



Edcom Submission

Team Sparkior:

Abie Kandeh, Amy Matthews, Axel Bonett and Chloe Hague

Introducing a team you want to work with...



Amy Matthews
Media Director



Abie Kandeh
Creative Director

Sparkior



Axel Bonett
Senior Account Director



Chloe Hague
Strategy & Planning Director

A glass of beer with a thick head of foam sits on a wooden table in a dimly lit bar. The background is blurred, showing other glasses and lights. A semi-transparent white box is overlaid on the image, containing the text '01 Executive Summary'.

01

Executive Summary

Campaign Title

La Vita che Desideri
The life you desire

Campaign Background

Our 'La Vita che Desideri' proposal brings the freedom to the consumer. Our strategy was built upon our research of the market and the consumers via in-depth interviews. Our big idea was reached from the insight "When I drink beer, it quickly fills me up and leaves me feeling heavy, which stops me enjoying my meal". We then framed the product in a beer plus category, giving freedom back to the consumer, by not restricting them to what they can eat when drinking a larger. The outcome we expect is that this new Peroni makes the consumers to feel lighter and less bloated by their drink choice, allowing them to see Peroni as a good alternative which allows them to indulge in life.

Campaign Summary

In our campaign, the popular Italian phrase, ‘La Vita che Desideri’ (translating to ‘The life you Desire’) aims to communicate that with Peroni Low Calorie lager, you can have everything you desire in life, from good food to good company. It allows you to feel lighter, live your life the way you want it, with no limitations. To indulge in culture, immerse yourself in experiences and discover the finest things in life. From this, our concept of ‘Eat Big, Drink Light’ turns the new Peroni product into an emotional benefit.



02

Research and Analysis

Market context - Threats

Source: Mintel 2020

The Consumer: Threats

Rising Health Concerns

We found that across Europe there has been rising health concerns specifically in the UK. This is a threat to PNA low carb as mintel reported 47% of UK adults had limited their alcohol consumption, the reasons for doing so were to improve health and manage weight.

Lower-calorie premium variants appeal to 1 in 5

The Market: Threats

Premium own-label products pose competition
Locally brewed lager is also a more appealing choice for consumers as it justifies added value

Discount supermarkets selling cheaper own brand alternatives

Discount supermarkets such as Lidl & Aldi also pose a threat to this product due to them having a good reputation for selling their own label alcohol beverages

Competitive Landscape - Peroni Nastro Azzurro

Romania Competitors:

1. Timisoreana
2. Bucegi (owned by Heineken)
3. Ciucas

Netherlands Competitors:

1. Heineken
2. Bavaria
3. Grolsch

UK Competitors:

1. San Miguel
2. Birra Moretti
3. Corona

Competitive Landscape - Low Calorie Beer

Who will PNA be competing with?



After looking at the competitors of Peroni as a whole, we decided to do some more in depth research into the market leaders of the light lager segment that Peroni will soon be entering.

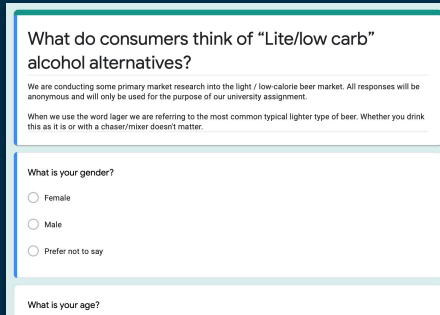
Conducting Primary Research - methodology

1. Online Survey

What do consumers think of “Lite/low carb” alcohol alternatives?

80 responses in total

We assured respondents that all responses will be anonymous and will only be used for the purpose of our university assignment.



What do consumers think of “Lite/low carb” alcohol alternatives?

We are conducting some primary market research into the light / low-calorie beer market. All responses will be anonymous and will only be used for the purpose of our university assignment.

When we use the word lager we are referring to the most common typical lighter type of beer. Whether you drink this as it is or with a chaser/mixer doesn't matter.

What is your gender?

Female

Male

Prefer not to say

What is your age?

2. In-Depth Interviews

To gain a deeper understanding, we then conducted 8 in-depth qualitative interviews to really understand perceptions on low calorie beer

Interview Questions – PNA Research

Background for interviewer:

Before conducting the interview, read the below out to the respondent to ensure that we conduct an ethical interview. Do not mention this is an interview for Peroni, as we want the answers of this interview to be unprompted. These questions are a basic guide but develop questions further if your interview is taken in a different direction.

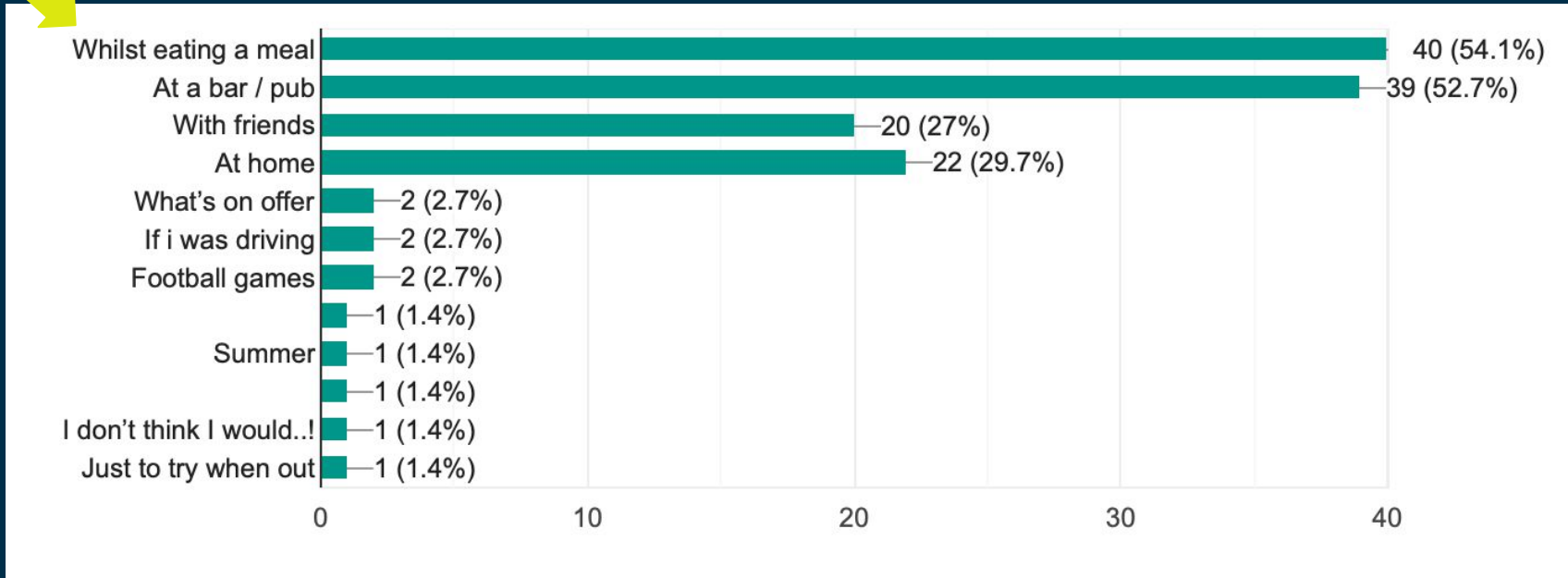
Background for the respondent:

We are conducting primary market research into the perceptions and behaviours of consumers in the light / low-calorie beer market. In today's interview I will be asking you a series of questions related to beer, your drinking habits and views on light beer alternatives.

With your permission, I would like to record this interview for the purpose of reflecting back

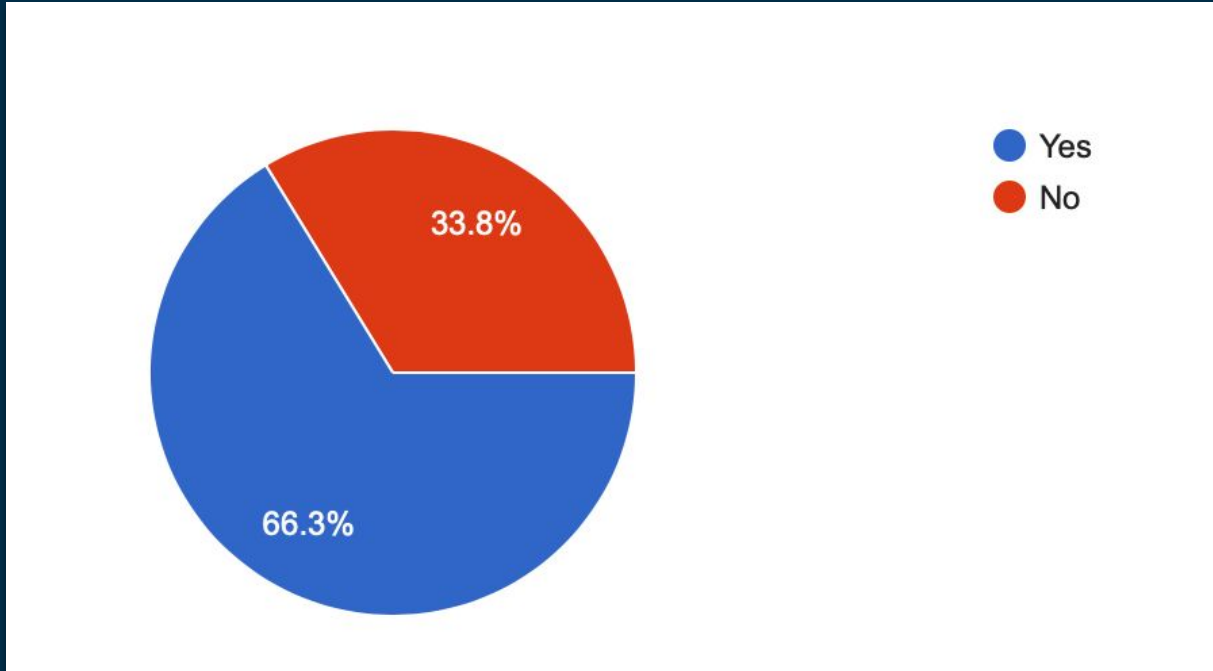
Primary Research: Survey Insights

What situations would you pick to drink a low calorie lager?



Primary Research: Survey Insights

Are you conscious of what you drink when you eat out?



Primary Research: Survey Insights

Are you aware of any negative connotations/stigmas around drinking a lighter lager?

suggests you're overly concerned with weight and calories

Maybe more of men, less so for women

Designated driver or health conscious

It would seem to be "less manly" if you were drinking as part of a group of males.

They don't taste as good

Not as good as proper beer

Primary Research: Survey Insights

Other Findings

- Brand, Alcohol % and Flavour are most important for people when choosing their favourite brand of lager
- Most respondents said they would choose to drink a lighter larger whilst eating a meal
- Respondents mainly associate food with Italian Culture
- Peroni is perceived as a sophisticated brand which appeals to individuals with 'culture'

Key Interview Quotes

“If I’m going to order a really large meal, I am more likely to have water or a **light** refreshing drink so it doesn’t fill me up too much so I can **fully enjoy my food.**”

- Male, 21

“I see Peroni as a **restaurant beer**, or I find it is commonly at my **corporate work events**. I know it is Italian, and it feels like a more **sophisticated** beer.”

- Male, 45

“I tend to not drink when eating, I would normally drink before and after but the **type of food** I am having **does affect my choice**”

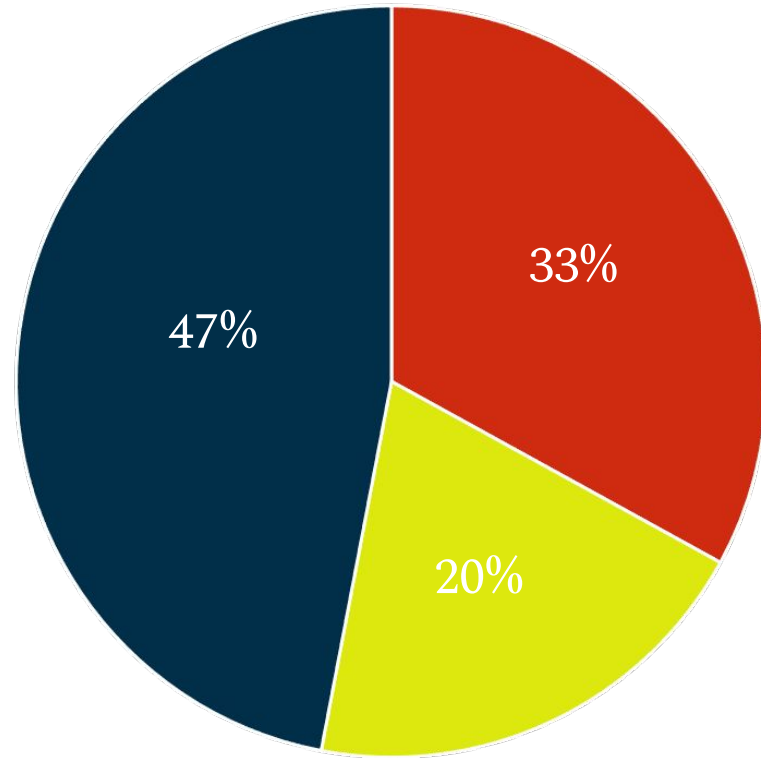
- Female, 52

“If a low calorie beer made me feel **lighter** then I would consider it, as beer usually **fills me up** a lot and usually makes my **stomach heavy.**”

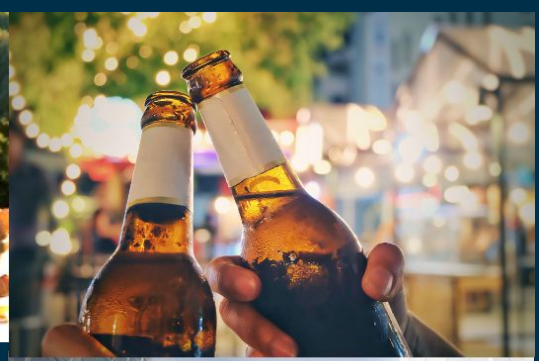
- Male, 22

Themes

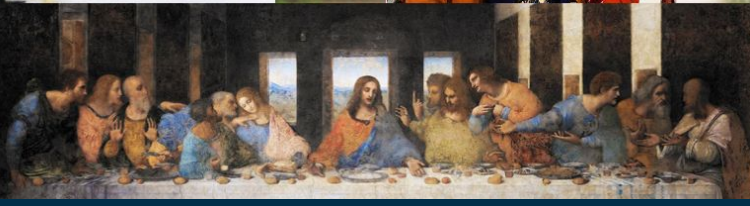
Three themes that stand out from our research



■ Sophistication ■ Feeling Lighter ■ Indulge

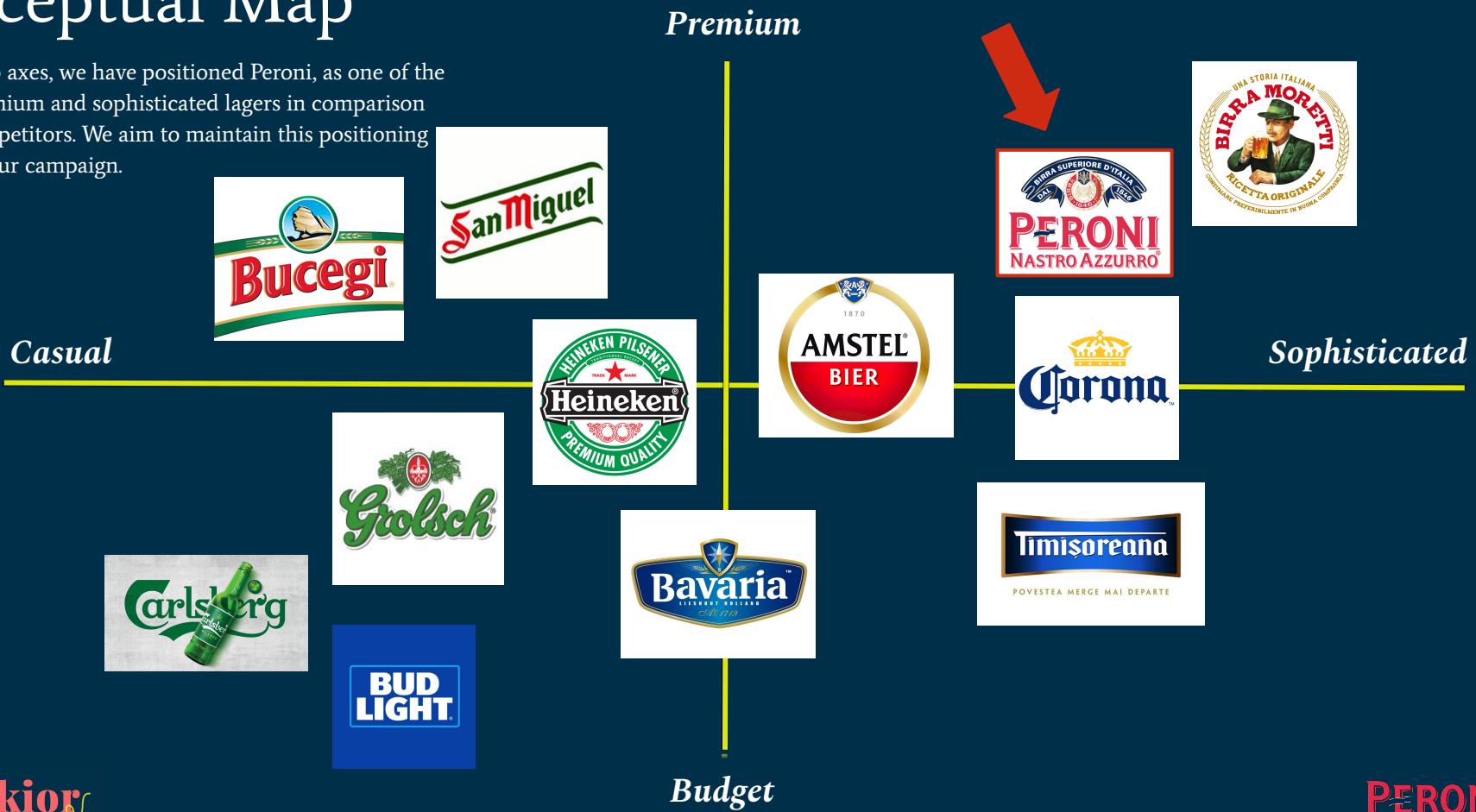


Indulge Sophistication *Feeling Light*



Perceptual Map

Using two axes, we have positioned Peroni, as one of the most premium and sophisticated lagers in comparison to its competitors. We aim to maintain this positioning through our campaign.



A close-up, front-facing view of a white vintage car, likely a Fiat 500, featuring three vertical racing stripes in green, white, and red. The car is parked on a gravel surface. In the background, there are trees and a building with a tower. A semi-transparent white rectangular overlay is positioned in the center of the image, containing the text '03 Strategy'.

03

Strategy

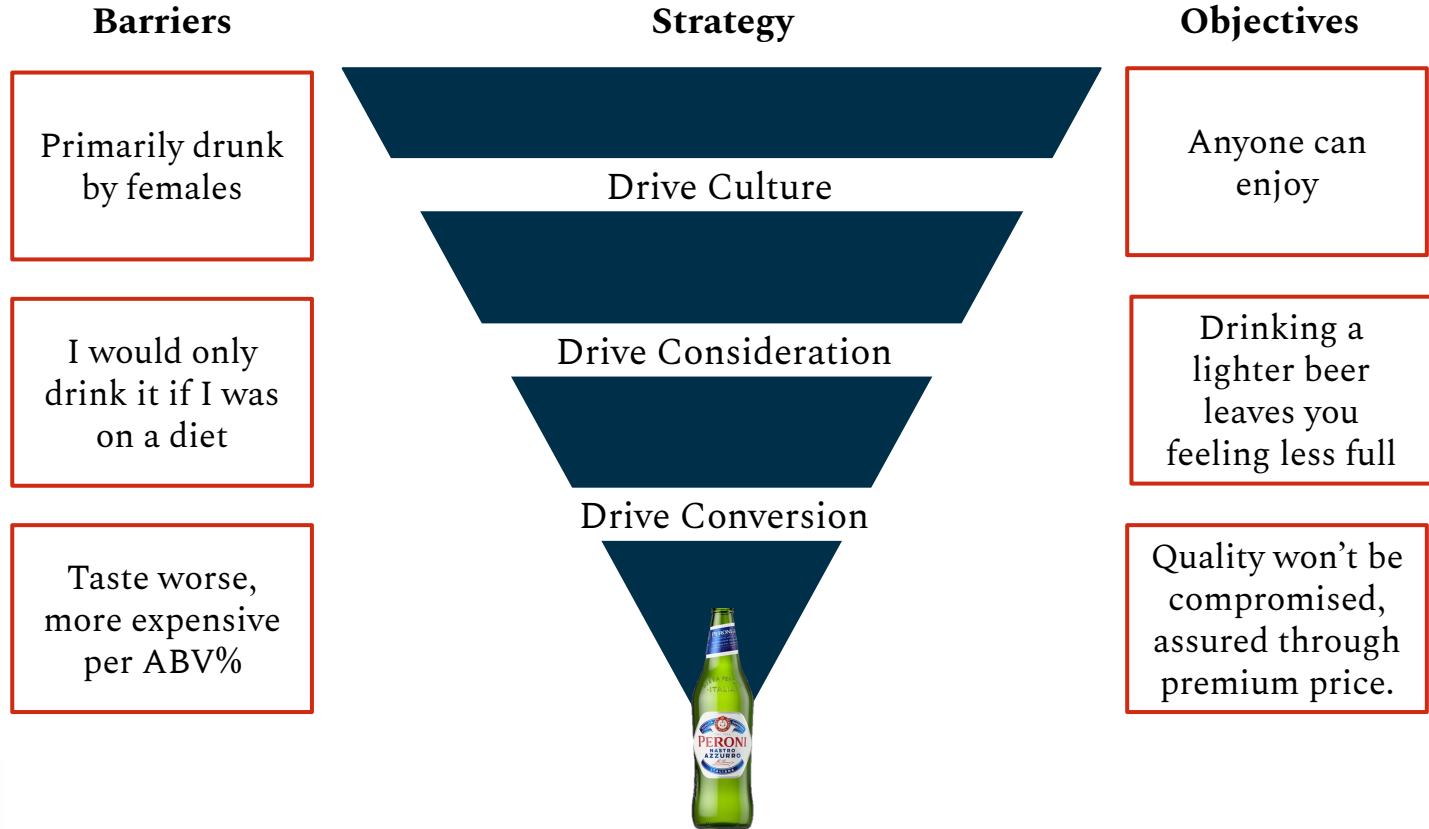
S04376 MI

Communication Objectives

This campaign will aim to communicate that PNA Low Calorie allows you to indulge in food and experiences the Italian way, as it leaves you feeling lighter

Reassuring consumers that PNA Low Calorie beer will not compromise on Peroni's usual sophisticated quality or flavoursome taste.

Overcoming barriers



Rather than considering this a lesser beer and then making the case for it, we instead approached PNA's low calorie alternative as beer with added benefits

A 'beer minus' category



An alternative to real beer

For females

A compromised taste

Only for dieters



A 'beer plus' category



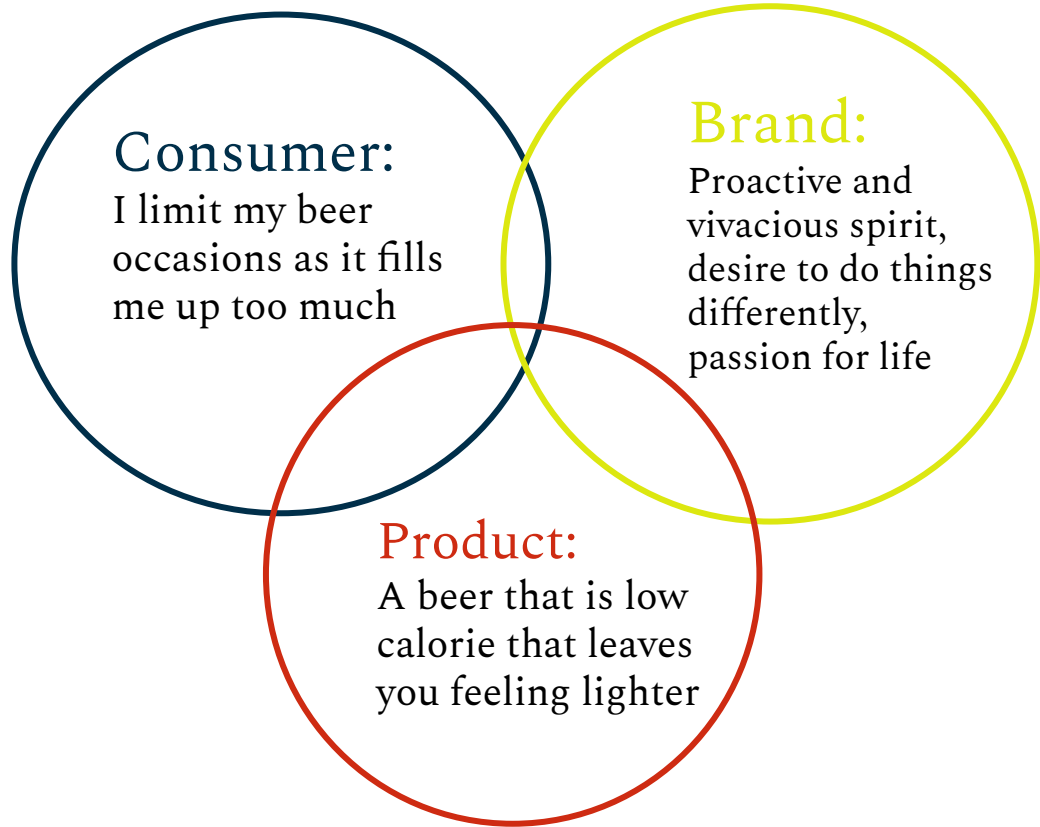
Still high in alcohol %

Anyone can enjoy it

As refreshing as a classic Peroni

Leaves everyone feeling lighter

Positively reframing Low Calorie beer



Evaluation

Communication Objectives

Social listening including social media competition - Survey and content engagement

No. Impressions/viewership of digital content and TV

In depth interviews pre, during and post campaign

Marketing Objectives

Campaigns ROI of product sales

Market share of PNA within the sub-category

In depth interviews pre and post campaign

Creative Brief

Communication Challenges: To ensure that this product is not situated as a 'weight loss' product, but as a healthier and lighter alternative to beer. To not alienate men and position this as an option only for those on a diet.

Target Audience Profile: We are looking to target an audience we have named 'Stylish Foodies'. This audience consists of fashion conscious individuals who would consider themselves as well-traveled and as 'Foodies'. They consist of 25-35 year olds who enjoy the finer things in life, are culturally aware and conscious of trends.

Consumer Insight:

"When I drink beer, it quickly fills me up and leaves me feeling heavy, which stops me enjoying my meal"

Single Minded Proposition: Eat Big, Drink Light

Creative Brief

Reasons to Believe: During our primary research, we found a recurring theme that beer is a filling drink that leaves the consumer bloated, especially when eating a meal, and that they are conscious of what they drink. Therefore, we believe that customers will respond well to the theme of “Eat Big, Drink Light” as they will not have to sacrifice the things they enjoy, such as food, or deal with the bloating effects with the new product being a low-calorie beer.

Desired Response: For Peroni to be considered a suitable option as a low calorie alcohol alternative in the market. For consumers to not feel bloated or restricted when drinking the new Peroni.

Campaign Tonality: Ambitious, Passionate & Playful

Mandatories:

Use official Peroni colours and logo on all outputs

Peroni branding to be clear across all advertisements and event spaces.

Avoid using images of people who may look under 25.

Developing Proposition

‘Indulge’



‘Eat Big, Drink Light’



‘La Vita che Desideri’

The life you desire

The Big Idea

“La Vita che Desideri”

The life you desire



04

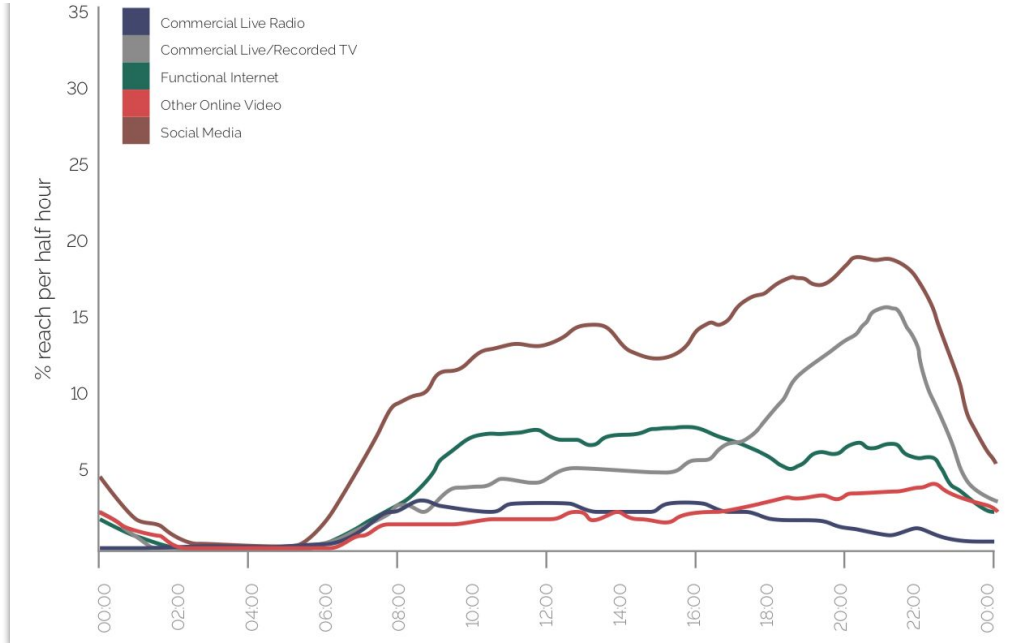
Media Activation



Media Activation - UK

How do our target audience consume media?

The timeline of commercial media consumption across an average day for media with a +3% share of media time (16–34)⁶



Further research
into the media
consumption habits
of our target
demographic to
inform touchpoints

An Inspiring media activation across all channels

Offline

VOGUE



Condé Nast
Traveler

GO

Heathrow



CONDÉ NAST

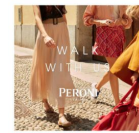
Online



VOGUE



bon appétit



MOB KITCHEN



sky cinema



A carefully selected and targeted media plan: Partnering with relevant UK Influencers

This campaign will partner with a mix of travel, lifestyle and food influencers to hit our stylish foodie target audience

@aligordon



@lydiamillen



@rosiefoodie



Partnering with relevant UK influencers

Sparkior

PERONI NASTRO AZZURRO



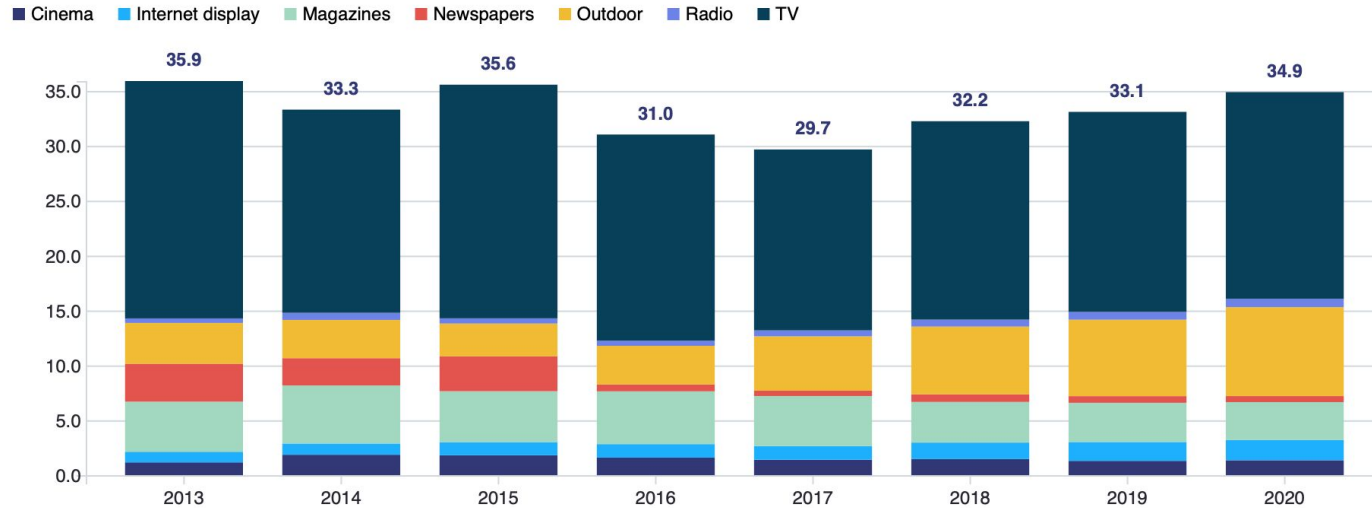
Media Activation - Netherlands

How do our target audience consume media?

Netherlands, Alcoholic drinks adspend by medium

EUR millions, current prices

WARC[^]
DATA



In 2020, TV and Outdoor dominate ad spend for the alcoholic drinks industry.

An Inspiring media activation across all channels

Offline

VOGUE

Schiphol

Amsterdam Airport



GQ



Online



YouTube

MOB KITCHEN

VOGUE

A carefully selected and targeted media plan: Partnering with relevant Dutch Influencers

This campaign will partner with a mix of travel, lifestyle and food influencers to hit our stylish foodie target audience

@negin_mirsalehi



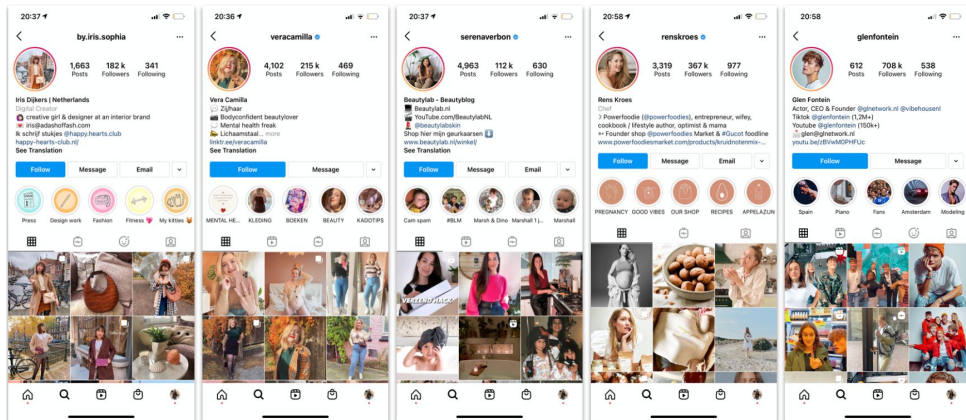
@serenaverbon



@giarogiarratana



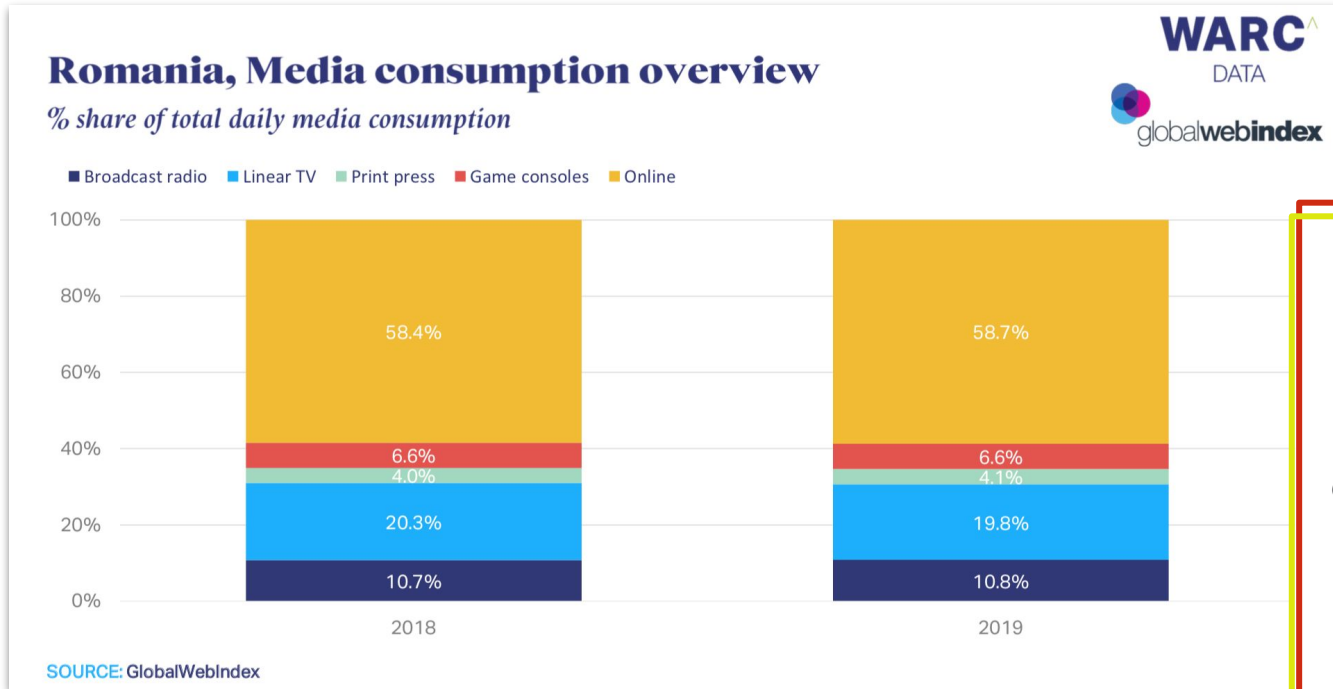
Partnering with relevant Dutch influencers





Media Activation - Romania

How do our target audience consume media?



Online is currently dominating in Romania's media consumption share (59%) followed by Linear TV (20%)

An Inspiring media activation across all channels



A collage of fashion magazines including 'BEAU MONDE', 'FASHION', 'FEELINA', and 'COSMOPOLITAN'. Below the magazines is the logo for Bucharest Henri Coandă International Airport, featuring a stylized 'M' with 'BUCUREȘTI' above it and the text 'Bucharest Henri Coandă International Airport' below.



A collection of logos for online and social media channels. It includes the Pinterest logo, Facebook 'f' logo, Instagram camera logo, a red logo with a white 'a', the 'CINEMA CITY' logo, the YouTube logo, and the 'PRO-TV' logo with sub-logos for PRO-TV, PRO-2, PRO-X, PRO-GOLD, and PRO-CINEMA. Below these is the slogan 'UN NUME • O VIZIUNE • SUNTEM PRO.'.

A carefully selected and targeted media plan: Partnering with relevant Romanian Influencers

This campaign will partner with a mix of travel, lifestyle and food influencers to hit our stylish foodie target audience

@sorinafredholm



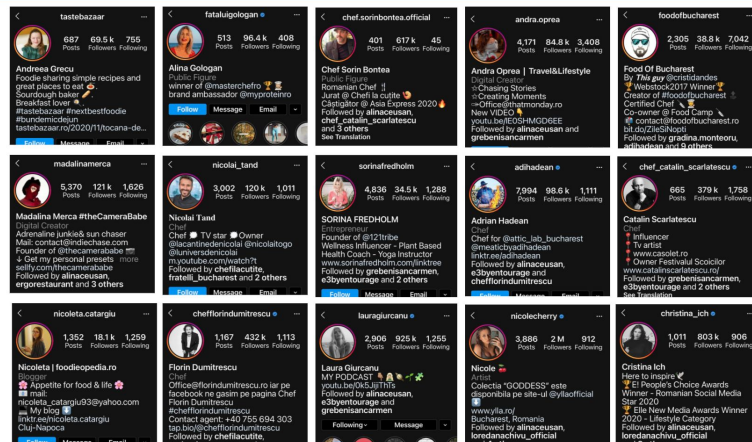
@chef.sorinbontea.official



@nicolai_tand



Partnering with relevant Romanian influencers



Influencer Launch Events

Alto by San Carlo London
Hangar Amsterdam
Fratelli Group Bucharest

Invite relevant influencers

Pairing with Italian food

Revealing New Peroni

Creates buzz

Influencers & Peroni create and post
content



Festivals

Partnering with key food festivals in each market

MAY

Netherlands: Oost
Tapt
Freedom Feast

JULY

UK: We Love Food
Great British Food
Festival

SEPTEMBER

Romania: Bucharest
Street Food Festival
UK: Pub in the Park

JUNE

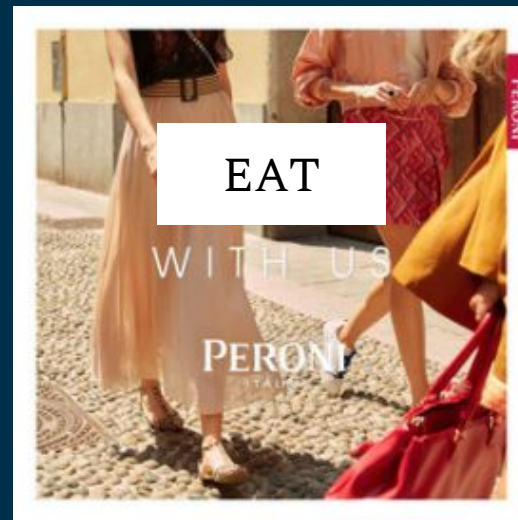
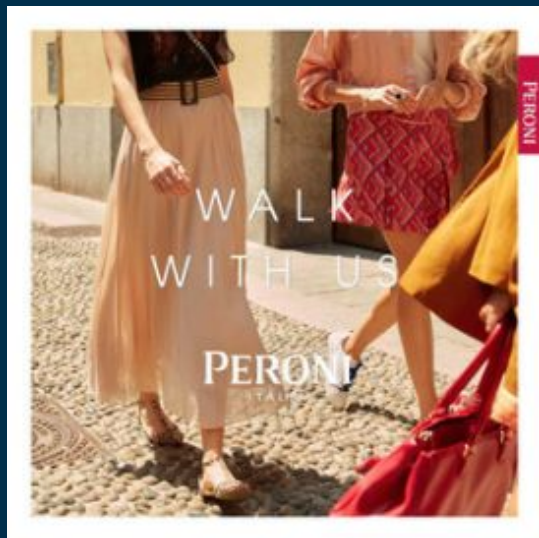
UK: Taste of London Food Festival
Romania: Bucharest Food Festival

AUGUST

Romania: Beer Craft Festival
Netherlands: Food Soul
Festival



Integrating existing own brand content with our campaign



Our campaign will integrate with Peroni's 2020 Le Passigiata campaign whereby they created their own podcast called 'Walk With Us'. Podcast listeners will engage with relevant bloggers and influencers we have selected across each market, for a discussion on their favourite restaurant and their love for food, the Italian way.

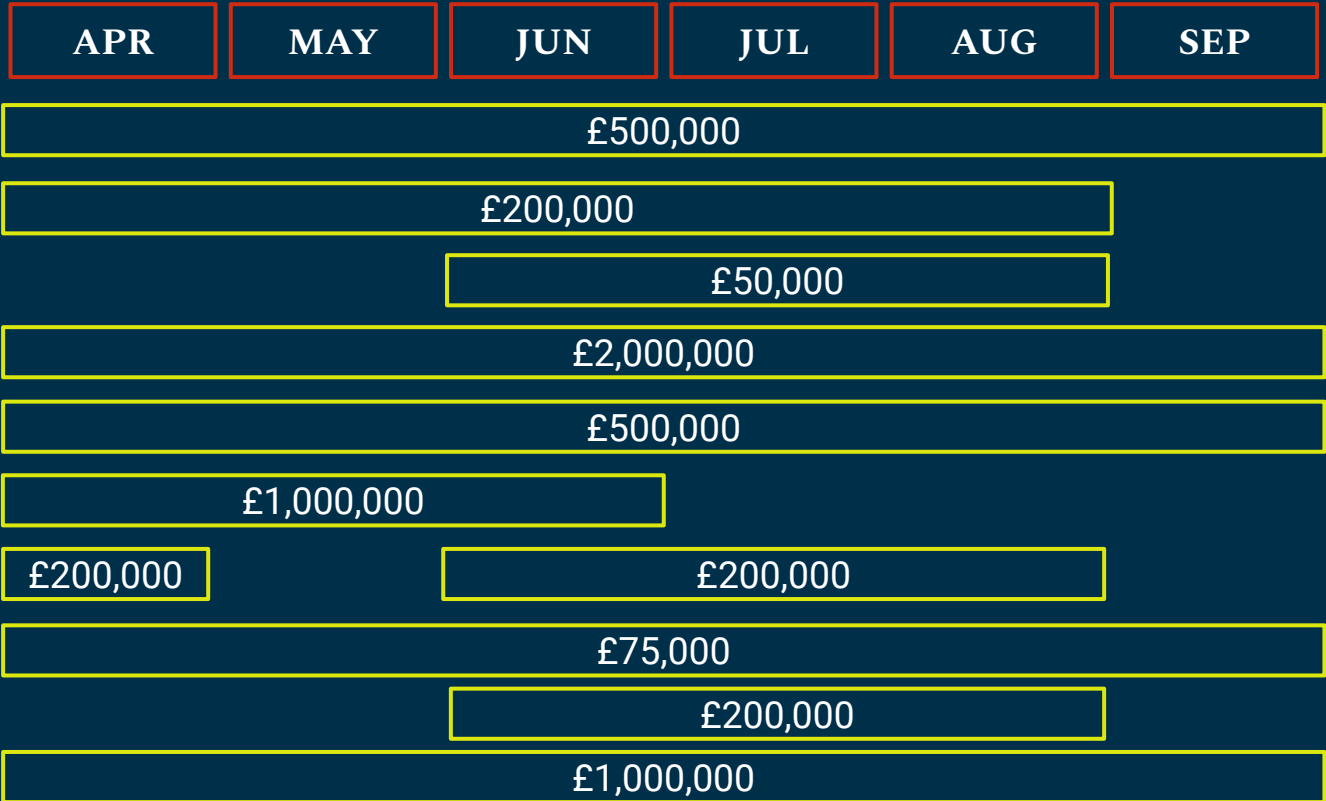
Launch Day - Hot Air Balloons



- Launch day activation to celebrate the new Peroni beer entering the market.
- Based in the key cities: London, Amsterdam and Bucharest.
- Branded Hot Air balloons to increase curiosity to what is going on - following Peroni colours and logo.
- Captures the 'feeling light' theme of the campaign, and starts an association with the new Peroni beer.
- Raises awareness and excitement about the product.

6 Month Media Lay Down - 6 Mil budget (£5,650,000)

Creative
production - £100k

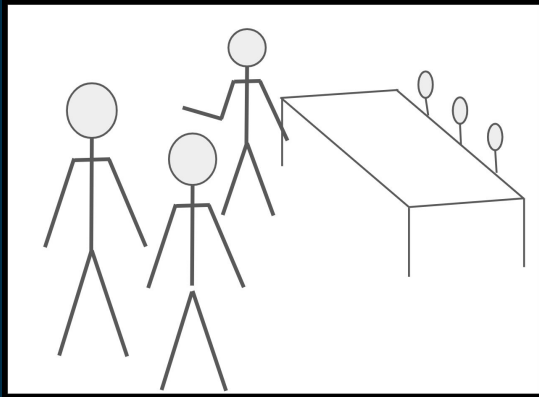


The background image shows a street scene in a European city. On the right, a peach-colored building has several windows with white shutters. On the left, a dark building features a sign for 'BOTTEGA VINI' and a red sign for 'Vino cucina & vino'. A traffic light is visible on the far left. The overall scene is brightly lit, suggesting daytime.

05

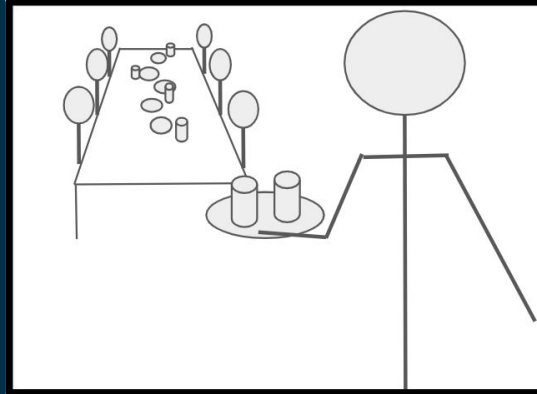
Creative Execution

The Big Idea: Storyboard



Stylishly dressed

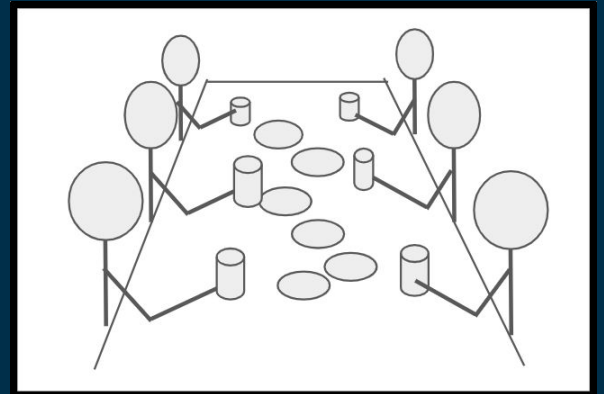
“Il bacetto”



Bottle presentation

Low calorie

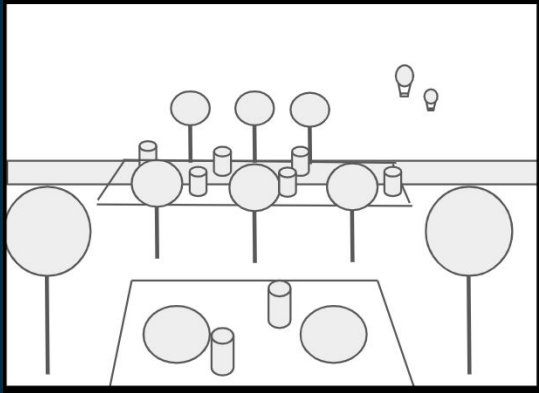
Low ABV %



“A la salute”

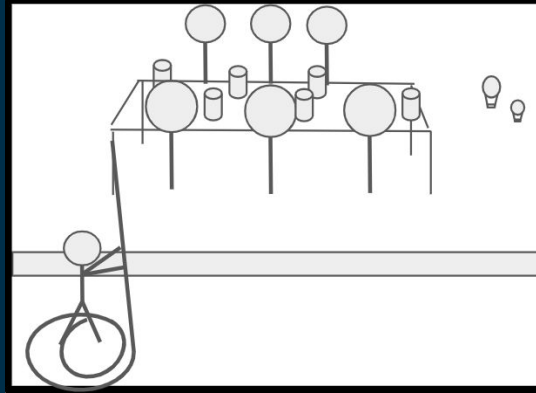
“Antipasto”

The Big Idea: Storyboard



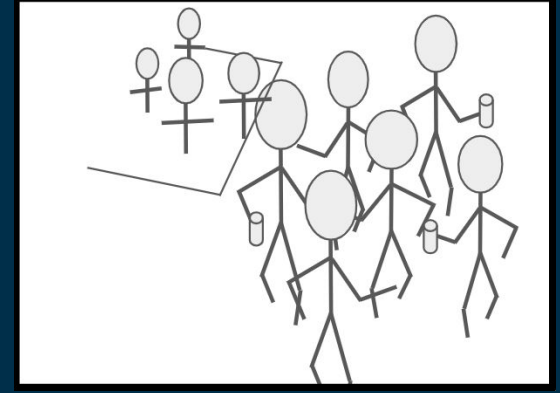
Contrast of tables

Hot air balloon



Surreal moment

Visual proof



Enjoying the moment

'The life you desire'

Video Creative: Moodboard



The Big Idea: Print





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