

### Overview

- ❖ Executive summary
- ❖ Research & Analysis /10
- ❖ Strategy /10
- ❖ Media /10
- ❖ Creative /10

### Executive Summary

<b>Team name</b>	<b>PINK.</b>
<b>Campaign title</b> <i>Choose a suitable campaign title that is not the same as your team name.</i>	<b>LIVING LA VITA</b>
<b>Campaign background (max. 300 words)</b> <i>This section should contain:</i> <ul style="list-style-type: none"> <li>✓ An introduction and overview of your campaign proposal</li> <li>✓ The approach you have taken to reach your strategy</li> <li>✓ The expected outcome in terms of response</li> <li>✓ Any criteria that might affect the campaign</li> </ul>	
<b>Provide answer.</b>  <p>Our campaign's purpose is to break down a stereotype in the beer industry. We don't want to be another beer on the shelf that offers the same kind of experience, the same kind of fun that everybody is talking about. We dug deeper than that and, finally, we reached to a strategy that led us to a creative solution of the problem.</p> <p>How did we get to our strategy? Through a lot of reading, initially. Then, we wanted to get in touch more with the target. We launched a survey via Google Forms applied in the target's countries, a focus group to get more answers to our questions.</p> <p>What did we ask about? Lifestyle, beer, light beer and Peroni, of course. We wanted to have an overview of the consumer's perceptions that would help us get a clear direction after the secondary research we've done.</p> <p>In terms of response, we want our target to associate Peroni Light with that beer that makes them realise the importance of living every moment like they are celebrating life. We are showing them the literal meaning of living every moment of your life. And this comes with the desire to try the new Peroni Light.</p> <p>A criteria that might affect the campaign is the legislation in each country about alcohol advertising, which can have restrictions about the placement of OOHs etc. Another impediment for switching the category are the preferences related to a beverage's taste. In our survey, 84% of respondents said the most important feature of a beer is the taste. Also, 77% of them said they don't read a beer's ingredients label, so they might not believe our message because of this. Mentioning the benefits of the product in our advertising might not be enough if they don't look it up themselves.</p>	

**Campaign summary (max. 90 words)**

*Enter a brief paragraph that summarises your campaign so your concept can be understood at a glance.*

**Provide answer.**

Through “LIVING LA VITA. LITERALLY”, Peroni Light positions as the beer that makes them believe in living every moment like they are celebrating life, showing that it is possible to enjoy a moment and a beer in random moments of their lives. And by this, we break down the stereotypical moments of fun associated with beer in general.

**Additional information (max. 100 words or N/A)**

*You are allowed to include extra comments for the jury if you think it adds information to the previous sections. If you do not wish to add anything, just type N/A.*

**Provide answer.**

**Research and Analysis (10 points)**

**Conducted Research (max. 400 words)**

*Describe the research you have conducted. This must cover both secondary and primary research, and should provide details on the approach, sampling and methodology that you adopted.*

**Provide answer.**

For the primary research we created a Google Forms survey to answer our questions about beer consumption. Also, we wanted to get to know the Peroni target audience and find out their opinion about light beer, the perception they have on Peroni and their lifestyle.

We launched the survey on the Facebook groups of communities in the UK, the Netherlands and Romania, interested in nutrition, sports, lifestyle, health and veganism, but also more general ones. We received around 600 answers. Our methodology helped us to build the basis for the campaign. So, when they drink beer? Most of them in usual-social contexts, for casual fun (with their friends, at barbeques, at an event). They don't actually associate beer with a special and unique moment, like they do with champagne for example. Why? Because they drink it in the same normal circumstances every time. Most of them are trying to have a healthy lifestyle and, in their perspective, beer is healthy when consumed in moderation. They know that light beer is a good alternative, most of them tried it, but they do not associate it with fun, and they believe that fun means a certain percentage and a high amount of alcohol. For them, the fun is a moment. For example, the weekend, a birthday, a holiday, an award, a job promotion, a child, a wedding and other moments that do not happen every day.

We found all this information on websites like *Statista, Eurostat, Euromonitor International Lifestyles, National Institute of Statistics, Drinkware, The Brewers of Europe, Tandfonline and others*. We also looked at beer commercials to see their communication. Then we analyzed Peroni's ads and we could see a direction for the new product.

For the secondary research we looked for data about classic and light beer, from manufacturing, distribution, consumption, perceptions, attitudes and lifestyle of consumers

in all 3 countries. We found that the light beer market is constantly growing. A study where beer drinkers were interviewed, says that light beer might be a replacement to soft drinks, rather than beer or represents an alternative for occasions where alcohol drinking is not appropriate and/or convenient. So, drinking light beer is most of the time associated with a formal event where you couldn't have fun or live life to the fullest.

**Situation Analysis (max. 600 words)**

*Provide details of your research findings and a Situation Analysis. This should demonstrate your understanding of the brand, the market (its composition, size and potential), a competitor profile, and industry/category gaps, opportunities and trends.*

**Provide answer.**

Following the data obtained based on our research, we came to the conclusion that the consumption of light beer in the UK, the Netherlands and Romania is increasing, and this is an opportune moment for Peroni. Moreover, 33.7% of the participants in our survey answered that they would replace normal beer with light beer. A trend towards natural ingredients was also visible in their preferences. Consumers are becoming more demanding in terms of taste, quality and authenticity. We also found that consumers, especially millennials and gen Z, have been cutting back on the amount of alcohol they drink for financial and health reasons and this presents a big opportunity for low-alcohol and non-alcoholic/alcohol-free beers, ciders and wines. Alcohol consumption is decreasing, with some 37% of consumers seeking to cut back on alcohol intake. Health and wellness trends mean that drinkers are trying to cut back on alcohol and calories. In UK, 18% of the consumers think beer can be part of a healthy lifestyle and in Netherlands 31% of consumers think beer can have health benefits. Beer consumption is also associated with social events like barbecues, large music festivals, sports events or night out with friends. In all 3 countries, beer is predominantly perceived to be an everyday beverage for relaxation-oriented occasions or specific contexts. For example, in Romania, 40% of consumers drink a beer at least once a week, in various contexts: after work (35.9%), on holidays (35.7%) or socializing (30.7%).

Unlike competition, Peroni is associated with a stylish lifestyle. Most of the Peroni consumers are part of creative industries like music, fashion, TV, movies, but some of them are aspiring to a creative and fun life. We identified brand values such as passion, tradition, style, durability and quality, but the main differentiating factor of the Peroni brand is the Italian lifestyle. Italians take time to appreciate the simple things and Italian lifestyle is all about enjoying every moment. We found out this from the research we did by looking at the ads, searching on the official Peroni website.

At the competition level, we selected 3 competitors from each country having the following result: in the UK on the first place is Budweiser Budvar, being followed by Stella Artois and San Miguel. Top 3 competitors in the Netherlands are Heineken, Bavaria and Grolsch, and in Romania on the first place is Ciuc, followed by Ursus Breweries and Heineken. Peroni's competitors communicate in a friendly TOV and they emphasize the moments of consumption in social contexts (association with football, festivals, concerts, etc.). For example, Stella Artois is the perfect beer to pair with food and friends. So, we noticed that most of these brands choose to communicate the fact that beer is drunk at regular times of consumption, such as going out with friends or gatherings with family. Thus, we identified this gap in the market. Peroni Light is what the other beers aren't. You can drink Peroni Light and live a stylish and healthier life. So, Peroni Light is here to make you enjoy every moment in life and have fun while doing it.

Analyzing the data from Megatrends, we found that the biggest trends to follow are healthy living, experience more and premiumisation. An average of 56% from the people

in targeted countries want to experience a new culture, and 49% are willing to try a new product. So it seems like the perfect opportunity for Peroni Light to meet all these trends and fulfill consumer's desire, because it's a new healthier beer on the market that bring with it the Italian culture.

## Strategy (10 points)

### Campaign Objectives (max. 100 words)

*A listing of your prioritised communications objectives (maximum of 4). See Glossary.*

#### Provide answer.

1. Increasing the notoriety by 10% of Peroni Light beer for target audience in the UK, Romania and the Netherlands in the first 6 months of the campaign.
2. Changing the consumer's actual perception about light beer into light beer being a part of a balanced and fulfilling life. We want to do this in the first 6 months of the campaign.
3. Building in the first year after launch of the campaign a Peroni Light Beer community of 30,000 people (*made up of target groups in the UK, Romania and the Netherlands*) focused on a healthy and active lifestyle.

### Proposed Strategy and Tactics (max. 350 words)

*Your strategy and tactics should demonstrate how your integrated campaign has a high probability of success in achieving the set objectives. See Glossary.*

#### Provide answer.

Peroni Light beer is just like the target, atypical in their category and not stereotypical. Thus, our tactics cannot be stereotypical either. We want to make Peroni Light that motivational speaker who makes you appreciate and live your life at fullest.

Enjoying every moment also means enjoying the time after a training session. Peroni Light wants to be associated with "stylish" sports - yachting, hiking, tenting, volleyball, dancing, bowling, through this association underlying the fact that is a low carb beer.

We also want to associate Peroni Light with offline and online events, workshops and parties, but not the classic ones (such as: parties after a football match, barbecues or hanging out with friends), because there are more fun moments in life that can be as fun as the stereotypical ones presented in general. Peroni Light is that beer that brings you a celebration moment for the effort you put in your life.

**So, how will we achieve our objectives?** The campaign will have a main video spot of 1 minute that will be shortened depending on the platform it will appear (TV, Social Media Ads). We will create a strong content plan for all the Social Media platforms we're on that will be derived from our main concept. What will be included? Engaging posts and stories, social activations, collaborations with relevant influencers. Also, as a digital activation we'll make a landing page to create a Peroni Light community.

As for the classic media, we'll create awareness through OOH advertising, we'll make disruptive brand experiences and activations at festivals and other relevant events for our target.

### Campaign Evaluation (max. 100 words)

*Describe how your campaign's impact / effectiveness will be evaluated.*

#### Provide answer.

The success of the increasing notoriety can be evaluated by the engagement received on Social Media networks after the launch of the campaign, as well as by the user-generated content. Changing the consumer's perception can be measured in the number of people participating in our activations, the members in the Peroni Light community and, of course, by the increased sales.

**Creative Brief (max. 450 words)**

Your Creative Brief can take any format or style, but must cover the list of essential elements, as outlined in the Glossary.

**Provide answer.**

**So, what is our challenge?** *Beer is associated with the moments of fun that come firstly to your mind: socialising with friends, partying, basically, ordinary fun.* A kind of fun that is, perhaps, not so aspirational for the target we want to reach and it also doesn't match with their unique personality. Even what you drink tells a lot about you, right?

Our **target** audience is stylish, open minded, having or aspiring to a healthy lifestyle, who is active in the online environment. They have a medium-high income and live in an urban area. They are recognized from afar, due to their look, even if they are not extravagant. They are stylish even when they dress in casual clothes or in their gym equipment. They want to enjoy every day at the fullest and have that fun vibe all the time. They are selective, which makes them focus on quality, not quantity. They are adepts of refined drinks and think that beer is pretty basic, but they are open to try new things and offer a chance. Through the campaign we want to reach a secondary target, more precisely those who are in a continuous self-discovery and aspire to be like those in the main target.

**Fun means embracing every experience that life gives you.** Our target wants a fulfilling life, everyday. But what's the equation for it? Living every moment at its fullest, enjoying those basic moments a little more and celebrating life everyday. And with this insight, comes our **SMP**: *every moment must be truly lived*, backed up by the brand's **RTB** represented by the values of the Italian style.

**The tone of voice** should be fun but at the same time stylish. We don't want to exaggerate showing off, because we know that we are premium, and just like our target audience, we don't feel the need to do extra stuff to show people who we are. It's about the vibe we give off, a vibe of passionate people that are enjoying their life lived with style.

**What do we expect?** We want our target to feel the connection between them and our brand's personality, to identify with it and be a part of their style. Like, they listen to a certain type of music, they wear a certain type of clothes and they drink a certain type of alcohol, and that's Peroni Light. We want them to try the product at first and eventually be a loyal customer.

As **mandatories** we should have the product or the logo, a visual vibe connected to Peroni, using colours as blue shadowing in the colorization of the images and a red accent. Let's try to keep a minimalist approach.

**Media Strategy and Plan (max. 500 words)**

*This should cover how your combination of channels/platforms will contribute to achieving the campaign objectives. Reach, frequency and any other media goals and considerations should be addressed.*

**Provide answer.**

From our research we found that Facebook, Instagram, TikTok and YouTube are the most used social media apps, and we'll interact with our target there. We thought of a plan divided into three stages, the first stage focusing on awareness, the second part on consideration and the last part of the campaign on conversion.

In the first part of the campaign we will have Facebook and Instagram Ads that will run in weekends all day + the week days between 18 and 22 PM. In parallel with YouTube Video Ads and Instagram Story Ads with the same frequency to promote the campaign spot. Also in the first stage, we will launch the Peroni Light Club landing page, where we will post weekly articles on topics relevant to the target using a Google Search strategy.

In the second stage of the campaign we will have Facebook and Instagram Ads through which we promote Peroni Light events and attendance at various cultural events in each country, and they will run 2 weeks before the events take place. We will also have YouTube Video Ads and Instagram Story Ads in which we will promote the mini-series "*Living la vita MAKEOVER by Peroni Light*". The mini-series will have 6 episodes and they will be posted every two weeks on Instagram TV and YouTube.

We will also collaborate with influencers from different areas (*travel, sports, art, lifestyle and fashion*) on stories and we would have 2 stories for each influencer. TikTok activations will be weekly with a different TikToker.

In the last stage we will have Facebook and Instagram Ads in which we will promote photos from Peroni Light events, the frequency being 3 times a week, followed by YouTube Video Ads with testimonials of Peroni Light Club members, articles on the Peroni Light Club landing page with experiences at Peroni Light events.

Through the whole duration of the campaign, we will have social media posts 3 times a week.

Throughout the campaign, the spot will be on TV on relevant TV programs for our audience. In the first months we'll buy more media space on TV, and then the frequency of the spot will slowly decrease.

In the offline environment we will have 4 Peroni Light events and small activations will take place in the main cities and we are going to use OOH advertising. Also in the offline environment we thought about the presence of a van by Peroni Light in the tourist areas of each country.

**Media Schedule**

*This should be represented in tabular/graphic form (e.g. Gantt Chart) and feature channel/platform types only (e.g. TV, Social, Mobile, etc). Do not include specific media titles.*

**Provide answer.**







include posts with motivational quotes inspired from the Italian lifestyle with a Peroni twist. And we think it's essential to promote the features of the product that make it a healthier beer. To do that, we'll have dedicated posts, but also have some mentions about it in the other posts' captions. (see more in the PDF presentation)

As social activations, we'll have takeovers on the Instagram accounts of each country. What does this mean? Relevant influencers for each country will log in to the Peroni account. They will post stories from their day and show our followers how they are truly enjoying every moment.

Another activation will be an aesthetical Instagram filter that will have a color grading of the image and it will appear the text "Living la vita". These kind of filters are very appealing to the target and are also trending. It will give a cinematic and Italian vibe of the photo they are taking and it will look very Instagrammable. (see more in the PDF presentation)

The biggest social activation will be a mini-series that is built on the base of the popular concept of makeover shows. These shows transform people's lives through having a radical change of style. They change their wardrobe, their hairstyle, make-up etc. And we'll do this too. But the thing we want to change is the perception of life. We want to make people, who are caught up in work and problems, live every moment and be present in their life. This is how we'll bring to life the "Living la vita MAKEOVER by Peroni Light".

As a digital activation we have a Peroni Light Club, a landing page, where articles related to the events organized by Peroni will be posted. It will be a platform for those passionate about art, design, sports and lifestyle. The consumer will have the option to become an exclusive member of Peroni Light Club by entering a unique code on the package of 6 bottles of Peroni. After becoming a member of Peroni Light Club, you have exclusive access to the events organized by Peroni special for members.

In the offline media we'll have a video spot running on TV. The spot is presenting a main character that is wandering the streets of an Italian town and during this journey we'll see different people having fun and enjoying moments from their life. (see more in the PDF presentation)

As activations we'll have a Peroni Light van that will be in touristic areas in each country and corners at the events we'll take part.

Also, we will organize four special events only for the Peroni Light Club members. We want to organize a mountain route. At the end of the route there will be a Peroni Light refrigerator, to reward our members. The second event will take place on a yacht. A private party will be organized, where a DJ preferred by our target will be invited. Only the first 20 members who register for the party will attend. The third event can be enjoyed by any member of the club. Peroni encourages nature walks, so he provides his members with a travel kit, which contains: a tent, a mattress, 2 flashlights and a 30% discount voucher at partner locations for camping. The latest event is a healthy lifestyle course. They can learn so many things, starting with the thinking and ending to many types of recipes. Members can register for this course one week before the starting date, within the available places.

\*The creative part is illustrated in the PDF presentation.