



P E R O N I

N A S T R O

A Z Z U R R O



Team : SARA PERCHE TI AMO

Ysé Grégoire Sainte Marie - Emmanuelle Lignon - Léa Meynadier - Yanis Mahlous



MANIFESTO 03

STRATEGY & ANALYSIS 04

CREATION II

STEP 1 : Launching strategy

STEP 2 : Brand image strategy

MEDIA & BUDGET 31

MANIFESTO

We are all endowed with an aura, an energy that lives within us.

It evolves every day according to what we see, hear, learn.

A painting, a musical tune, the story of an opera:
we daily nourish ourselves with the benefits of art.

But if there is a nation whose cultural richness is undeniable, it is Italy,
and in particular thanks to its heritage, which the Peroni brand has been part of since 1846.

And as the greatest artists, Peroni evolves, innovates and grows.

If the Nastro Azzurro never leaves its iconic blue ribbon,
it could be that the new version of itself is enjoying fewer degrees of alcohol,
without losing its inimitable character and aesthetic!

It thus becomes the emblem of an ageless, genderless community,
brought together by a taste for knowledge.

Finally, more than the artistic combination of a harmonious container and refreshing content,
the new Peroni Nastro Azzurro beer aims at being
the ideal partner for those who like to consume ART with LIGHTNESS.



S T R A T E G Y
&
A N A L Y S I S

“WE DON’T SELL ITALIAN BEER, WE SELL ITALIAN LIFESTYLE”



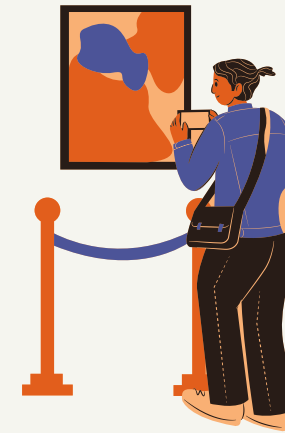
ITALIA

Very attractive tourist destination:
3rd most visited European country,
5th most visited country
in the world in 2019.



MYTH

The country is known for its
monuments and emblematic
creations (painting, sculpture,
opera, fashion...) all over the world.



ART IS TRENDY

... and sustainable, like Peroni!
Art and culture are trendy, and
offer moments of sharing, with
loved ones, to drink a Peroni.

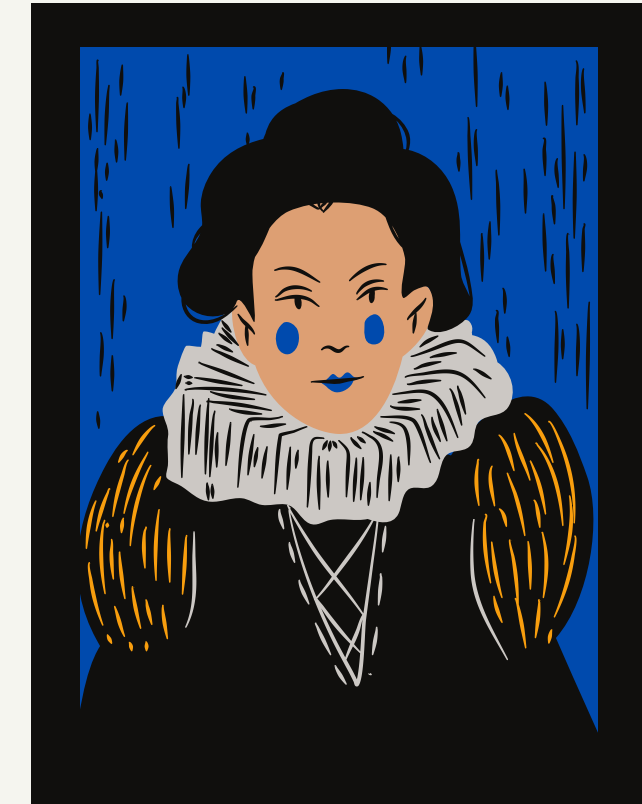


1846

The brand is more than
150 years old.
In a nutshell, Peroni has
crossed the ages, just like art!

Campaign title

THE ART OF LIGHTNESS

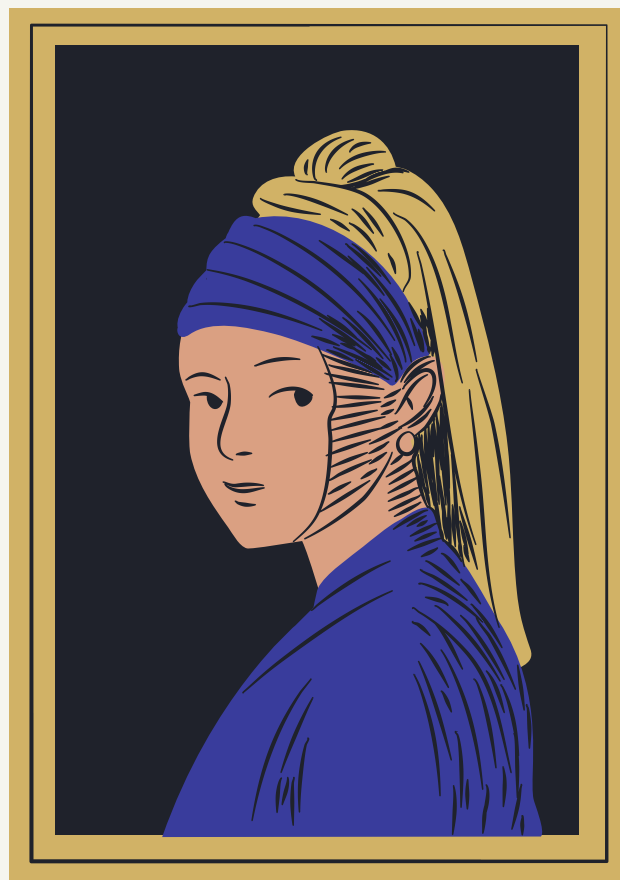


Campaign background

The Peroni brand has succeeded in creating a **myth** that has its origins in the past but is now evolving at the pace of modernity.

We have understood that **art** occupies an important place in the values that Peroni share with its community throughout the world.

We have therefore imagined a communication campaign at your image, halfway between **tradition** and **innovation**.





POSITIONING AND AIM OF PERONI:

“EXISTS TO
INSPIRE AND
ELEVATE WITH
TRUE STYLE”

O U R C A M P A I G N

INSPIRING

An inspiring campaign that invokes Italian history, culture and art, lightness and lifestyle, to transport people into universe of fantasy, as art does.

GAMIFICATION

Gamification of works of art, fashion, opera... It makes them more accessible, people want to know more about them, and about Peroni.

ACCESSIBLE, YET PREMIUM

Premium and accessible beer: making art accessible, offering it to all consumers.

UNIVERSAL & AGELESS

Bringing the Italian *dolce vita* for everyone throughout the world: communication that is neither gendered, nor old, nor geographically anchored, and campaign that easily adapts to our three target markets.

THE PERONI BRAND

Campaign highlighting all the essential criteria of the brand: new product, lightness, italianity, blue ribbon...

MULTICHANNEL & VIRALITY

Multichannel: the concept can be used in posters, TV ads, banners, social media... Also campaign that will make people talk, because it integrates consumers and communities.

TARGETS AND INSIGHTS

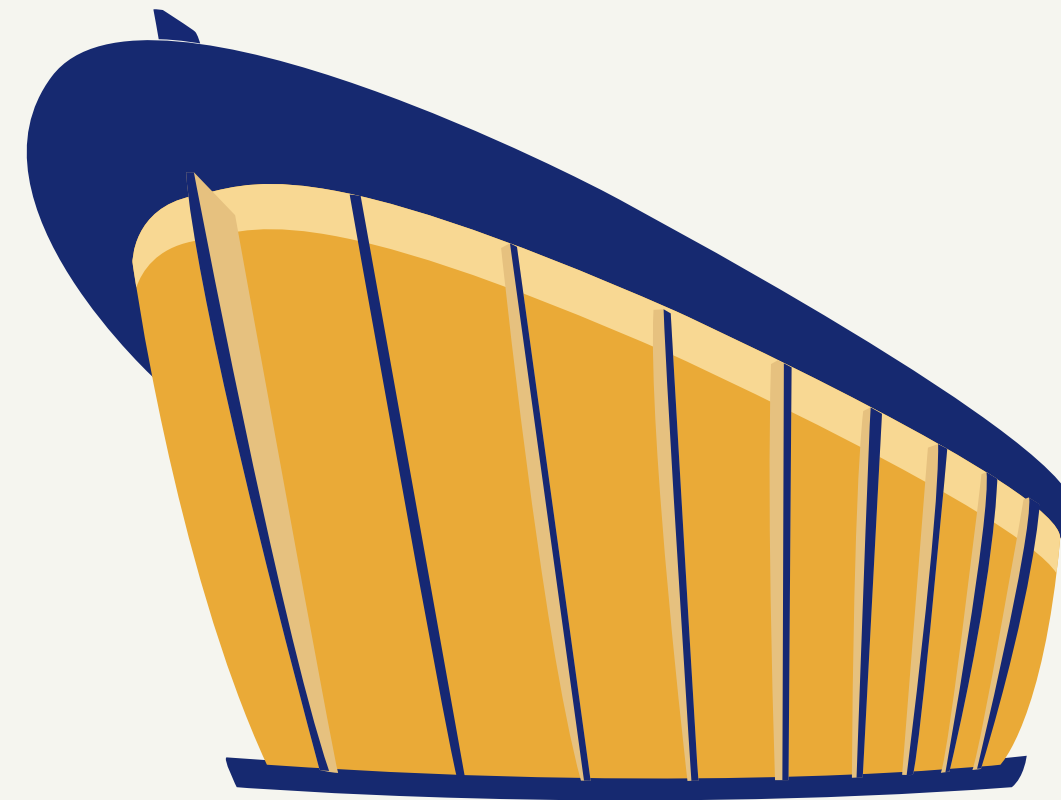


“

Sometimes when I leave the cinema, I want to cool off with a beer, but the current offer doesn't suit me because the beers I know are too alcoholic and lacking lightness.

”

Jane, 42 yo, beer lover, vegan & sculptor



“

I like beer, but at an event in a high standard place, I will turn more to a cocktail, wine or champagne.

”

Oliver, 26 yo, journalist, opera lover

STRATEGY: THE IMPLEMENTATION

cognitive goal

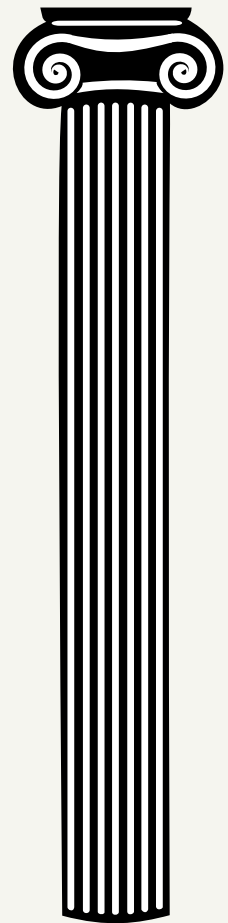
Anchor the identifying elements of the Peroni Nastro Azzurro range in the minds of the targets. Become THE light beer appearing as "top of mind".



affective goal

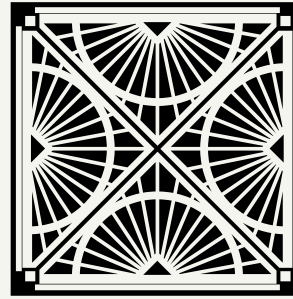
Create an emotional bond with the targeted audiences by presenting the brand as being both premium and accessible.





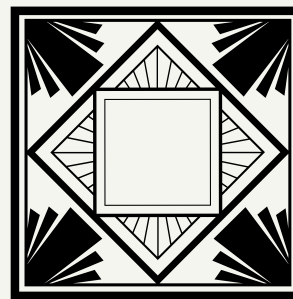
SUMMARY STRATEGY

Art will be our central idea throughout the strategy, from the DNA of the brand, through the idea of lightness, to imagining a premium campaign, yet accessible.



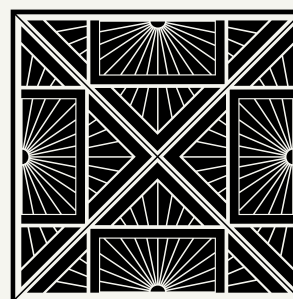
Embedding our campaign in Peroni's DNA

Italy, art, fashion, design. Art is in the very genesis of Peroni, in their DNA. It is essential for us to imagine our campaign with a strong sense of Peroni's *raison d'être*.



The idea of lightness

The focal point? This is a new light beer. Our axis to highlight this lightness? Art. It is thus important for us that this lightness is present throughout our campaign, especially thanks to the blue ribbon. We are going to combine art and lightness.



A premium campaign, and yet accessible

In our campaign, the art and the new light Peroni beer will be offered to everyone, both to (future) consumers and to the Peroni community. The art and the light Peroni will be accessible to everyone, in different ways, which we will detail in the creation section.

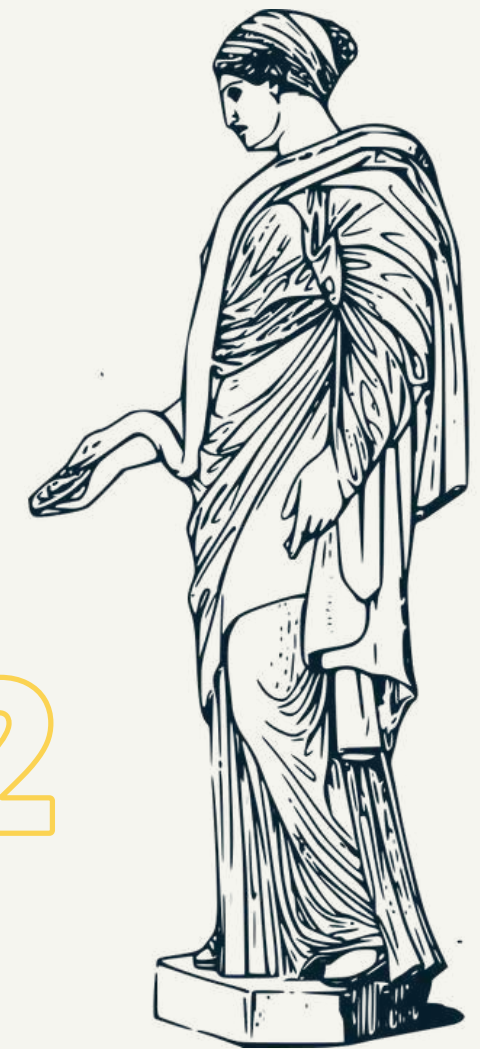


C R E A T I O N

STEP 1



STEP 2



STEP 1



g
e
n
e
r
a
l

p
u
b
l
i
c

t
a
r
g
e
t

LAUNCHING STRATEGY

Introduce the new light beer Peroni Nastro Azzuro

S P O T



Click here to find
the TV Spot on Youtube

M
O
O
D
B
O
A
R
D



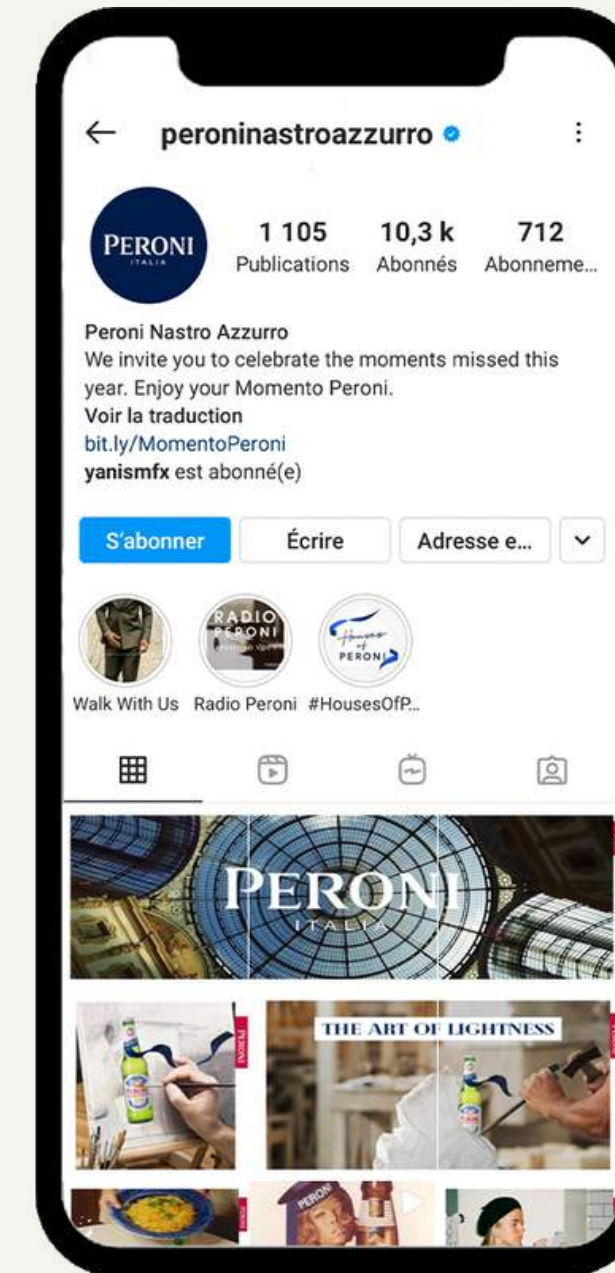
The effect of lightness essentially goes through the movement of the mythical blue ribbon.



Visual content



Advertising display



Social media



NEW PACKAGING



IN STORE



UNBOXING

S
O
C
I
A
L

M
E
D
I
A



LAUNCH STRATEGY

Gifting strategy, 500 gift boxes will be sent to micro-influencers (10-100k).

The goal is to increase the knowledge of the new product and the consumer confidence in the brand.

STREET HAPPENING



Piața Mare à Sibiu



Place du Dam à Amsterdam

**Trafalgar Square
à Londres**



- EXHIBITION DEDICATED TO THE HISTORY OF THE PERONI BRAND

ALL DAY

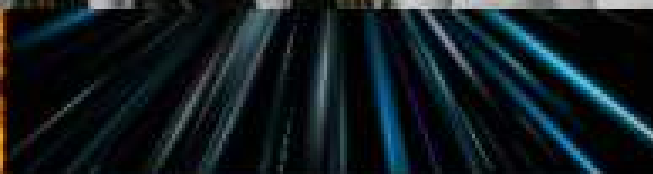
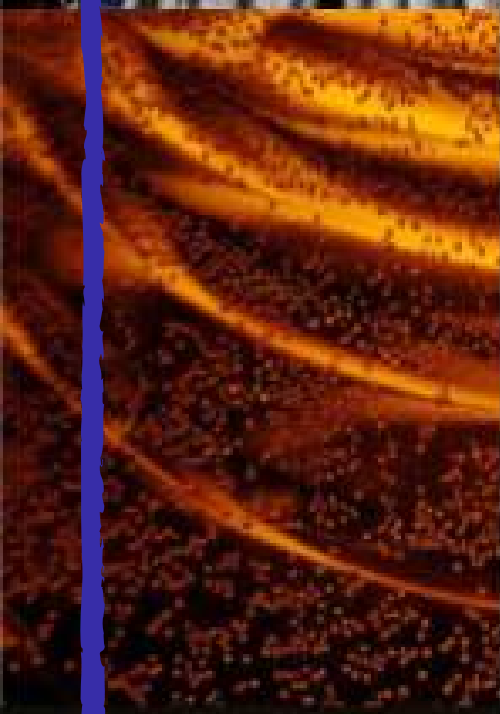


FASHION
THE ITALIAN TOUCH:
BETWEEN ART AND
FASHION

[VIEW ARTICLE](#)



12 AM



6 PM



Giant bottle of Peroni

At the same time, in England, Romania and the Netherlands, a giant bottle of Peroni will be spouting bubbles and blue ribbons in a square in front of a cultural venue.

Exhibition: "The History of Peroni"

In each of the 3 squares, an exhibition on the history of the Peroni brand, together with the giant bottle, will attract people all morning long.

12 o'clock: the street

At 12 o'clock on the dot, the bottle will let bubbles and blue ribbons spurt out lightly. Dancers will come out of the crowd to dance, in blue flying outfits, with blue ribbons. An opera singer will also come out of the crowd to sing an Italian opera, the one from our signature film.



Distribution of Peroni blue ribbons

People dressed as waitresses and waiters will hand out Peroni blue ribbons, which will entitle you to two Peroni instead of one for your loved ones for the purchase of a pack of the new light Peroni.

Events filmed and uploaded on social networks

Our teams will shoot these different happenings, to make videos that we will widely spread on social networks.

STEP 2



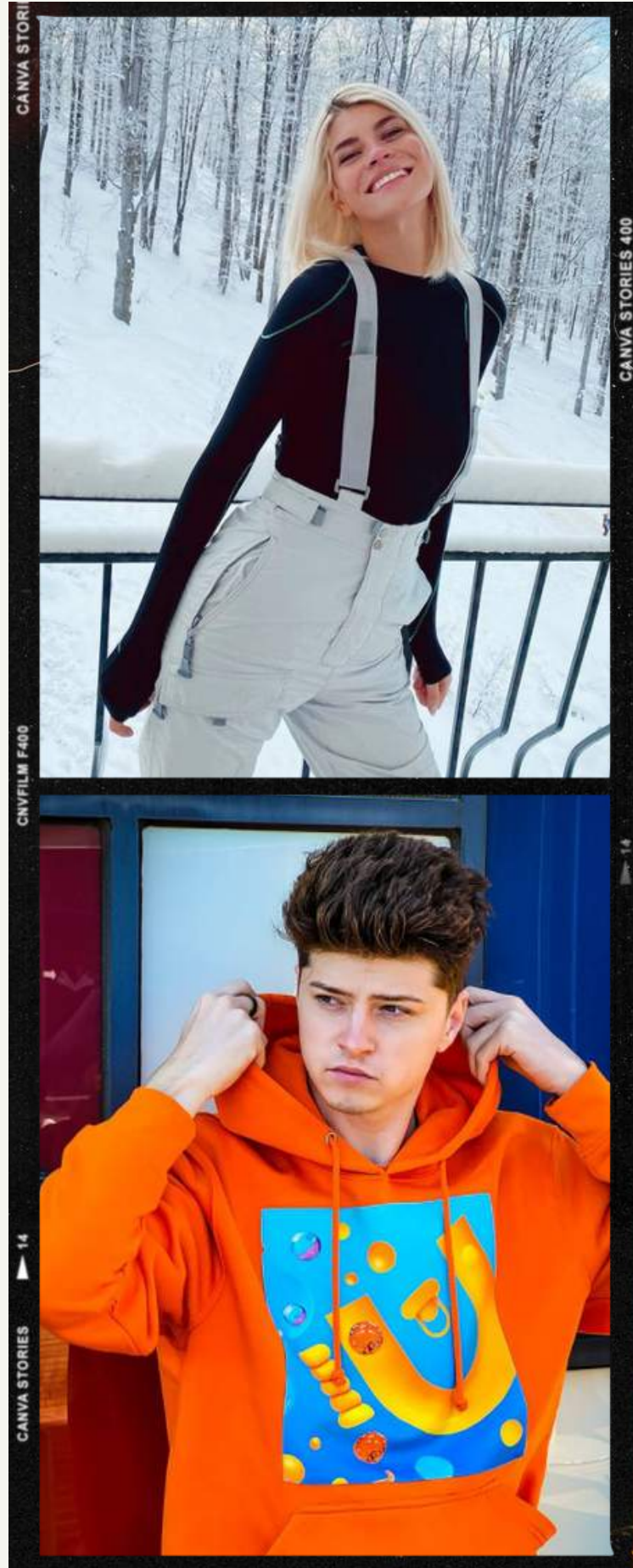
c
o
m
m
u
n
i
t
y

t
a
r
g
e
t

BRAND IMAGE STRATEGY

**Strengthen brand awareness
through a social media strategy**

I N F L U E N C E R S



Lemnaru Iulian & Laura Giurcanu
for Romania

Yara Michels & Angelo Diop
alias Rotjoch for Netherlands

& Mali-Koa Hood and Florence
Given for United Kingdom

**All of them have a talent.
All like to create.
All carry the values of their
country.**

We have chosen them
to represent you in their
communities and beyond.

It is not a simple collaboration
but a true inspiring team
that we suggest to create.

S O C I A L M E D I A A N N O U N C E M E N T

“

Cheers, guys!

I am proud to announce my collaboration with the Italian beer Peroni on the occasion of the launch of the new Peroni Nastro Azzurro light!

In a few days, a big surprise awaits us... but I won't tell you more, stay tuned!

#TheArtofLightness #Peroni #PeroniNastroAzzurro



”



T
R
I
P

T
O

I
T
A
L
Y



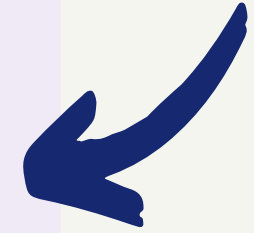
h
o
t
e
l

&

a
c
t
i
v
i
t
i
e
s



EXCLUSIVE
DESIGNS



1 SHARE CONTENT



2 REVEAL DESIGNS

P
O
S
T
-
E
V
E
N
T

3 BIG GIVE AWAY



PNA INFLUENCE STRATEGY CALENDAR

	May	June	July
COLLABORATION ANNOUNCEMENT	✓ 28 May Post on Instagram		
TRIP		✓ 7-12 June Trip to Roma	
POST-EVENT		✓ 13-30 June Content about the weekend	✓ 2 July Design reveal
GIVE AWAY			✓ 6 July BIG Give Away



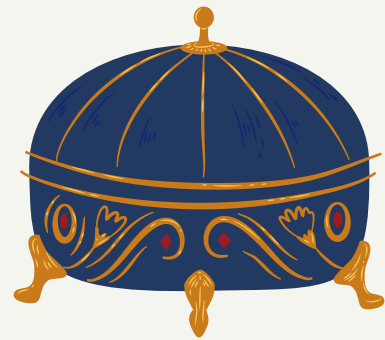
TV SPOT



VISUAL CONTENT



PACKAGING & IN STORE



BOX ON SOCIAL MEDIA

OVERVIEW



STREET HAPPENING



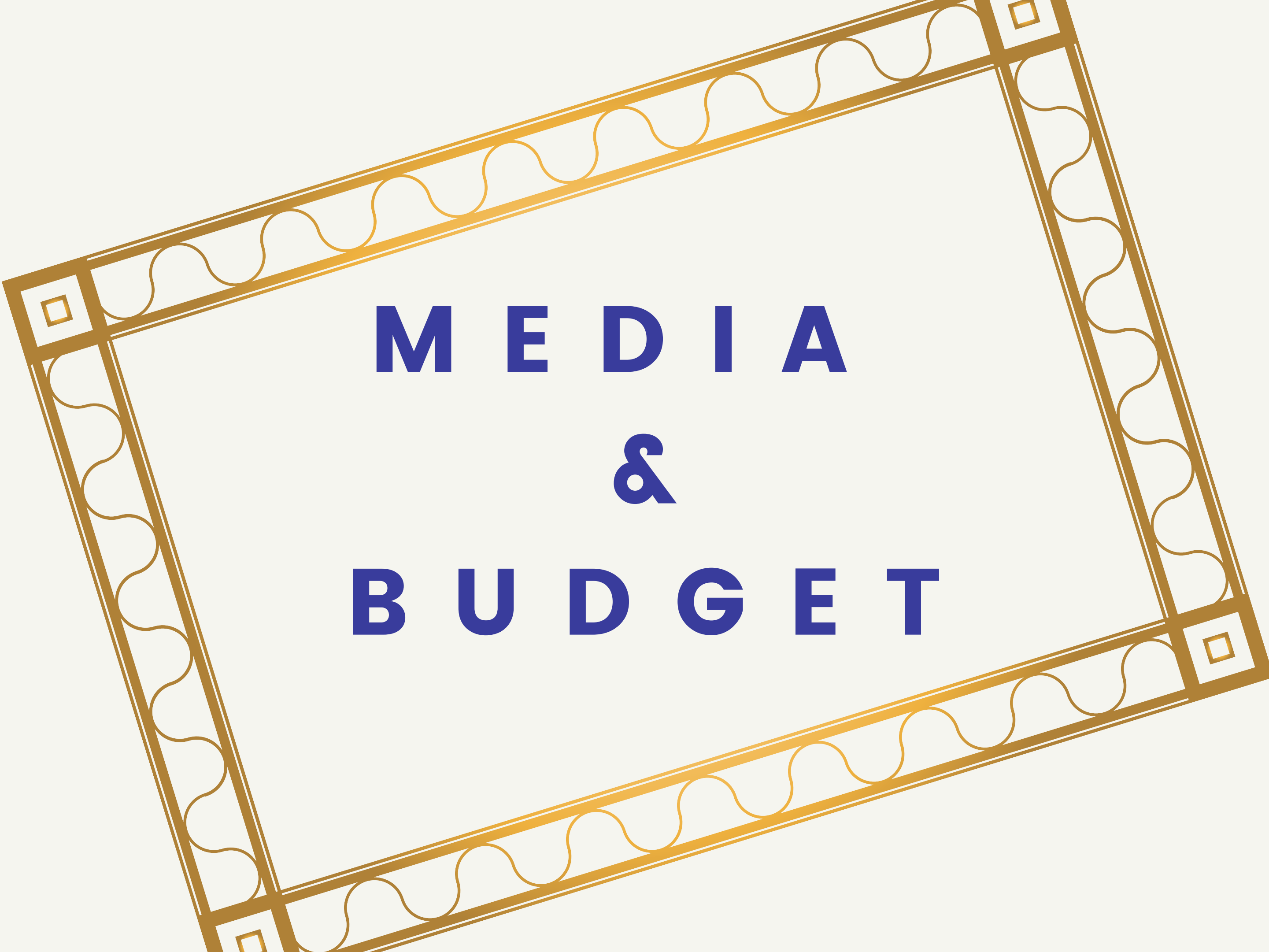
BLUE RIBBON OFFER



INFLUENCERS, TRAVEL, DESIGN



GIVE AWAY



**MEDIA
&
BUDGET**

M
E
D
I
A

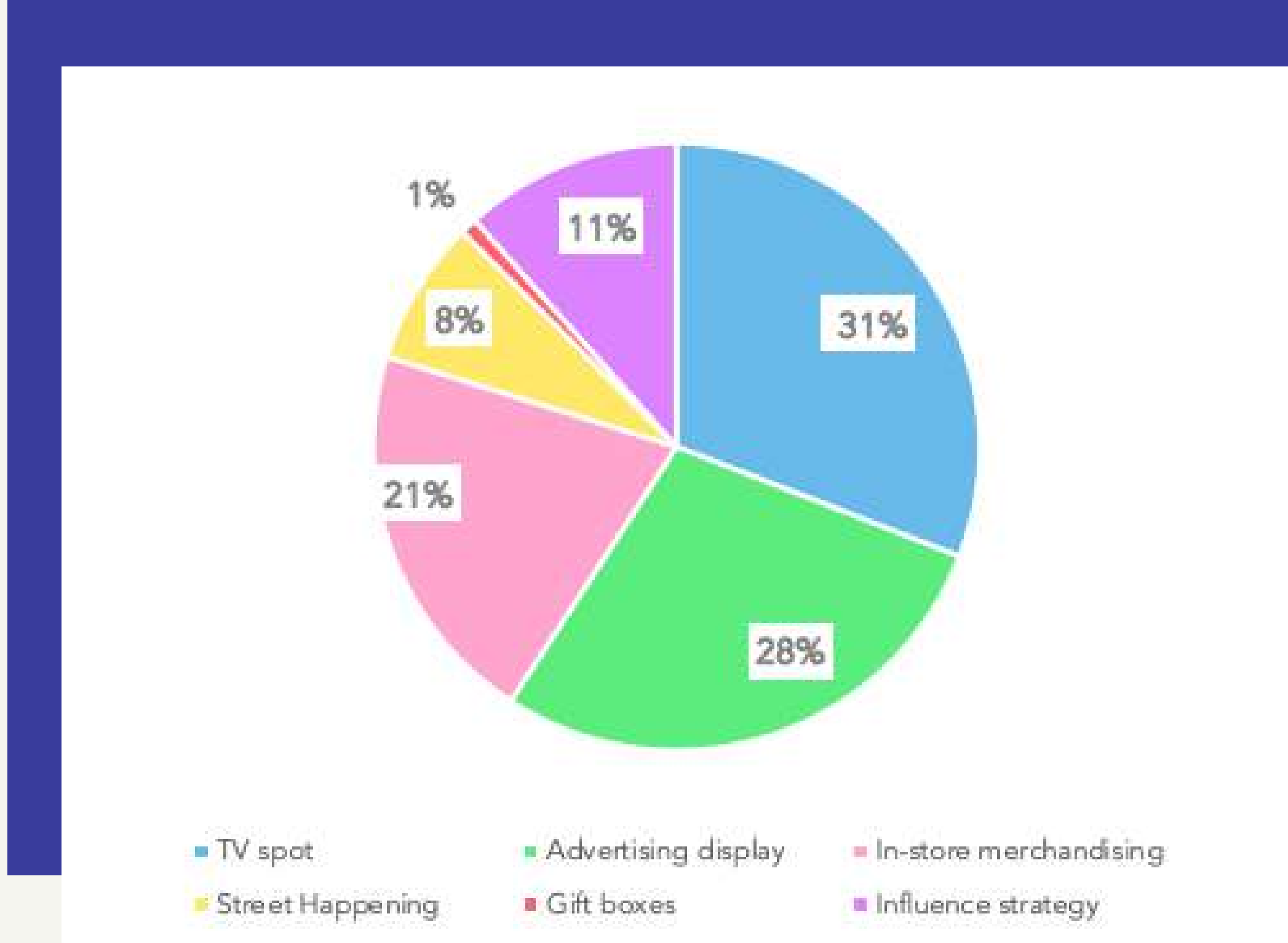
P
L
A
N
N
I
N
G

	May-22	June-22	July-22	August-22	sept.-22
STEP 1 - PRODUCT LAUNCH STRATEGY					
Commercial (TV)	■	■	■	■	■
Commercial (cinema)	■	■	■	■	■
Advertising display	■	■	■	■	■
In-store merchandising	■	■	■	■	■
Social media (ad content)	■	■	■	■	■
Social media (gifting operation)	■				
Street Happening		■			
STEP 2 - INFLUENCE STRATEGY					
Collaboration announcement		■	■		
Trip		■			
Back-up		■	■		
Give away			■		

From May to September 2022

C
A
M
P
A
I
G
N

B
U
D
G
E
T



= 3,8 M€

GRAZIE MILLE



PER LA SUA ATTENZIONE.