

PERONI CIELO
UNLOCK YOUR POTENTIALS



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1. Overall summary

1.1. Campaign title

The brand-new campaign designed by our agency Oracle is called **UNLOCK YOUR POTENTIALS**. A whole new creative platform has been developed around the launch of the new PNA beer we called **PERONI CIELO**.

1.2. Campaign background

As part of its development, Peroni has chosen to launch in May 2021 a brand-new mid strength and low carb beer on the English, Dutch and Romanian market. Our challenge was therefore to think about a new communication platform and a media strategy to accompany this launch and thus ensure a high volume of sales as soon as it arrives on the market. On the consumer side, our mission was to succeed in convincing a whole section of the population to **change their drinking habits** by understanding the benefits of reduced alcohol consumption. To succeed in changing these habits, we needed **a strong, promising and differentiating message**. In line with this brief, we decided to focus our discourse on the benefits of a lower alcohol level with the brand signature "Unlock your potential".

Indeed, our insight assumes that the daily hyper-stress of large cities leads individuals to seek moments of disconnection. A classic beer with a high alcohol content allows people to take that break and to be out of time. Indeed, many consumers say they drink to clear their head, relax and have a good time with their friends. Therefore, with its unique taste and low alcohol content, we want the new PNA to provide an opportunity to offer an even more intense alternative to disconnection: **reconnection**. Specifically, we want to offer our consumers a new opportunity to reconnect with themselves, with their **projects** and **ambitions**. We want the PERONI CIELO to be a real partner in helping the consumers to shine and **reveal who they are** thanks to new moments of consumption.

For this new product launch and the stakes involved for the Peroni brand, we distinguish three priority objectives. First, we suggest working on the awareness of this new product. The second objective is to work on the product image with creative activations, to make the promise a reality. The last objective is to work on the intention of purchase. A good understanding of our positioning and the values that support the new PNA is therefore a major criterion for achieving our objectives.

1.3. Campaign summary

The new Peroni Cielo embodies the break you need to unlock your potential. Indeed, far from being a bland and boring beer, this new lighter beer promises to accompany people in **reconnecting** with the things that really matter to them and to become a real partner in helping them to **reveal themselves** both individually and collectively. Peroni is both a moment of **pleasure** and a moment of

stimulation, as well as **creativity** and **curiosity**. More than just a product, we wanted to sell a **lifestyle promise**.

Our desire to help consumers realize themselves, their **potentials** and **ambitions** is consistent both in our choice of media activations and in the creation of a club called Cielo Club. **Cielo Club** is a special programme of operations dedicated to self-realization : it consists of a **yoga** and **meditation** partnership to help people get back to basics, professional advice to work on **public speaking** and regain **self-confidence**, and a project **incubator** to support young entrepreneurs to develop cultural projects. The selected projects must have a link with **Italy**, to make a connection with the Italian beer and promote the strong cultural and **artistic heritage** of Italy.

1.4. Additional information

We have the will to unlock the potential that resides dormant in everyone, no matter who they are. Our will is to impel a breath of **creativity**, **freedom** and **curiosity**, and everyone can apply it according to his or her objectives. Therefore, the title of the campaign is: **Unlock Your Potentials** in the plural.

2. Research and Analysis

2.1. Conducted Research

To build our strategy and recommendations we have mobilized several resources and conducted different research including **qualitative and quantitative methods**. On the one hand we conducted an **in-depth analysis** of the **beer market** and more specifically the light beer segment in our three markets. These initial elements enabled us to bring out interesting **consumer insights** and to have a **global vision of the market issues**, and the position of Peroni. Also, we used **the Kantar Survey (TGI)** to identify potential consumers and their characteristics to target and reach them. Finally, we conducted **interviews** with people in our entourage to generate qualitative insights. Precisely, our target is a **connected youth, engaged and concerned about its future**. Based on this analysis, we realized that most people (consumers and non-consumers) feel they don't have enough time for themselves, to take stock of their desires and plans. By going deeper into this issue, we realized that there is a **paradox** between the need to disconnect and the need to **reconnect**. Therefore, we have chosen to capitalize on this moment of relaxation - drinking a beer - to optimize it for **self-realization**. Thus, we want to tell our consumers that by drinking a Peroni Cielo, they reconnect to the essential, meaning that they **fulfil themselves** and **blossom** in their projects, friendships, and dreams.

In order to develop our media strategy, we decided to build and analyze a relevant core target audience to which to address our message. Using **TGI** France, we have created groups of people

relevant with our communication platform. We also analyzed their **touchpoints** and their **media consumption** (on-line and off-line media). Due to lack of means we were unable to replicate this French segmentation on the 3 markets concerned but it's still a very helpful step to understand the **size** of the target and the results expected on target. In addition, we believe that the insights of the consumer trends in our analysis are aligned with these three countries studied, although the media touchpoints have a cultural particularity.

2.2. Situation Analysis

- The brand

The PNA brewery was founded in 1846 in Vigevano by Francesco Peroni and 25 years after its creation, the brewery has been transferred to Rome. "Nastro Azzuro" comes from the Blue Ribbon won by the Italian liner Rex in 1933. Finally, in 1963, creation of the PNA beer by the Peroni family, which embodies the Italian values of quality and craftsmanship. PNA is a premium beer brand that is profoundly Italian, natural and traditional. Since 2020, one of the brand's challenges is to "inspire people to drink better" and it promises to mix pleasure & style.

- The priority market (composition, size and potential)

- *In the UK* (London Beer Competition, 2019) there are about 2,500 breweries, and the volume sold (thousand barrels) was 28,115. UK is the 2nd largest beer market in Europe. The lager segment is dominated by 5% ABV lagers. PNA is growing in this market and is the super-premium brand with one of the highest share values. More than 50% of 18-34-year old report drinking only premium lager and looking to drink less, but better. The **low-alcohol beer segment is increasing**. The new PNA therefore has every chance of becoming well established in the UK market and of being very successful.
- *In the Netherlands* (Nederlandsebrouwers, 2016) there were a total of about 600 breweries, 12 million hectoliters were sold, and 24 million hectoliters were brewed in the country. In this market, PNA is a small brand with a large footprint in Amsterdam. Between 2016 and 2017 the light segment of this market grew by 8% in consumption, compared with 2% for the market as a whole. Between 2010 and 2018 sales of light beer in this market grew by 32%. The Netherlands market therefore offers a **very good opportunity** for the launch of a new PNA beer with low carb & low ABV.
- *In Romania* (Peroni 2019 & Berarii romaniei), 86L/person per year and in 2019 16 million hectoliters were produced. The beer market is dynamic with a similar consumption as in the United Kingdom. The premium and super premium market is dominated by international beers with strong sales growth, which is a good point for the new Peroni. **The Peroni brand is growing fast** and is one of the top 7 international brands on the market. However, the beer market is dominated by classic lager and 97% of the beers consumed come from local production. We will have a real challenge to position the new PNA in this market and record strong sales among these remaining 3%. In Romania, it will be necessary to capitalize more on

the notoriety of the Peroni brand image and to work on the top of mind rather than on the product specialty.

- **Opportunities and trends**

Globally in these three markets, we are seeing a growth in consumer interest in **premiumization and quality**. They also see value in companies linked to a specific **locality**, those that work with **locally sourced ingredients**. There is a general trend to drink more **homemade** lagers and more premium lagers. At the same time, consumers are becoming more and more **health conscious**. They prefer better quality ingredients and are **prepared to pay more** for a higher quality product. We take advantage of this trend to mix the **local consumption enthusiasm** with the development of **Italian artistic and cultural projects** driven by the Cielo Club.

- **PNA Cielo main competitor**

Michelob ultra is part of ABInbev, the largest brewing company in the United States. It contains 4.2% ABV, which is a little more than CIELO. This beer is positioned as the "**beer for sport**", activity, fitness, and mental well-being. Recently, Michelob Ultra launched a campaign to help people stay fit and healthy during the lockdown with live workouts (Movement by Michelob Ultra Live). Michelob Ultra has thus given itself the image of sports beer, and its actions are completely in accordance with its brand image. This beer is well established in the USA and is expected to be launched aggressively in Europe in the coming years. Therefore, the new CIELO has a distinct and unique positioning, as opposed to just sports activities.

3. Strategy

3.1. Campaign Objectives

Our two main objectives are:

- ➔ Successfully develop the PNA Cielo by creating a **powerful and differentiating identity**
- ➔ Become part of people's mental repertoire.

The product must be **well known and desirable**, while embracing the **Peroni style and heritage**. To achieve this, there are four sub-objectives:

- **AWARENESS**: make the product known to a relevant target audience.
- **IMAGE**: transmit the values and assets of the new product.
- **ENGAGEMENT**: integrate the product in the habits and the lifestyle of a core target group.
- **PURCHASE**: become a flagship product in the mid-strength segment.

3.2. Proposed Strategy and Tactics

To succeed in reaching our objectives, here are the actions that we want to put in place. All actions are **variations** of the idea of **self-realization** and the **enhancement** of one's personal potential. We are aware that the modern consumer is no longer satisfied with a product as such. Therefore, our idea is an extension of the product feature. We want to propose a **true experience** around the new beer. Our creative brief and activations provide a **meaningful dimension to the product**. Thus, in addition to raising awareness about the product, those actions will also **enhance the vision they have of Peroni** that is, a **positive vision**, related to **action** and **well-being**.

Events and special operations (partnership, sponsorship, incubator) enable to convey the values inherent to the product developed above. The different Cielo Club programs are very **qualitative, premium, and smart**. Also, as we need to keep our target interested in the product and capitalize on the inclined state of our target. Therefore, our campaign is composed of an entire **media ecosystem** that resonates with the Club's activations. Indeed, our desire is to create **new moments of consumption** and to be an **inspirational experience** for young active people. Cielo Club events support the release of potential, and media advertising serves to pass on the message to **consumers to take this moment of consumption to realize themselves on their own**.

3.3. Campaign Evaluation

Before the campaign: to assure the effectiveness of the campaign, **test posts** will be realized. By running those tests, we will measure our **actions' performance** and will be able to correct the situation if needed before the launch of the campaign.

During the campaign: we will also do **A/B testing** during the digital campaigns.

One month after the launching of the actions: **brand lift studies** will be ordered to evaluate the **notoriety** of the campaign.

Three months after the campaign: brand lift study to evaluate the **top of mind**, the **engagement**, and the **leads**.

3.4. Creative Brief

To successfully launch this new beer and materialize a **strong identity** and a **relevant storytelling**, we decided to focus on the essence of the product and what it directly inspired us :

This beer has the main feature to be light. Light beer means less alcohol and less alcohol echoed to us as “the **pleasure** of a beer **without the inconvenience** of being drunk”. That state being settled in our minds and considering the reality of the market (where well-being and “healthy” products are a trend) we acknowledge that a light beer will be considered as the healthy alternative to the classic beer and become the privileged drink for people that take care of their lines and want to

have a good time. To go further, we consider that the new PNA is not only beneficial for the body but also for the mind. It would allow **to rise with style while others will suffer the disadvantages of a strong beer**. So beyond following the healthy trend, we also want to address to those who take care of their lines but also to young consumers who could see this product as **an opportunity to shine and not as a constraint**.

To illustrate our thoughts, we settled the **concept of disconnection and reconnection**. Disconnection is the state where you just want to leave your everyday life, to forget about it for a moment, to have a break. Re-connection would be the cut above: instead of forgetting about your everyday life you would reconnect to your true self, as our manifesto just below explains it:

*“The **daily hyper-stress** often makes us lose the deep essence of the things that matter and pushes us to **look for moments of disconnection**.”*

Classic and strong beers, through their alcohol content, allow us to take that break, to be out of time, and many consumers say that they drink to clear their head, relax and have a good time with friends.

However, with its unique taste and low alcohol content, light beers can provide an even more intense alternative to disconnection: reconnection.

De facto, Peroni mission is to offer to its consumers a new opportunity to reconnect with themselves, their projects and others. In other words to reconnect with the things that really matter.”

This manifesto is an ode to creation, to just go for it. Our everyday lives restrain us in our creative impulses because of all the norms. Alcohol is one of the ways we have to escape but it can also rapidly put us to sleep. A light beer is the perfect compromise: it frees us just what it takes to disinhibition, to break free from the rules of society and let us be ourselves. This state of full consciousness is also a land of creation where everything is possible. This light beer of Peroni is the way to get to this privileged state where everything seems right and pleasant.

4. Media

4.1. Media Strategy and Plan

In the context of a product launch (and even a new trend launch), we chose to work on a full funnel campaign. As described above, our 4 main objectives are branding, awareness, consideration, and of course purchase.

- **Image : branding operations**

Our Cielo Program enables us to anchor the values of the new range, and to tell the story of the brand beyond the product.

Cielo Program KPIs: Sales, Number of subscribers, Number of participants in activations, Number of CIELO establishments (supermarkets, caterers, cafes/hotels/restaurants, etc.),

- **Awareness: visibility and reach objective**

Offline: We have chosen to advertise offline to be **top of mind** during the launch period. We want to be present on **TV** and **cinema** to have a **strong notoriety**.

TV KPIs: Reach (%) of target audience, opportunity To See (OTS), GRPs, Category SOV as well as qualitative KPIs.

OOH KPIs: Reach (%), Opportunity To See (OTS) and Category SOV.

Press KPIs (inflight & lifestyle magazines): Reach (%) of target audience, effective frequency and position vs competitors.

Online: Nowadays, social and display are essential for a brand to own shares of attention. Thus, our assets are shown through social (Facebook, Instagram, Pinterest, Youtube and Spotify) and through display. Social KPI for Awareness are the following: Facebook: Reach & Frequency, CTRs / Video Views. Instagram : Reach and frequency SOV, video views, engagements and Display : Unique Users (Cost per Unique User), Reach, Viewability, Brand Study/Tracking

- **Consideration : affinity objective**

The objective of the consideration phase is to engage audiences and generate qualified traffic. Thus, the following KPIs have been selected :

SOCIAL KPIs for consideration: Engagements, Video Views.

DISPLAY KPIs for consideration / Purchase: CTR, Engagement/interaction rate, Post impression metrics, Actions, CPA, ROI.

- **Purchase : traffic objective**

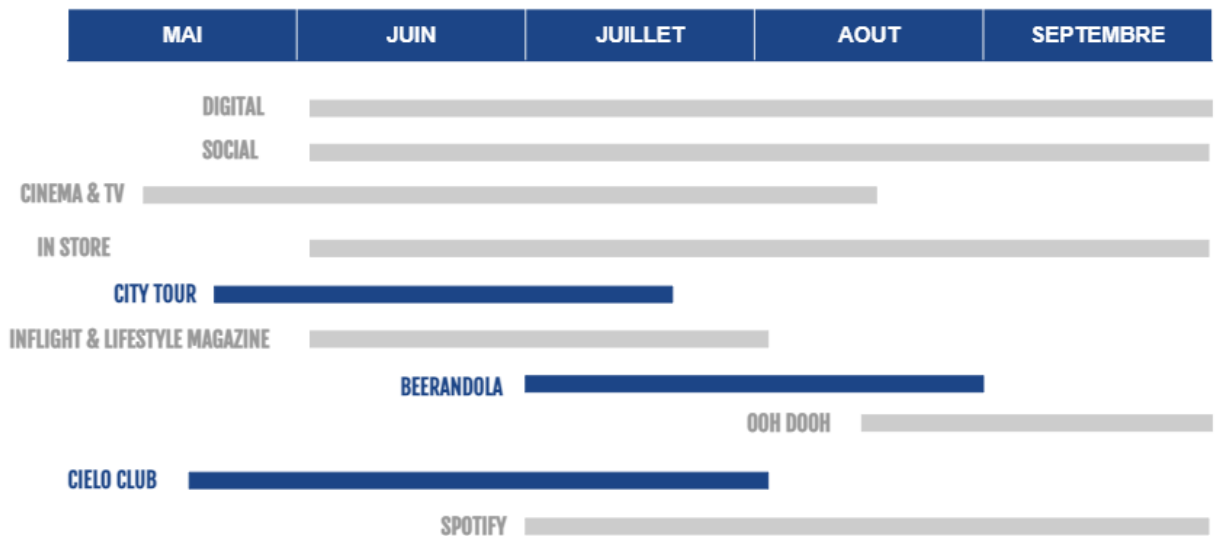
Finally, once the users are engaged, the goal is to get them down the funnel to convert. There are three objectives for conversion:

<p>E-sampling campaign (beer offered for newsletter subscription)</p>	<p>Traffic & drive to store (see close store)</p>	<p>Sales Boost on pre-qualified users</p>
<p>Objective : To test the beer + CRM base + OCA push</p>	<p>Objective : To address afins users through a low funnel objective to qualify them by the action on site.</p>	<p>Objective : Push to the act of purchase by capturing all the demand and retargeting pre-qualified users.</p>
<p>Kpi's Leads, visits, purchases + qualitative study</p>	<p>Kpi's CPC, CPLPV, add to cart, content views</p>	<p>Kpi's Purchases, ROAS, conversion rate</p>
<p>Audiences : Age: 18 - 49 Gender: Female & Male</p>	<p>Audiences : Broad Audience Facebook to find the users most likely to be interested in the products in the catalog / product set</p>	<p>Audiences : LAL 1% Top visiteurs LAL 1% Add-to-cart LAL 1% BDD clients & Newsletter</p>

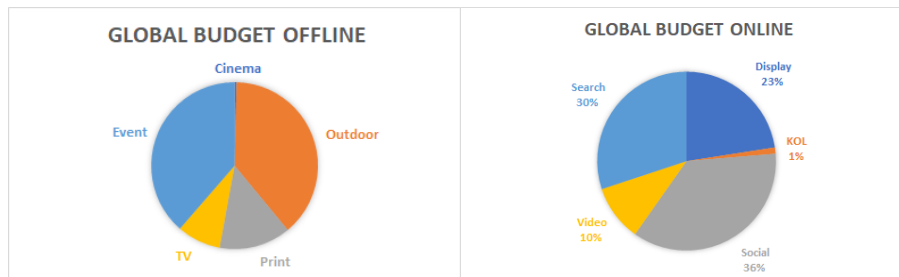
4.2. Media Schedule



RETROPLANNING



4.3. Media Budget



OFFLINE 3 885 K

MIX MEDIA

ONLINE 2 958 K

2021		in k€		Offline					Offline Total
				Cinema	Outdoor	Print	TV	Event	
CIELO	United Kingdom	5	500	180	110	500	1 295		
	Netherlands	5	500	180	110	500	1 295		
	Romania	5	500	180	110	500	1 295		
		Online					Online Total		
		Display	KOL	Social	Video	Search			
		60	3	96	27	800	986		
		60	3	96	27	800	986		
		60	3	96	27	800	986		

5. Creative

5.1. Creative Execution

An identity of its own: naming

Cielo is a soft term, reflecting the lightness in its pronunciation and its reading. The lightness must appear in the name of the new Peroni. Cielo represents the light blue of the sky on sunny days, reminds the color of the "Nastro Azzuro". It's an invitation to escape, to travel. The sky has no limits, just like the potential of human beings.

Characterizing the beer: packaging

We started from an observation: the Peroni Libera isn't very different from the PNA, the packaging looks like the PNA, but sadder, and it seems to be hidden on the shelves (in France). For the CIELO, it's important to offer a very differentiating bottle, which makes you dream, and which you are proud to sell and display. This Peroni must be different from other beers on the market, and from the range of Peroni beers, even if it means not following the brand's current packaging guidelines. To do

this, we have developed designs that correspond to the Cielo's vision, to the promise it intends to keep, but also to the expectations of consumers with regard to this promise. We have created a strong identity reflecting a light, refreshing, and artistic aspect. The bottle is transparent. The Cielo is light and premium, consumers want to see its beautiful color. The transparent conveys a notion of transparency in the beer recipe: when the buyer sees this bottle, he knows what he's buying, there are no artifices. The oval label was chosen because there are no rough edges or peaks, no end in itself. It evokes softness, lightness. The black flourishes represent the richness of its flavor and character. To bring the idea of lightness to the forefront, it was essential to highlight ABV.

Bring the Peroni brand to life

In order to make the product known and to position it in a memorable and disruptive way on the market, we tried to stick as close as possible to the consumers' lifestyle.

We want to anchor Cielo bottle in the consumer's memories by putting it at the forefront of our media creations. We use the logo to take advantage of the acquired and growing notoriety of the Peroni brand, but also to anchor the Cielo's legitimacy. Similarly, we want to deeply anchor the baseline, which translates Cielo's promise. Our creations represent the Peroni brand and the new Cielo's identity. To do this, we took up the brand's structuring graphic elements and codes linked to the seaside image and the sky. The Cielo bottle is behind a rock wall. A window gives a view of all our possibilities. Indeed, behind our tendency to lock ourselves into our daily life and a well-organized routine, we often lose in mind the scope of our dreams and potentials. Cielo helps to break this barrier to glimpse the immensity of the range of possibilities. Lastly, it was essential for us to associate the blue ribbon in our creations to remind us of the origins and roots of the Peroni brand, but also because it represents the lightness, as well as the feeling of liberation provided by this beer.

The Cielo must be melted into lifestyles, structuring the image of the Peroni brand to make the Cielo really come alive, to propose axes of consumption experience to the consumers. Cielo will take advantage of Peroni's lifestyle image characteristic as well as its notoriety. This lifestyle aspect is at the foundation of the brand and is completely present in Cielo's identity, as well as in its promise.

