

Profile:

Storize

Campaign title:

Light is the new strong

Campaign background:

Today, beer is one of the most consumed drinks in the world, especially in Europe where it is very popular. However, certain trends are shaking up the market. Consumers pay more attention to their well-being and physical appearance. They are now looking for alternatives that better suit their lifestyle, which are healthier, more conscious and environmentally friendly.

However, consumers seek to indulge themselves in self-care.

Carriers of the movement, young people are looking for products that are meaningful and that will allow them to live their lives to the fullest without any compromise.

So far this demand for healthier drinks in the market has been mostly met by non-alcoholic beers. But they are not satisfactory for a segment motivated by friendliness and disinhibition in alcohol consumption. Indeed, the need for socialization is strong among Europeans.

Despite the opportunity for light beer, some barriers remain such as the lack of taste, the association of this range of beer with women, or the fact that they are less friendly than classic beers.

Our challenge is to change the consumers' idea that light beer is only a compromise drink in order to make them want to try it.

To meet this challenge, we were convinced that it was necessary to proceed step by step. First break hard preconceptions, then engage the community to ultimately make them want to adopt Peroni Light.

To do this, we have positioned Peroni Light as the premium beer that asserts one's personality. It is around this idea that the campaign was thus built.

In order to meet the demand and convey the brand promise, we created the concept "Light is the New Strong". The expected results are that consumers dare to take the leap of light beer and perceive it as a standard instead of just a compromise.

Campaign summary:

Our concept aims to change consumers' perception of light beer through a digital challenge that will make them want to try it.

Through our 'Light is the New Strong' concept, our goal is to encourage our target to take up challenges that revolve around four important themes for Peroni (food, travel, art, and fashion) so that they can affirm their style and personality.

Concretely, participants will have to share their challenge on their own networks with the chance of perhaps winning a trip to live the 'Esperienza Peroni', an unique Italian experience.

Additional information:

The 'Light is the new Strong' concept will be launched beforehand by a major media campaign (with placement adjustments depending on the country), in order to create notoriety and interest around this strong idea.

The challenge will be activated thanks to the creative concept "Dare to taste it?" which will be materialised by the hashtag #PeroniDaresYou to be shared by participants with their challenge.

All will be rewarded for their participation: an Aperitivo in a restaurant or two drinks offered in partner bars and restaurants.

Conducted Research:

We proceeded with a funnel method which allowed us, starting from very broad themes, to narrow down possible answers to the request very naturally. Our research therefore focused on several key topics, which we first studied from secondary sources (market studies, articles, etc.). We also made sure to use the most recent information available:

Beer and light beer market:

Growth trends and competitors in order to detect opportunities for Peroni but also threats to overcome (competitive intensity, legal threats, etc.).

Consumer trends:

Analysis of the beer market has shown us that several strong trends are impacting consumption patterns. Driven by healthy and ecological issues, consumers seek to consume well and better, both for themselves and for the planet. They are looking for products that give a meaning to their consumption.

This enabled us to observe that solutions that meet these expectations exist in this sector with non-alcoholic beers, but that they poorly meet the need for Europeans to socialize.

Consumer needs:

We therefore wanted to understand consumer beer habits more in depth: time and frequency of consumption, what would motivate them to consume light beer and, on the opposite, what hindered them and what is their perception of it. To do this, we carried out a questionnaire that we administered online on British, Dutch and Romanian Facebook groups frequented by young people.

By collecting these qualitative data, the idea was to understand their expectations and needs in an underlying way in order to draw a strong consumer insight.

Situation analysis:

Peroni is the best-selling Italian beer in the world. The brand highlights the Italian style with an affirmation of oneself. The brand is the number one in the United Kingdom in the premium beer market.

In order to respond to Peroni's request, we looked at the market, trends, opportunities and obstacles but also consumers.

Thanks to this analysis, we know that beer is one of the most consumed drinks in the world and that there is a high consumption in Europe. In 2017, the market was worth around 138 million dollars, with an annual growth rate of 1,8%. In Europe more than 10,000 breweries generated about 2,3M jobs. There are no less than 80 styles of beer on the European market with over 50,000 different brands.

As we said, consumers are paying more and more attention to their health. They want to adopt a responsible approach that fits their lifestyle. We can see two news consumption trends which are:

- Mindful drinking guided by ethical, social or political principles and not only by individual desires.
- Healthy consumption by choosing quality products, varying their diet, consuming more responsibly in all food type and even in their alcohol consumption.

Until now, this demand for healthier beverages in the beer market has been primarily dominated by alcohol-free beers. But these drinks don't necessarily provide full satisfaction because Europeans like to socialise and alcohol, even in small quantities, plays an important role in socialisation (what non-alcoholic beverages are lacking). This information shows a real opportunity for the light segment in Europe, which seems to respond to the demand for healthy products and conviviality.

However, there are many different cultures and consumption patterns in Europe.

In the United Kingdom, beer consumption is linked to a family aspect, taking care of each other while enjoying the good aspects of life. In the Netherlands, people are looking for experiences, trying new things and products. In Romania, individual consumption prevails with much stronger products.

In these countries, light beer production is growing more and more.

In the United Kingdom, with no less than a dozen brands of beer, it is now increasingly common to consume this type of beer. Some brands depend on simple craft breweries (The Old Dairy...) and others on large groups (Miller...). Unlike Romania, which is not yet developed in this sector, the United Kingdom seems much more open to light beer consumption.

In the Netherlands, several leading beer brands such as Heineken and Amstel offer a light beer range.

Romania is the only one of the three countries to be less "open" to light beer consumption because there is a very low production.

The light beer sector is constantly evolving in these countries and shows us a high potential for consumption.

In spite of these opportunities, there are still barriers to the perception of light beer which are: the fear of not finding the same taste as in classic beers, the perception of these beers as women beers, the fear of looking less manly, doubts about the quality of these beers and also the fear of looking less cool and being left out of the group.

But in addition to consumer's perception, a major problem for beer brands is regulations and laws on alcohol advertising with a high level of protection of young people from alcohol and public's health.

Campaign objectives:

Our campaign has 3 goals:

Arouse interest: breaking from preconceived ideas about light beer, which is an essential step to change the perception of consumers and guide them to being in a more positive posture, conducive to discover a new beverage.

Engage: Generate the desire to try, by creating desire and consideration for the brand and the product.

Convert: Getting them to adopt the product by creating the 'Peroni Light' reflex and setting up the product and the light aspect as a standard, leading to a real choice instead of a compromise choice.

Proposed strategy & tactics:

Our research enabled us to come up with a simple observation: driven by current concerns about more responsible consumption, consumers today want to take care of themselves by consuming better, while continuing to have fun.

We have chosen to target mainly urban Millennials because it is first and foremost this population that is the bearer of change and that is the most sensitive to current issues around well-being. In addition, they consume less alcohol than previous generations and look for alternatives that allow them to enjoy life 100%.

Millennials are also the most active on social media. They follow a lot of brands and are very engaged. In addition, social networks are a great place for them to express their style and personality. They want to show an attractive image of themselves and they want to be part of social groups.

Social networks, by their ability to generate great virality, then offer an important opportunity to encourage change in consumption, arouse desire for the product and create the "Peroni" reflex.

In this way, our means strategy focuses on a main objective of engagement where young people can be actors of change via their preferred tool; social networks.

Very fond of challenges like those launched on Tik Tok for example, the proposed activation will be a way for them to engage in a fun and entertaining way, by challenging themselves but also their friends.

The motivation of a trip to win, an IG filter and the participation of local influencers who are very popular among young people will strengthen the system and therefore our target's commitment. This will ultimately participate in making people well-known and will create a desire around Peroni Light.

All of our actions have thus been designed as a global ecosystem in the service of our strategy. We selected these actions ensuring that they met our consumer insight and the brand's desire to be a major player in the light beer segment in the 3 countries. All of these points will ensure a high probability of campaign success.

Campaign evaluation:

For our campaign, we have set performance targets that consist in engaging our current community, generating new leads and building customer loyalty. To do so, we will mainly evaluate the engagement rate before the launch, during and at the end of the campaign to analyse the evolution of our performances. The following points will be measured:

- virality of the campaign on social networks:
 - number of interactions (like, comments, share)
 - number of participants (number of uses of the hashtag #PeroniDaresYou)
 - number of uses of the Instagram filter
- media coverage (press and TV)
- evolution of sales before then after the campaign

Creative brief:

Our campaign is named “Light is the New Strong”.

To convey our message to our target, we chose the creative concept “Dare to taste it”.

The concept is defined by a short sentence but transcribes a very strong message: try something new, try new things, go towards the unknown.

The social media challenge is very focused on creativity which will push our targets to stand out, express their creativity and personality or even to encourage their friends to do like them; so we can say that there is a fairly family spirit in this challenge.

Thereby we want the concept to be in line with Peroni's personality: A desire to do things differently, with more style, a thirst for novelty and a passion for life. The concept starts from the idea of ‘Less is More’, where Light ultimately becomes a force, a power, a major asset for all of those who want to enjoy every moment of life 100%, without compromise.

The creative concept “Dare to taste it” invites consumers to dare: dare to take the opposite view of norms and prejudices in order to assert their style and personality, and thus affirm their difference and their singularity, to embrace all moments in life.

What we aim with the concept is to break preconceived ideas so that consumers dare to take the step. The consumers wish to consume light beer without being judged in order to enjoy every moment in life but they are afraid of not rediscovering the pleasure of a good beer.

Speaking of targeted audiences, it will be the new generation (Millennials) who are more apt to make a change in their daily life. Whether in personal or professional life or just to have a good image on social networks. They want to change their way of life for a better everyday life.

We expect from our target to be actively involved in the digital challenge to increase the engagement on social media and create a big Peroni (Light) community. Finally, through this campaign we want the target to adopt the light drink by creating the ‘Peroni Light reflex’.

We will use several channels for this purpose: mass media to raise awareness, digital, social media and influence to engage, partnership with a brand like Vogue Italia to arouse desire and lend credibility...

Of course, we will take into account the advertising rules about alcohol but also respect the brand image and it's Italian style DNA.

Media strategy and plan:

Concerning our media strategy, our campaign will run from June to September and we have divided our means in three pillars to answer our 3 objectives. Then our media actions have been developed with local media consumption and advertising rules about alcohol:

1. Arouse interest

To raise awareness and generate interest among the target audience, we will use mass media with a starting point throughout the month of June:

Broadcast of a TV spot to reach a wide target on the channels they watch - Posting in subways and bus shelters in places frequented by the target - Purchase of media space in lifestyle, fashion or food-type newspapers and magazines – Broadcast of a radio spot on the channels listened by the target - Organic and paid social media distribution on Facebook, Instagram and YouTube (global + local pages) chosen for their ability to generate interactions quickly and widely - Digital plan supplemented by web and mobile display and SEA. Digital will simultaneously reach Internet users in each country.

Goal of this media campaign: create a positive posture for the target who, by better knowing the drink and the campaign, will be more willing to engage in the next step.

2. Engage

To engage our target while creating a desire for the brand we will use digital activation (mainly using social networks) the whole month of July:

Use of Peroni global and local pages and influencers from each country, to encourage the target to participate - Instagram filter to playfully encourage users to take part in the operation - The possibility of winning a unique trip to Italy to motivate them more - Regular relay of challenge participants on Peroni social networks to create a real collective movement where everyone will want to play the game - Active and direct involvement of the community as members will elect the winners of the competition for the Esperienza Peroni - Relay of travel on social networks to extend the #PeroniDaresYou experience and bring Italian style to the community.

Objective of this step: allow the brand to infuse in consumer minds and make them want to try Peroni Light.

3. Convert

Once the target is engaged and willing to taste Peroni Light, it will be a question of taking the plunge to go from: wanting to try, to adopting the product.

Our digital activation is designed to reward all participants. At the beginning of August after the votes, the finalists will win an Aperitivo while the others will get a free coupon for two glasses of Peroni Light - Launch of a social media partnership in early September with Vogue Italy which will bring notoriety, desirability and credibility thanks to this publication's reputation in lifestyle and fashion – We plan another media campaign in September to stay present in the minds of our target.

The goal of this final step: create the 'Peroni Light' reflex by setting up the light aspect as a standard leading to a real consumer choice instead of a compromise choice.

Media schedule:

| MEDIA | STEP 1 : BREAKING DOWN PRECONCEIVED IDEAS | | | | STEP 2 : CREATING THE DESIRE TO TRY | | | | STEP 3 : HAVE IT CONVERTED | | | | | | | |
|--------------------------|--|----|----|----|-------------------------------------|----|----|----|----------------------------|----|----|----|-----------|----|----|----|
| | June | | | | July | | | | August | | | | September | | | |
| | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 | W1 | W2 | W3 | W4 |
| TV | | | | | | | | | | | | | | | | |
| UK | | | | | | | | | | | | | | | | |
| Romania | | | | | | | | | | | | | | | | |
| Netherlands | | | | | | | | | | | | | | | | |
| Radio | | | | | | | | | | | | | | | | |
| UK | | | | | | | | | | | | | | | | |
| Romania | | | | | | | | | | | | | | | | |
| Netherlands | | | | | | | | | | | | | | | | |
| Print/DooH | | | | | | | | | | | | | | | | |
| UK | | | | | | | | | | | | | | | | |
| Romania | | | | | | | | | | | | | | | | |
| Netherlands | | | | | | | | | | | | | | | | |
| Press | | | | | | | | | | | | | | | | |
| UK | | | | | | | | | | | | | | | | |
| Romania | | | | | | | | | | | | | | | | |
| Netherlands | | | | | | | | | | | | | | | | |
| Display | | | | | | | | | | | | | | | | |
| UK | | | | | | | | | | | | | | | | |
| Romania | | | | | | | | | | | | | | | | |
| Netherlands | | | | | | | | | | | | | | | | |
| Social media | | | | | | | | | | | | | | | | |
| UK | | | | | | | | | | | | | | | | |
| Romania | | | | | | | | | | | | | | | | |
| Netherlands | | | | | | | | | | | | | | | | |
| Digital challenge | | | | | | | | | | | | | | | | |
| UK | | | | | | | | | | | | | | | | |
| Roumanie | | | | | | | | | | | | | | | | |
| Netherlands | | | | | | | | | | | | | | | | |

Media budget:

Since in each country our targets do not have the same use of communication media, we have to adapt our global budget to be as efficient as possible.

We have opted for a rationalization strategy between the different markets in order to optimize the overall campaign budget as much as possible.

| Media communication | UK | Romania | Netherlands |
|----------------------------|-----------|----------------|--------------------|
| Television | 35% | 43% | 35% |
| Display | 20% | 16% | 20% |
| Radio | 15% | 20% | 15% |
| Press | 6% | 4% | 6% |
| Influencers | 2% | 2% | 2% |
| Digital | 17% | 10% | 17% |
| Activation | 5% | 5% | 5% |
| TOTAL | 100% | 100% | 100% |

1 budget per country.

Thanks to this distribution, you will be able to be productive and efficient in all markets when launching this campaign.

Creative execution:

The campaign will be articulated in 3 phases and distinct objectives within which the actions put in place will have to respond.

Generate interest by breaking preconceived ideas:

During the first phase, the campaign will begin with a media campaign on TV, poster, press, radio and digital / social media.

Engage to make the target want to try the product:

The second phase is at the heart of the campaign and is critical for the success and achievement of our challenge.

This is when the creative concept 'Dare to taste it?' will be really activated thanks to the fun and original digital activation dubbed #PeroniDaresYou. It is during this operation that participants will have the opportunity to assert their personality - brand promise - by daring to take on challenges around 4 themes (food, travel, art design) to post on their networks with the hashtag.

Everything will be done to create a great virality: participation of local influencers to activate their community, Instagram filter to launch challenges in a fun way, but also inducing our community to vote for their favourite challenges. They will become ambassadors of the Peroni movement.

The chance to win live Esperienza Peroni will be a sure-fire way to engage them.

Three lucky challenge winners will discover the Italian #TrueStyle in an Italian iconic hotel, the Room Mate Giulia, where Niko Romito, a self-taught chef and the most unique Italian cook of the new guard, representative of the Italian chic of elegance in simplicity, will come to distil the flavours of Italy.

Winners will also have the opportunity to visit 10 Corso Como, a design and fashion institution very much in line with the target and the concept, with its futuristic terrace, its posh tearoom and its incredible art bookshop. Throughout their stay, Peroni Light beers will add style and freshness to the experience!

The original asset of this experience? Bring together our 3 winners, who will be total strangers to one another to convey the 'Dare' idea of the campaign and the fact that your brand forges strong links between people.

This stay will thus make it possible to create a strong relationship between the winners and the brand, share together the values of Peroni and celebrate the Italian style through moments of life.

Convert by getting Peroni adopted:

Finally, the third phase will consist in converting our target and installing the Peroni Light reflex by encouraging them to consume this drink thanks to our rewards offer: Aperitivo or free coupon in partner bars and restaurants. The campaign will end with an unprecedented collaboration with Vogue Italia. A partnership that makes sense through the common vision both brands share.

This collaboration will materialize through LIVE and IGTV interviews about the four themes of our challenge with Italian renowned celebrities. They will give their vision of Italian style, and how they assert theirs on a daily basis.