong self expression. Peroni themselves said it best: "(...) 'style' has moved on beyond how people look and is now a reflection of internal confidence - how it is expressed and the way people choose to live their lives through it."

It is not 'one or the other', but a combination of all our strengths and passions that makes us human. **Let's uncompromise.**

Campaign evaluation

Apart from the quarterly BAV analysis, we will be monitoring a number of relevant short and long-term KPI's to track the increase in brand awareness, likeability and the engagement rate. It will be crucial to generate a baseline measurement before the campaign starts.

Brand awareness

Search volume data - via Google Adwords Keyword Planner and Google Trends
Website traffic
Brand recall & ad recall
Brand consideration

Likeability

Net Promotor Score
Brand preference
Purchase intention

Engagement

Engagement rate
Social media mentions and share of voice - via social listening

Creative brief

See attachment 1.

4.

Media

Media strategy and plan

The campaign covers a launch period of **4 weeks**, after which it will reappear in short sprints throughout the year (for example around the holidays). We want to focus mainly on Out of Home advertising (OOH), Point of Sales communication (POS) and online advertising, mostly through social media.

Posters placed in and around big cities will introduce the campaign and raise awareness. These will be connected to **public transport** in the form of posters at bus stops, in the metro (especially in the UK) and bus stickers. Our target audience is rather wealthy and does not habitually use public transport, but does navigate through the **city alongside the buses and trams**.

The online media mix consists of **Google ads, ads on social media (Facebook, Instagram and YouTube)** and online quality newspapers, specifically because our target audience is well-read and highly educated, but also lives a big part of their lives online. For the socials we have divided the prospects into 2 sub-target groups, based on their age and the social platforms they prefer: **the 25 to 30-year-olds** will be targeted on Instagram and YouTube, **the 31 to 39-year-olds** will be targeted on Instagram and Facebook. A few, well-chosen influencers will give the campaign a more personal touch, because it involves real people who do not care about what others think and who do not compromise. TikTok will not be added to the mix since this platform requires very specific content, specially adapted to a medium where our target group is not as present.

On Instagram, **a competition** will engage people to send in their own ways of how they express themselves. By using the hashtag **#uncompromise** the participants can share their experiences and possibly win a photoshoot to become the new face of the Uncompromise campaign. The calls-to action that accompany the Instagram advertisements will lead to a dedicated landing page on the **Peroni website**, that serves as a central point where all information comes together. This contest and the corresponding hashtag will create a lot of buzz and will also immediately give rise to a topic for the next part of the campaign, that will continue later in the year.

To connect all the dots and extend the creative part even up to the point of purchase, we will be using **POS communication in the form of cube totems** (see Creative). These will trigger brand recognition at the relevant moment and stimulate sales with coupons.

Media schedule

See attachment 2.

Media budget

For the OOH-advertising on public transport we foresee a budget of €550 000. The POS-advertising comes to €450 000 euros. For online advertising, we foresee a total budget of €240 000: €50 000 for advertisements on Facebook and Instagram, €20 000 for influencer marketing, €20 000 for Google Ads and €150 000 for YouTube. We will be targeting the major cities and taking into account our target audience's behaviour, age and interests. This all comes to a total media budget of **€1 240 000 for an advertising period of 4 weeks in the UK, Romania and the Netherlands together.**

5.

Creative

The creative idea of our campaign consists of a clear visual translation of our baseline "Uncompromise, and enjoy Peroni". Our images make a statement by showing powerful people who do not compromise in their daily lives. The emphasis is on **the contrast between the social expectations of a person and the activities they can take part in, regardless of those expectations. Peroni allows you to be who you are and not hold back.**

Out of home

Our images make a statement by showing powerful people who do not compromise in their daily lives. Our OOH posters **make a statement and create awareness.**

Social media

Our campaign will make social media an inclusive space in which people can actively participate: via the hashtag **#uncompromise** they can share their own unique ways of expressing themselves and possibly win the competition. An example of an influencer, who is suitable for the campaign because of his unique self-expression, is **Mark Bryan**, a man who loves skirts and high heels. He is a straight family man who believes clothes have no gender, therefore he just dresses the way he likes and elegantly fits in with our narrative.

Point of sales

In stores it is the **cube totems** that will draw the attention of all consumers. They are divided into three separate rotating cubes with different images. Similar to a children's flipbook, the top part will show different heads, the middle different torso's and the lower part different legs. By turning the boxes you can create different kinds of people who live without compromise and express themselves in unconventional ways. **Coupons will be attached** to the cubes to prompt the consumer into taking action: they have to interact with the totem and rotate the cubes to receive their discount.

00H



**UNCOMPROMISE
AND ENJOY PERONI**

LESS CALORIES
SUPERIOR TASTE

PERONI
ITALIA

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21+ FOR PEOPLE OVER THE AGE OF 21 ONLY

PERONI

**UNCOMPROMISE
AND ENJOY PERONI**

LESS CALORIES
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PERONI
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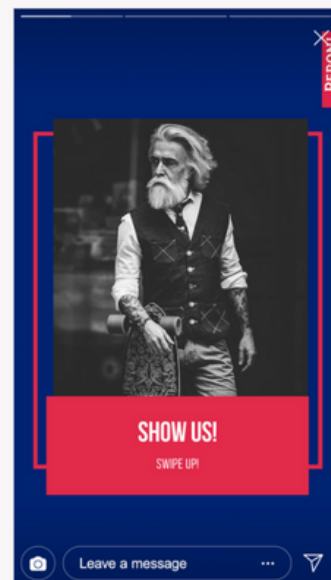
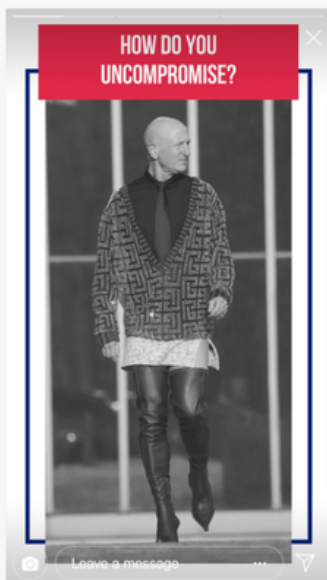
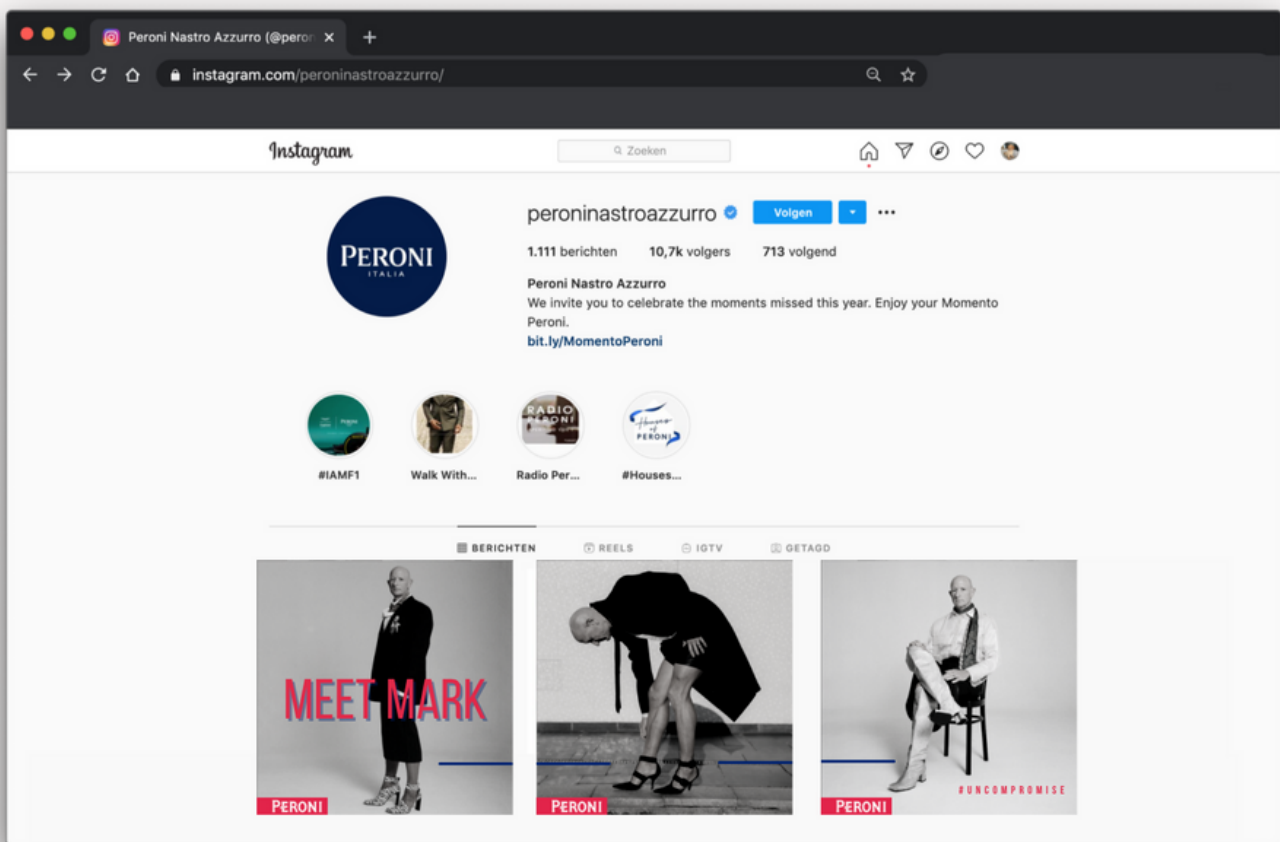
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Instagram carousel

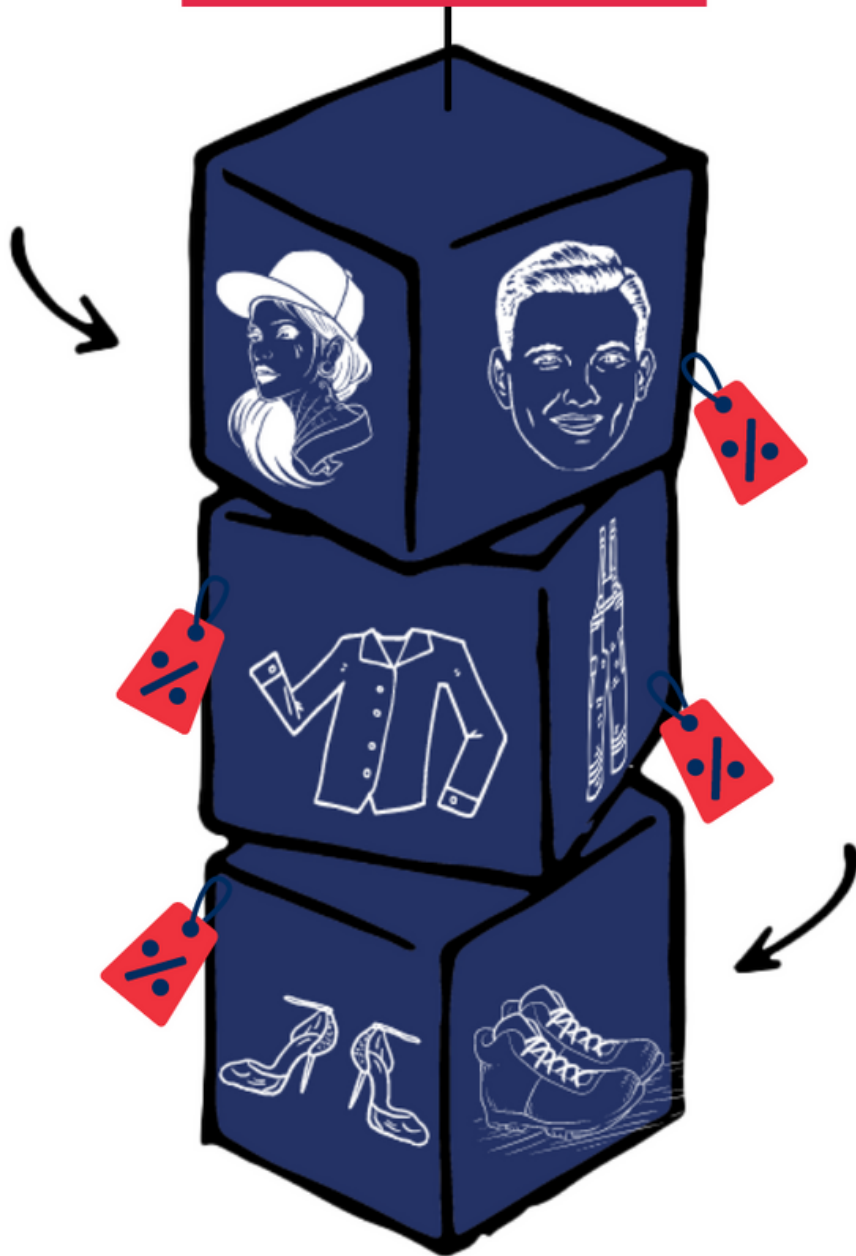


Instagram stories that encourage people to enter the competition.

POS

PERONI

UNCOMPROMISINGLY YOU



Cube totem that could be placed next to Peroni beers in the supermarket. People have to turn the cubes around to access the coupons. In that way the consumer will create different personalities.

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