

# Whoosh Agency

To read this summary in optimum conditions, you are invited to listen to the following song: <https://www.youtube.com/watch?v=xpN2XigcrQk>

## Executive summary

### Campaign title

(S)lightly Italian

### Campaign background

The goal of our campaign is to launch a brand extension of PNA in the UK, the Netherlands and Romania. Considering the density of the competition on the light beer market, we have to position PNA as a major player. To differentiate this product from others, we emphasized on its main features: it is a stylish, Italian, light beer.

From our research we found that Italy is perceived by the rest of the world, including our targets, as the country of style and passion. Those research also led us to the conclusion that consumers from the UK, the Netherlands and Romania are health-conscious and willing to live life at its fullest. This is why we chose to take an aspirational approach to reach our strategy. Indeed, the emerging moderation culture is reflected in far lower alcohol consumption than previous generations. Since people are now connected and influenced by social media as they are a part of everyone's daily life, they are more cautious upon the image that they are giving to the world.

Considering those facts, we wanted this beer to be seen as an aspirational product by consumers. This campaign is an effective way to make consumers understand that drinking this new Peroni is not a compromise but the best way to make the most out of their lives.

The challenge was to come up with a powerful concept that could be applied to the three targeted countries. We had to make the new proposition exciting and relevant in all three markets. Thus, even though our strategy is quite global, we really thought it was necessary to adapt the marketing actions and the media strategy at a local scale for them to be truly effective.

## Campaign summary

The Italian way of life is passionate and inspires other countries. The “(S)lightly Italian” campaign will change consumer’s minds about the prejudices on light beers. Italy is seen as the excess of good things (architecture, *Dolce Vita*, food, fashion, sport...) and Italian people are considered passionate. In contrast, the new Peroni beer is light (in calories and alcohol). We want to play with this opposition; Less alcohol, more passion: “(S)lightly Italian”. Thanks to humor we created a feel-good and efficient campaign.

## Additional informations

Romania is one of the countries where English is very well understood and spoken, according to an international map drawn up by Education First. Thus, our creative executions will be written in English but we'll still add the asterisk with a translation according to advertising laws.

## Research and Analysis

### Conducted Research

Our analysis began by secondary research in order to have a better understanding of the market. We evaluated the “NoLo” (No and low alcoholic) beer market size in each of the targeted countries to estimate where it was already well implemented. We’ve been through statistics and insights platforms such as Statista, Mckinsey & Company or Deloitte. Seeking insights, we read online and paper articles and studies about culture, beer, innovation and trends: *Romania* by Culture Smart; *The guardian*; *Perspective on the Credibility of Social Media Influencers in Romania 2019*; *the harrispoll*; *foodbev magazine*... We’ve also decided

to read the market's press releases and white papers directly on their websites and social media to catch the issues and trends they have been confronted to through time.

We've mapped all the main players on this market, their DNA and positioning and who were their targeted audiences. We also took a look at their strategies to see their approaches (campaigns, social media, websites, launches, partnerships,...). This research part on Peroni's competitors also included secondary research on consumers: their buying levers, the barriers to purchase, their consuming habits and more generally what were the cultural differences between a Dutch, a Romanian and a British consumer. We've used more insights and statistics platforms as quoted before and online available cultural essays.

Once we've grasped a circular view on the subject, we initiated the primary research. We have decided to conduct two questionnaires with different angles in order to cover as much as we could.

The first questionnaire had 19 questions, 152 answers and has been posted on the app *Involve.me*. The second one was made through a Google form and posted on our personal social pages and on online survey groups, it had 18 questions and 122 answers. Both of the questionnaires had similar subparts: general demographics questions such as the nationality, the gender or the age; the beer consumption habits meaning when, how and why and finally a focus on the nolo beers, levers of consumptions and obstacles to purchase.

The first questionnaire was about Peroni's notoriety, positioning and Italy: what is the consumers' perception.

The second one was about the target culture, hobbies, activities, jobs and ways of life in order to understand who they are in their daily life.

## Situation Analysis

The global light beer market is thriving; estimated to grow by 7.5% per year, and expected to reach a value of \$25 billion by 2024. Major market drivers such as changing lifestyles and consumption habits of alcoholic drinks among populations, higher disposable incomes drove Beer groups to renew their offer.

Inhabitants of developed countries have new sensibilities and preoccupations. Health and wellness are representing one of the most important mega trends impacting the beer industry. People are attracted to a *healthier lifestyle* and have a desire to feel part of the party, to enjoy the moments, favoriting a "Sober-curious" trend.

Sales of low and alcohol free beers jumped 28% in the year to February 2019 compared with the previous 12 months in the United Kingdom. Non alcoholic beer represents now 5% of the market in Europe which significantly represents a +35 points share on the beer market.

On our questionnaires, 95% of respondents drink beer during social events and 36% are likely to drink several beers no matter if it's during the weekend or the week. If the majority of our respondents haven't switched to a nolo beer yet, they could do it for health reasons: 74% worry about the effects on their health (hangovers, sugar, weight,...). These results match a Nielsen report made in 2019 on reasons behind a reduction of alcohol consumption: 50% of respondents answered it's to improve their health, 28% to lose weight and 26% for financial reasons.

The NoLo beer market is highly competitive. Direct competitors such as *Anheuser-Busch InBev*, *Heineken*, *Carlsberg* or *Michelob Ultra* offer similar products to consumers and indirect competitors are as threatening: *Desperados* or *Skoll* with their flavored brews or the 0 calories slightly alcoholic natural waters capitalising on the diversification of the consumers tastes.

Against them, PNA strengths are its premium segment with high quality ingredients and unique taste, its Italian roots and its popularity as a global brand pioneer. These strengths mixed to market's trends is a real opportunity to have consumers switch categories.

The United Kingdom, the Netherlands and Romania are among the biggest beer consumers in Europe. Beer is the most consumed alcoholic beverage in Romania where we can spot an increased demand for premium health & fitness clubs, accompanied with higher willingness to pay. They love Italy and what it represents: Prima TV broadcasts a famous TV show called *Pasiune Toscana* (Tuscan Passion) and the program *Sanatate cu Stil* (Health with Style).

*Kantar Worldpanel* determined that the rise in alcohol sales was due to the premiumisation of the UK's drinks market. British consumers tend to be open to diversity and other cultures; visitors from the UK are in fourth place among the nationalities coming the most to Italy according to the *annuario statistico italiano*.

Dutch art has an international reputation. The Netherlands has a sharing culture, once a month, the collective "Bankjes Collectief" invites the inhabitants of Amsterdam to appropriate a bench next to their home and make it a temporary meeting place.

According to Hofstede Insights, Italian people are passionate: emotions are powerful and expressed to others, especially with the use of body language. Italy is a Masculine society: children are taught from an early age that competition is good and winning is important. Italians go in life with passion and determination and show their success by acquiring status symbols. Plus, our questionnaire's respondents shared with us what Italy makes them think of: love, food, passion, luxury, football, fashion, and architecture.



## Strategy

### Campaign Objectives

- Create awareness and craze around the product within the first year of the campaign. This would be measurable with the use of the hashtag and the QR code.
- Create a shift in consumer's mind by recruiting 10% to 15% new prospects in the first 6 months of the campaign.
- Increase by 30% the followers on social pages by creating micro content leading to brand attachment within the first quarter of the campaign.
- Maintain the Peroni positioning as sophisticated and Italian by having a 80% rate of positive brand mentions and likes on the media share.

### Proposed Strategy and Tactics

It was essential to use the features of the product, and more specifically the beer's roots. Indeed, consumers in the targeted markets have a common perception of Italian people: stylish, elegant, expressive, spirited and passionate. Passion is a key word of our campaign. We wanted to keep Peroni's brand's image but we thought it was important to highlight the passion and thanks to this, add texture to the brand universe. Thus, this campaign is an efficient way to overcome the fears of the consumers and reassure the latter. This is a feel-good campaign built to engage the consumer and to position the brand and this light beer as fun.

*United-Kingdom:* Open a flagship highlighting two famous designer and architect during six days. Enabling the visitors to identify the different aspects of the Italian's architecture. Each day would introduce different exclusive pieces from the Peroni's fashion Studio, and highlight the new Peroni beer through an aperitivo corner while enjoying Italian music gigs.

*Netherlands:* Opening of a 3-days Peroni's garden Festival in late spring for friends and families: People will find a bohemian-like lifestyle festival including workshops, with exposed art and beverage/food spots with Peroni's packaging bottles with an integrated QR code. The design of the packaging will be done in collaboration with

local artists and the QR code will open the google map app and deliver a bike itinerary to the best place around them to enjoy a Peroni beer.

*Romania*: Influencers will be invited inside a beautiful traditional Mansion in Italy. During the stay, some Italian chefs will be engaging the influencers in an Italian cooking workshops. Yoga, crossfit and fitness sessions will be planned. Influencers will be invited to visit the area and share content during their stay.

Since the brand is settling itself in all new countries that each have their own culture, habits and relation to alcohol, the media strategy and the marketing strategy are builded regarding these differences.

## Campaign Evaluation

We will analyze different things:

Guerilla marketing: use of the QR code and number of participations to win the travel.

Social Media: Engagement rate (number of likes, comments, shares), impressions.

PR fallouts: number of media that published content about the marketing actions and the product.

NPS (Net Promoter Score): test to calculate the quality of the campaign experience

Analyze of the SEM campaign, its results and effectiveness.

Sales: The amount of sales generated on premise and off premise.

## Creative Brief

### **Communication Challenges:**

How can we make consumers understand that drinking this new Peroni is not a compromise but the best way to make the most out of their lives?

The objective is to change any prejudice that the consumers might have by creating an engaging campaign that can give them the opportunity to enjoy a passionately light Italian beer.

### **Target Audience Profile:**

According to a 2020 report by GWI, light beer drinkers consider themselves as “ambitious, fashion-conscious and outgoing”. It is important to them to “challenge themselves”. The consumers of the brand PNA are urban, upscale and educated.

They can afford premium beer, which means they're mostly wealthy and comfortable people (upper socio-professional category). Peroni embodies style, spirited flair and passion. These are values the aspirational consumers are seeking: they strive for "more in life, enjoy pushing themselves to learn new skills and tend to be career-oriented and travel-hungry": they are passionate. And as found in our research, the consumers in the three targeted markets are health-conscious.

This led us to identify our core target: The "passionate but conscious" drinker.

**Consumer Insight:**

*I want to drink a premium light beer because I care about my health and the effects of alcohol but I still want to live my life passionately.*

The survey we conducted taught us that 68,4% of respondents are worried about the effect that beer might have on their health and that the main reason why people don't drink light beers yet is because they think it is "not fun" (49% of the respondents)

**Single minded proposition:**

The campaign should express that this new light beer contains all the Italian passion without losing the health benefit.

**Campaign Tonality:**

We chose to create a humorous and stylish campaign that keeps Italian elegance and passion in mind at all times.

**Reasons to Believe:**

It is an Italian premium light beer (@3,8% ABV) brewed with quality ingredients, less calories and carbs and is vegan by nature.

**Desired Response:**

We want the consumer to associate this new beer with passion and fun. We also want people to smile and feel good when they look at the campaign and thus to be encouraged to participate and answer the CTAs.

We expect the target to realize that this new Peroni light beer is the perfect fit for them.

**Mandatories:**

The logo can't be changed and the brand font should be respected (blue and red).

The rendering should be watermarked with the logo and the red band should appear on the top right of the prints.

## **Media Strategy and Plan**

Our media strategy is adapted to each country targeted. We will create awareness around the product thanks to TV but also massively engage the consumers on social media.

### **Local and national TV channels:**

TV is a powerful media in terms of publicity.

We plan a 3 weeks TV broadcast, twice a day

The UK: The ABC, BBC, Channel 4

The Netherlands: Astra3, iTv

Romania: TVR1 and Prima TV

*The film will be divided in 5 spots adaptable to different programs.*

### **Social media:**

In 2019, Instagram was the fastest growing social media network in Romania. Yet, 50.6% of Romanians use Facebook and 18.7% use Instagram. Also, Romanians are familiar with influencers and they are not critical towards the influencers' lifestyle.

According to the *We are social* 2020 report, British consumers as well as Dutch consumers are very active on social media and Instagram leads the way in terms of their advertising audience.

We're going to cut the campaign film into 5 interactive "episodes" to post on social media such as Instagram, Youtube and exclusively for Romania, Facebook.

### **Press coverage:**

We will target national newspapers and magazines but also specialized press and blogs: lifestyles press (trends, health, ect), as well as specialized beer press.

Will be sent to the press: a press release and a press kit but also a prepared offered *aperitivo*. We want the press to talk about Peroni so why not send them some beers and some Italian snacks to go with, in order to offer them a Peroni afterwork *aperitivo*.

**Website:**

The film will be posted on the website and a special landing page for the game will be created (its where prospects using the QR code will be sent).

We will implement a paid indexing campaign on Google, because SEM (Search Engine Marketing) will allow key words to lead directly to Peroni content.

**Influencers:**

We picked up influencers with various fanbase sizes. On one hand, influencers with large communities that will give Peroni a big awareness. On the other hand, influencers with a smaller fanbase that are closer to their followers, they easily create complicity and engagement! They are sophisticated yet approachable and effortlessly cool, just like Peroni! They will receive beers to drink with a nice Italian meal directly delivered to their place.

**Influencers UK:** Woody and Kleiny (fun, typical British influencer, 4,7M followers on Instagram) Jim Chapman (life style, travel influencer, 2,16M followers on Youtube), Joe Wicks (health influencer, 3,9M followers on Instagram).

**Influencers Romania:** Andra Gogan (fun, travel, trendy influencer, 860K followers on Instagram ), VM. Vlad Munteanu (funny and trendy artist, 1,63M followers on Youtube) and Ana Morodan ( lifestyle, fashion influencer 398K followers on Instagram) Roxana Vancea ( Fitness, health 400K followers on Instagram)

**Influencers Netherlands:** Andy Torres (model, food, trend, lifestyle and fashion influencer, 791K followers on Instagram), Negin Mirsalehi (food, fitness, trend, lifestyle and fashion), Glen Fontein (humor, fitness, food, fashion, lifestyle, photography).

**Media Schedule**

	April	May	June	July	August	September	October
<b>PUBLIC RELATION</b>							
Press release and media kit	🗑️						
Journalists and influencers contact		🗑️					
<b>SEM/SEA CAMPAIGN</b>							
Paid indexing on Google		🗑️					
<b>SOCIAL MEDIA PRESENCE</b>							
Instagram & Facebook		🗑️					
Youtube		🗑️					
<b>ADVERTISING</b>							
Social Media		🗑️					
TV		🗑️					
OOH/DOOH		🗑️					

## Media Budget

**OOH campaigns:** (10 posters per city - 3 cities - 21 days) 63 000 €

30 prints: 574,5 €

**Film production & diffusion** (Broadcast of the 30-second TV spots on 6 national channels from 9pm, twice a night, for 2 weeks): 45 000 € + 1 350 000 €

**SEM** campaign: 15 000 €

**PR** (60 journalists / 15 influencers): Italian food 15 € x 75 + goodies 10 x75 + packaging: 10x75: 2625 €

TOTAL: 1 476 199, 5 €

## Creative (10 points)

### **Big idea**

For the idea common to the 3 countries, we will create five prints declined in five TV spots of thirty seconds each.

### → OOH Campaign

These visuals would depict different moments of Italian life, all lived with passion.

To make consumers understand that the Italian passion is inside of the beer and to play on the "(S)lightly Italian" feature of the beer, we propose to use the guerilla marketing technique.

The prints illustrate five beloved Italian "clichés" through different scenes: talking with hands, eating pasta, romantic ride on a vespa, cheering a football victory and a reunion between friends.

The prints will be placed in strategic locations in the capitals of the three countries. The scenes would be in black and white as if frozen in time. The visual of each bottle of the new beer would be placed as an extension of the poster. A QRcode to scan and the tagline "(S)lightly Italian - Reveal the passion" would be displayed. Once the consumer has scanned the QRcode, the bottle comes to life on their phone screen. They are invited to uncap it digitally and suddenly, the print appears on their screen and magically takes on its own colours and comes to life as the spot associated with the print is broadcast.

## → TV Spots

The visuals would also be used on TV and Social Media spots as explained above. These spots, featuring five moments of life, will be adapted to the TV programs broadcast and thus reach the different targets.

In the beginning, a canvas will show the five scenes. We can't see anyone uncapping a bottle of Peroni but a focus is made on the distant sound of the cap falling and on the bubbles of the beer. The Italian passion is unleashed.

A zoom in on the canva occurs and one of the scenery takes life. No black and white anymore, the scene takes its colors and comes in motion. The protagonists move and the life pictured in the scene takes back its course. Then, as the movie goes by, we see the protagonists holding Peroni light beers and toasting.

Five seconds before the end of the ad, a message appears with the logo and the tagline: "(S)lightly Italian - Reveal the passion". Also, we'd like to suggest the song Felicità-Albano&Romina Power. It is a catchy, refreshing and feel-good Italian song that would fit the campaign perfectly!





PERONI

(S)LIGHTLY ITALIAN\*

\* (s)lightly italian means Insemna Usor italian

18+

PENTRU CEI PESTE 18 ANI

[www.desprealcool.ro](http://www.desprealcool.ro)





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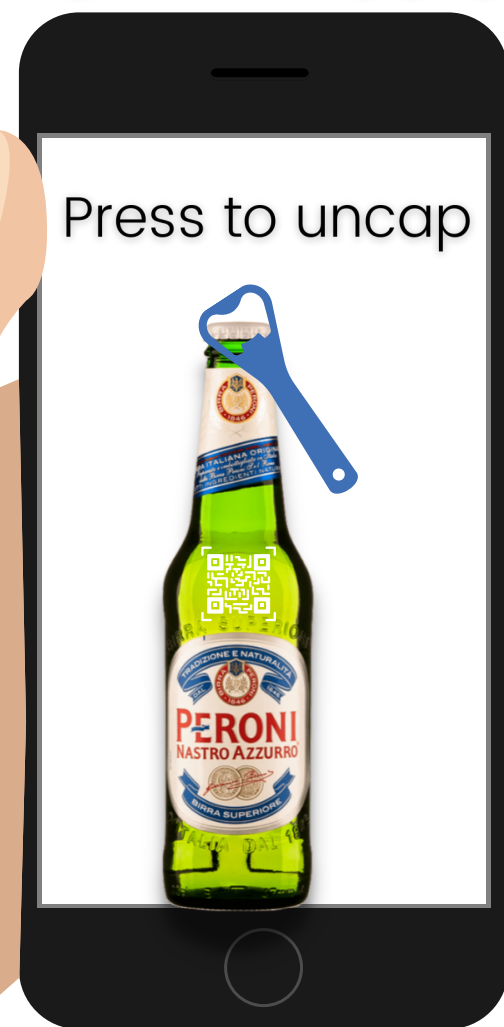
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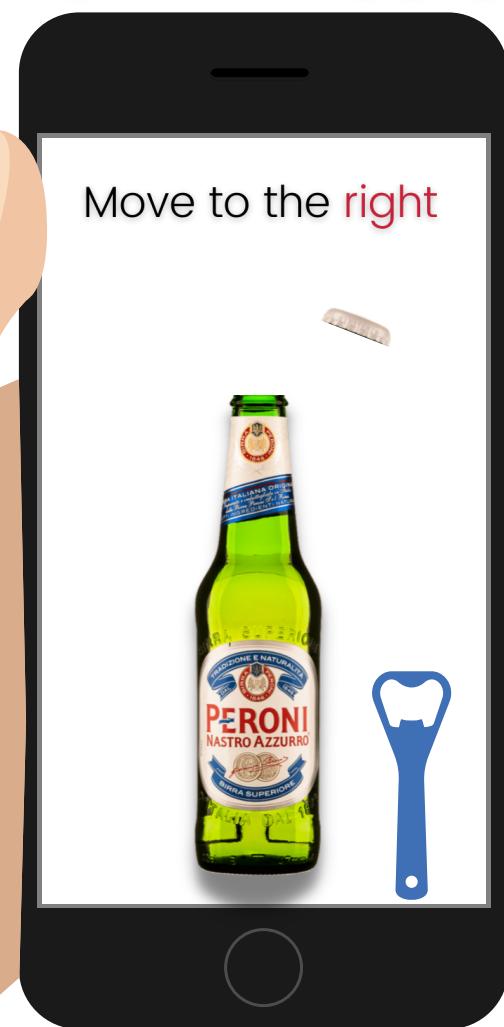
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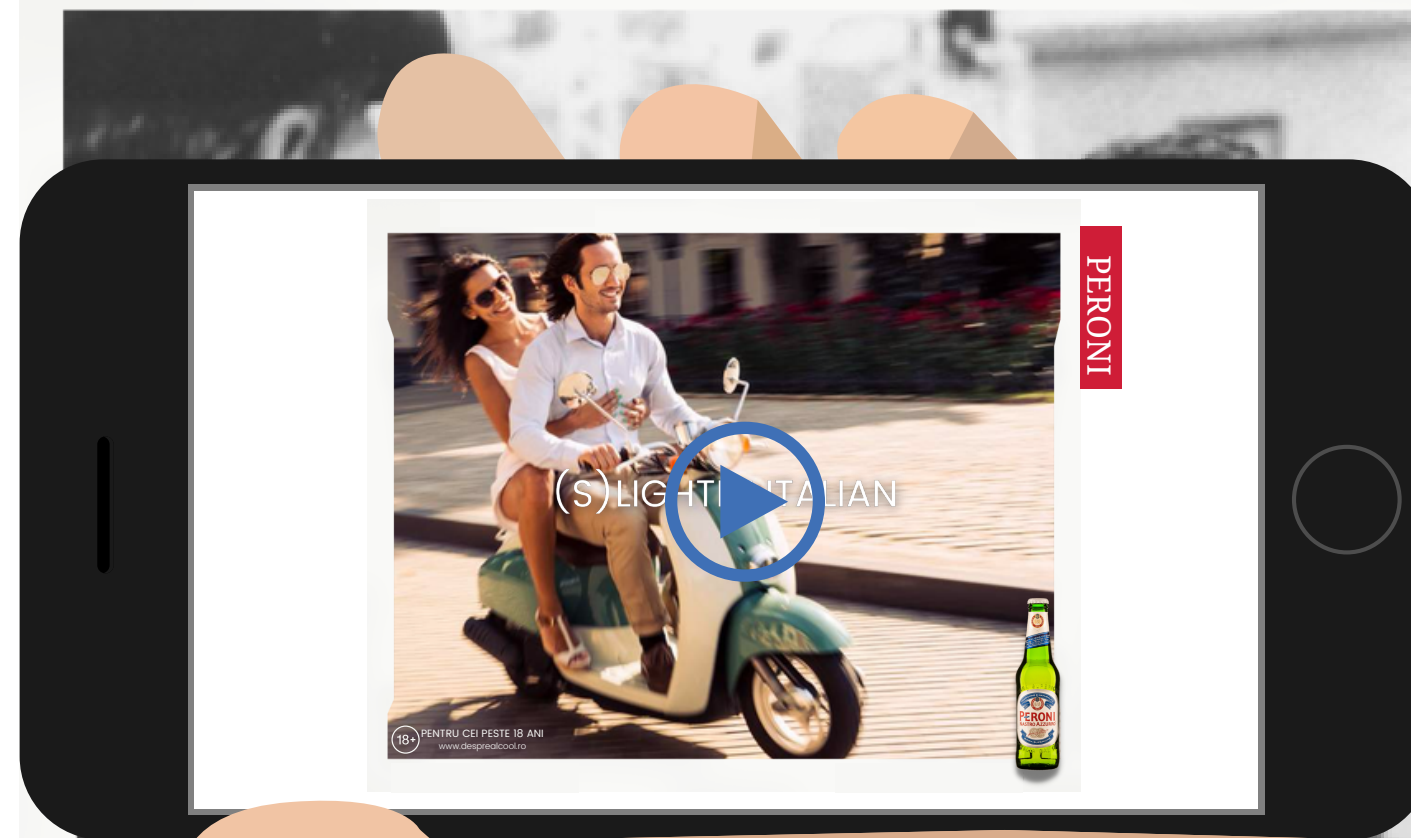
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# (S) LIGHTLY ITALIAN

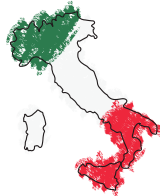
## OBJECTIVES

1. Create awareness and craze around the product within the first year of the campaign. This would be measurable with the use of the hashtag and the QR code.
2. Create a shift in consumer's mind by recruiting 10% to 15% new prospects in the first 6 months of the campaign.
3. Increase by 30% the followers on social pages by creating micro content leading to brand attachment within the first quarter of the campaign.
4. Maintain the Peroni positioning as sophisticated and Italian by having a 80% rate of positive brand mentions and likes on the media share.

## TARGET AUDIENCE

- The passionate but conscious drinker -

Light beer drinkers consider themselves as "ambitious, fashion-conscious and outgoing". They strive for more in life, enjoy pushing themselves to learn new skills and tend to be career-oriented, health conscious and travel-hungry : they are passionate.



## CONSUMER INSIGHT

"I want to drink a premium light beer because I care about my health and the effects of alcohol but I still want to live my life passionately."

## SUMMARY

The Italian way of life is passionate and inspires other countries. The "(s)lightly Italian" campaign will change consumer's minds about the prejudices on light beers. Italy is seen as the excess of good things (architecture, dolce vita, food, fashion, sport, ...) and Italian people are considered passionate. In contrast, the new Peroni beer is light (in calories and alcohol). We want to play with this opposition; Less alcohol, more passion : "(s)lightly Italian". Thanks to humor we created a feel-good and efficient campaign.

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