

Overview

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Executive Summary

Team name	Team Solar
Campaign title <i>Choose a suitable campaign title that is not the same as your team name.</i>	Your way of life is our essential
Campaign background (max. 300 words) <i>This section should contain:</i> <ul style="list-style-type: none"> ✓ An introduction and overview of your campaign proposal ✓ The approach you have taken to reach your strategy ✓ The expected outcome in terms of response ✓ Any criteria that might affect the campaign 	
<p>After an analysis of the three countries, we opted for a campaign according to each specific criterion and according to the expectations of the different consumers. We therefore opt for sharing a way of life, for a real social approach that will encourage each inhabitant to want to drink and take a picture of themselves with Peroni light beer, which will become a real identity product. This drink will describe who you are and what you do for a living.</p> <p>We expect to receive a large number of lifestyle photos. Through this communication we want to convey a real way of life, we want to inspire the people of today to become the people who will be tomorrow creating real experiences around this drink and conveying the main benefits.</p> <p>Our communication will be based on three main axes: Make known, hire and inspire. Making the product desirable and perceived as qualitative and stylish is our mindset.</p>	
Campaign summary (max. 90 words) <i>Enter a brief paragraph that summarises your campaign so your concept can be understood at a glance.</i>	
<p>Peroni Light Beer is the drink that will make you become who you want to be. Don't live for goals that will never be reached but live for a good beer in front of a beautiful sunset. Inspire yourself with your emotions, feel the happiness flowing in your veins and shout out loud that happiness is not about imagining it but about living it.</p>	
Additional information (max. 100 words or N/A) <i>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.</i>	

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.

We analyzed each lifestyle for each of the three countries. We looked for the relationship that the inhabitants had with beer, how they consumed it (or when how). We also focused our analysis on the economic, political and legal aspects of each country which gave us important keys for the construction of our campaign.

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.

We noticed that the prevention of alcoholism in the countries was often in opposition, especially with Romania, and therefore understood that in some countries it would be a real challenge to implement a light beer. The purchasing power also remains a significant point to be taken into account and on which a real strategy is to be planned. But, the Peroni brand being already established, we were able to create communication strategies taking into account this aspect, knowing that the inhabitants already had a more or less built relationship with beer.

Despite everything, the contexts of purchase are all different as well as the modes of consumption necessarily to be taken into account

Strategy (10 points)

Campaign Objectives (max. 100 words)

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

- Make known

Promote the brand and the new product in the three countries. Manage to establish the rational facts of the new proposal: an "average" lager, less calories and carbohydrates, gluten free and of course vegan by nature.

- Hire

To inspire and create attractive lifestyle content that will make the product desirable and ensure that it is perceived as worth paying more : Quality and style.

- Inspire

Communicate the main benefit : Superior, refreshing taste that helps you get more out of life in an elegant way. Engage by creating impactful content which permit to involve the consumer in the brand experience.

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.

Notre stratégie est d'adapter chaque module de communication à attentes des pays et à leurs façons d'intégrer la publicité dans leurs vies avec 3 phases succinctes pour monter en puissance en ce qui concerne la ou les actions de communication

1- To make known

The interactive bottle terminal

- Treadmill
- Landing page
- Flyer
- Coaster

- Restaurants, bars, pubs

2- Hire

- Bike, bus, taxi
- Social media
- Influencers
- Bar

3- Inspire

- Podcast
- Magazine
- Social media

Campaign Evaluation (max. 100 words)

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

Website traffic : +10%

Traffic coming from Facebook : 2000

Traffic coming from Instagram : 1000

Number of scan of the QR Code : 500

Average commitment rate : 5%

Average number of like : 800

Average interaction rate : 3%

Evolution of the number of subscribers : 1000

Number of rate / hastags : 500

Number of magazine sales : 10 000

Beer obtained per events : 5 500

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.

The essential beer.

We offer you a new design for the bottle creating a differentiation on the packaging in saturated market by using the white and the blue, omnipresent colors in our lives but very little used in this sector.

The white color, symbol of perfection combined with the symbolic blue represents the light and fresh aspect conveys the essence of our concept : "your way of life is our essential". The bottle is made of glass to enhance the recycling aspect with a soft effect. The words "tasty", "organic" and "natural" are still used to reassure our target and always keep in their mind the attributes of the beer.

Media (10 points)

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.

1 campaign with 3 strategies and plan

	Period	Quantity	Unit	Price
Social media				
Instagram sponsored campaign (3 accounts: 1 per country)	june-21 à july- 22	14 months	300€/month	4200 €
Facebook sponsored campaign (3 accounts: 1 per country)	june-21 à July- 22	14 months	300€/ month	4200 €
			SUB-TOTAL	8400,00 €
Magazine advertising				
ELLE magazine 1/2 page	sept-21	1	26 500€ HT	26 500 €
Viva magazine 1 page	mai-21	1	22 470€ HT	22 470 €
			SUB-TOTAL	48 970,00 €
Bar / restaurant display				
Customisable coaster printing	june-21 à july- 22	20 000	0,15 € HT	3000,00 €
			SUB-TOTAL	3000,00 €
Building billboard				
Printing of building billboard 1600*500 cm	july-21	1	732 € HT	732,00 €
Printing of building billboard 1600*500 cm	janu-21	1	732 € HT	732,00 €
Location of building billboard	july/august : 3 weeks - january : 2 weeks	5 weeks	9 000 € / week	45 000,00 €
			SUB-TOTAL	46 464,00 €
Bus / taxi display				
Taxi poster printing	aout-21	30	4,78€ HT	143,40 €
Advertising on National Express (bus company)	august/sept-21 : 3 semaines	30	600 € HT / week	54 000,00 €
			SUB-TOTAL	54 143,40 €
Bike display				
Self-service bicycle company: Ov-fiets	july-21	1	14 000 € HT	14 000,00 €
Bicycle poster printing	july-21	20 500	0,60 € HT	12 300,00 €
			SUB-TOTAL	26 300,00 €
Treadmill event				
Bottle donation (for 3 countries)	april-may-june 22 (2 days/country)	5 500	2,6	14 300,00 €
Treadmills (1 for 3 countries)		1	2000 € HT	2 000,00 €
Advertising kiosk rental (1 for 3 countries)		1	400 € / J	2 400,00 €
Hostesses (1 per country)		9h	28 € / h	1 512,00 €
Bus shelters (for 3 countries)		30	200,00 €	6 000 €
			SUB-TOTAL	26 212,00 €
Bottle event				
Digital bottle (1 for3 countries)	june-july-august 21 (2 days/country)	1	4200 € HT	4 200,00 €
Hostesses (1 per country)		9h	28 € / h	1 512,00 €
Bottle donation (for 3 countries)		5 500	2,6	14 300,00 €
Bus shelters (for 3 countries)		30	200,00 €	6 000,00 €
			SUB-TOTAL	26 012,00 €
Influencers (1 per country)				
	once a month	3	300 €/14 months	12 600,00 €
			SUB-TOTAL	12 600,00 €
Agency fees				
				4 000,00 €
			SUB-TOTAL	4 000,00 €
			TOTAL	229 801,40

Creative (10 points)

Our creative brief focuses on a strong and evocative slogan that allows everyone to interpret it and that conveys strong values and positioning.

The color blue is a guideline that allows an easier recognition for readers and coordinates our actions around the world. The light blue refers to the light aspect of the beer and helps position the product in a growing market.

Each action aims to make the brand known to everyone and to anchor it in strong relationships with its consumers. The light beer, through our communication, wants to be the trigger of a lifestyle and a creation of letting go.