

Overview

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Executive Summary

Team name	Kuckoo
Campaign title	Peroni Presenta – Le Armonia
Campaign background	
<p>We are Kuckoo, an agency hailing from Bournemouth. We strive for originality, creativity and intuition within our solutions whilst rooting them with relevant knowledge and insights. This is the formal campaign proposal for Peroni’s new launch of their latest product, Peroni-Lite. Here, we have crafted an innovative campaign, that combines the prestige and future ambitions of the brand with the benefits of the new mid-strength beer.</p> <p>After thorough interrogation of the brief, we undertook primary and secondary market research which helped us to build upon our knowledge and strategy. Secondary research allowed us to identify a shared link between the three different markets. Primary research (consisting of interviews and questionnaires) allowed us to create both qualitative and quantitative data which helped us to understand more about the attitudes and desire for mid-strength beer. We will take you through our journey of how we reached our final overall insight by looking at the brand, the three markets, and the consumer desires.</p> <p>The campaign aims to encourage category switching from full-strength lagers to this new option. We want consumers to share the same enthusiasm we have about the product and understand that ‘mid-strength’ is not a compromise on taste or quality, meaning consumers will consider it as a favourable choice against market leaders. The beer goes beyond taste, it will reflect the style and sophistication of Peroni as well as the emotional benefit that this campaign will showcase.</p> <p>We don’t want our campaign to imply that this product is the solution to any problems. We have carefully considered all aspects of the campaign in line with the ASA regulations regarding alcohol advertising.</p>	

Campaign summary

We have created a campaign that showcases 'health' in a way that is more desirable for consumers. The campaign will focus on the concept of living a 'wholesome' life. Titled, '**Le Armonia**', the main message is that life is about balance. Rather than focusing on the physical associations with health, the campaign will showcase the importance of balance across all aspects of life; family life, work life and social life.

Additional information

We have referred to the new product as 'Peroni Lite' throughout the campaign. This was less of a strategy-based decision but just to make quick reference to the product consistently throughout.

Research and Analysis (10 points)

Conducted Research

Our secondary research utilised sources such as Mintel, WARC and TGI Snapshot, as we aimed to understand more about our 3 target markets. This helped us to locate data on market trends for more quantitative analysis. We have also located journal articles from scholars such as Silva et al (2015), Claire (2016) and Hideg (2018) that have helped provide insight into different drinking cultures. We delved into these cultures further with news articles and blogs that helped develop a more qualitative understanding. More generic web based research was also used to understand more about competitor activity and Peroni's previous branding, this aided our understanding of Peroni's positioning in the market.

Our primary research was conducted through a mixed methodology approach using interviews, group interviews and questionnaires. All participants were above the age of 18, with mixed race and gender, which enabled us to diversify our findings. The purpose of the research was to understand how consumers perceived low alcohol/calorie beer [LAB].

Our questionnaires reached a mixed sample of 50 individuals, who were asked to respond to a series of quantitative questions such as: 'would you drink beer with a lower alcohol and calorie content?' and 'what factor is most influential in your choice of beer?'. Before beginning the questionnaire, we briefed the participants and explained their role within the research, we clarified that they would remain anonymous throughout and that they could withdraw from the study at any point.

Our interviews asked participants qualitative questions such as: 'do you think that it would be believable for a brand to claim that their LAB holds the same taste as regular beer' and 'do you think that drinking LAB would affect your self-image?'. Before conducting the interviews, all participants were briefed on their role within the research, including the explanation that they would remain anonymous at all

times and that they could withdraw from the study at any point. From this primary research, we gained a variety of responses which enabled us to gain invaluable insight into how consumers perceived and responded to LAB.

Situation Analysis

From our secondary research, we recognised that Peroni represents more than just the beer. The brand provides a stylish and sophisticated lifestyle as a whole, which is reinforced by the Peroni Italian heritage. We also identified that there is a difference in Peroni's presence across the three markets.

To further support this initial research, our questionnaires provided some valuable results. 75% of participants stated that they would not associate a lighter beer with a compromise in taste, and trusted Peroni's brewing capabilities to create a high quality tasting LAB. In addition, 55% of respondents said they would drink LAB, because it would provide them with the same enjoyment which alcohol does, whilst remaining sophisticated.

We then pinpointed a link between the three markets - weekday drinking. In the UK there is a concept named 'Thirsty Thursdays' where colleagues go for drinks on a Thursday after work. "One in five UK employees will attend after-work drinks with colleagues at least once a month" (Claire 2016).

Romania has a heavy drinking culture, National opinion polls (IRES 2013) reveal that 18% of the Romanian population drink beer several times a week ranking it as 5th in the world for heavy alcohol consumption. Hideg's (2018) study on Romanian behaviour explains that the reasons why an individual chooses to drink predominantly stems from pressure and expectations from peers. This cultural norm means many young Romanians choose to drink heavily to both gain approval and be seen as 'sociable' by peers. Not only is there a clear opportunity for Peroni to launch their new product here, but also to take a hold of the market. Romanians typically prefer Western beers which are perceived to be superior in quality to local brands (Hideg 2018).

A journal article from Silva et al (2015) which conducted research into Food and Quality Preference provided us with many useful insights into Dutch behaviour. People in the Netherlands held attitudes towards beer, wine & LAB/NAB which varied but all had a common theme - togetherness. People listed they would drink beer in large groups, at festivals, over "emotional moments", barbeques, romantic moments. Additionally, there is a link with professionalism; the Dutch have a culture named "Borrelen" - the Dutch art of going for a drink with a coworker. Ultimately, Borrelen is the concept of work hard, play hard - this perfectly describes the work ethics of professionals in the Netherlands (Huetter 2018).

To summarise our research specific to the UK, Romania and the Netherlands, we recognised that although all three markets have differing overall cultures, they all have a link between working and drinking during the week.

As mentioned in the brief, our research also highlighted a 'moderation culture' but, despite this movement, individuals don't want to sacrifice alcohol consumption in fear of not being sociable or fitting in with their peers.

Our primary research showed that consumers don't tend to consider 'health' as a top priority when they are drinking. Interviewees stated that they are not overly fussed about the health benefits of alcohol and made statements such as; 'when I indulge in beer, I'm aware of the unhealthy factors and embrace it as a guilt-free treat'. We also found that consumers don't want to make compromises when drinking in order to be 'healthy'. Considering all of our consumer-based research, we concluded that consumers may resonate better when referring to a 'balanced lifestyle' instead of a 'healthy lifestyle'.

Strategy (10 points)

Campaign Objectives

Associations

- We want to sustain the Italian and premium brand association.
- The new Peroni product is one that is associated with enjoying drinks after work whilst remaining sophisticated and professional.

Brand

- Peroni will symbolise a more wholesome lifestyle with our campaign message, 'life is about balance'.

Perception

- We don't want people to perceive lighter beer as a compromise but instead as a favourable choice of a mid-week beverage.

Proposed Strategy and Tactics

We will be using this insight as the driving force of our campaign strategy across all 3 markets:

“Consumers seek happiness through balancing all aspects of life, social side and work side without being hindered by the darker side of alcohol.”

We will be positioning Peroni Lite as a midweek option, allowing working consumers to flourish in sociable, drinking environments whilst also remaining professional. Peroni, as a brand, is stylish and sophisticated, something that we feel would resonate with our target audience (working professionals) for this new product. Our campaign will convey the idea of living a balanced lifestyle, looking beyond ‘physical health’ and driving the focus towards a ‘balance’ of all aspects of life (work, social, family, personal life). This idealistic lifestyle proposition allows consumers to indulge in the drinking culture in a professional way on a work night, whilst still taking consideration for their performance the following day.

Our creative output will help convey this idea of balance using metaphors that also resemble the culture of the brand as well as its Italian heritage and style. Attractive imagery accompanied with themes of Italy will help convey the campaign strategy in a relevant manner.

Campaign Evaluation

- Activation engagement - We will take 10,000 units (half pints) to each of our festival activations (3 in total), this will create a strong indicator of how many people the new product would have reached.
- Additionally, earned media, such as press reports, can be recognised as further engagement and attention for Peroni.
- Qualitative surveys will be sent out both post and pre campaign to understand the consumer shift in perception as the campaign has developed.
- We can also measure awareness through brand surveys, asking a sample about what they associate with the brand.

Creative Brief

Role of Communication:

Consumers will understand that Peroni Lite can bridge the gap between their social life and their professional life, contributing to a 'wholesome and balanced lifestyle'. Communications must be relevant and attractive for those consumers who want to reap the rewards of a life balancing wellbeing and fun.

Target Audience:

Working professionals. Health extends beyond just your "physical state" where mental wellbeing and persona are factors in being healthy. Diet and exercise are assumed to achieve 'health', however this group seeks a healthy lifestyle through a balance between working hard and also socialising. Here, the individual can remain sophisticated without their image being affected by the negative connotations of alcohol. They want to be involved with every aspect of life, from family events to work commitments; Peroni Lite can make this achievable.

Desired Response:

We aim to increase overall product and brand awareness in all three markets to switch consumers' interests from classic lagers to this new, lighter option. Peroni Lite should be a favourable option for a weekday drink that is an equally accepted product in the market, rather than assuming it is a compromise or a poor alternative to competitors. The product can give the consumer a sense of involvement, without the worry of their peers' opinions or approval.

Proposition:

Peroni Lite is a stylish, casual, weekday drink. The lower alcohol content allows consumers to enjoy a balanced lifestyle, remaining sociable and professional.

What we want to talk about:

The idea of living a wholesome lifestyle by showcasing the advantages of a casual beer alternative, without the focus being directly associated with exercise and physical health. Peroni Lite can be a stylish option that allows consumers to drink with their colleagues and fully immerse themselves into socialising. The links to good taste will be subtle but still present, the benefits of the product will be more geared towards the intangible health benefits.

Tonality:

It will reflect the stylish aura of PNA, referencing the Italian heritage of the brand. Conveying sophistication will help the consumer believe that the product is worth its premium, without appearing snobbish or corporate. Words directly associated with exercise and health will be avoided, as we will refer to a 'balanced lifestyle' in a way that portrays all aspects of life. Language used will avoid any stipulation for alcohol being a direct solution to more serious issues i.e alcoholism, mental health.

Mandatories:

- Mixed gender and age target (no stereotyping). Avoid appeal to children.
- Must use the tagline: 'A better taste of life' within the campaign.

- Avoid references to being active or exercising.
- Health in this context is enjoying life to the fullest, through socialising and sophistication.

Media (10 points)

Media Strategy and Plan

The media strategy for this campaign will target professionals across the UK, Romania and Netherlands. A combination of different media, appropriate for each market, will be used to reach the target audience most effectively.

Our target audience is professionals who live a wholesome and sophisticated lifestyle. Their main media habits are focused around television, print (such as magazines) and social media. We will keep the media plan similar across all three markets, only making changes such as specific television channels used and specific magazines that are popular in each country.

In the **UK**, the best way to reach our audience via television would be on main channels such as ITV and Channel 4. The ad would need to be shown post-watershed in order to follow alcohol legislation guidelines. We would choose to show the ad between the shows our audience would have the most interest in; such as news or business-related shows (similar to The Apprentice). In terms of print ads, these professionals are likely to read business magazines such as Cosmopolitan and Business Insider, as well as being exposed to city billboards, OOH on public transport, OOH in city shopping malls (cities such as London, Birmingham, and Manchester) and in cinema as additional touchpoints.

In **Romania**, the best way to reach our audience via television would be through PRO TV (an umbrella group of popular TV channels). PRO TV dominates 25.1% of the TV market share in Romania, whilst holding 62% of the TV advertising market. The most relevant channel for our target audience would be PRO TV news. Additionally, travel channels have proved popular with a 50% increase in popularity. 'Business Review' will be an effective magazine in which to place our print ads for our target audience. OOH on city billboards, city shopping malls (cities such as Bucharest, Brasov, and Cluj-Napoca), in cinema and OOH on public transport will also be used as the target audience will likely commute to and from work and around the cities.

In the **Netherlands**, the best way to reach our audience via television would be on their most watched channel NPO1. Print ads could again appear on city billboards, in cinema, OOH on public transport and in city shopping malls (cities such as Amsterdam and Rotterdam). The most suitable business-related magazine would be BRA DUTCH Business Magazine.

The most used social media channels across all three markets are Facebook, and Instagram. We will be using all three of these to further increase the reach of the campaign.

Media Schedule

		March	May	June	July	August	September
All markets	Video						
	Television						
	Cinema						
	Print						
	Magazine						
	Billboard						
	Shopping Malls						
	Busses						
	Train Stations						
	Social Media						
	Facebook						
	Instagram						
	Activations						
	London Boat Party						
	Neversea Festival						
	Lowlands Festival						

Media Budget

Media Channel	UK Cost	Romania Cost (as % of UK)	Netherlands Cost (as % of UK)	Total
TV	32 x £60,000 (peak time slots) = £1,920,000 32 x £12,000 (off-peak slots) = £384,000 Total = £2,304,000	$£2,304,000 \times 0.06 = £138,240$	$£2,304,000 \times 0.15 = £345,600$	£2,787,840
Cinema	25 x £3,000 (theatre per month) Total = £75,000	$£75,000 \times 0.09 = £6,750$	$£75,000 \times 0.21 = £16,200$	£97,950
Magazine	3 X £33,585 (DPS) = £100,755 6 x £16,792 (Single Page) = £100,752 Total = £201,507	$£201,507 \times 0.06 = £12,090$	$£201,507 \times 0.19 = £38,286$	£251,883
Billboards	18 x £4,665 (96 sheet, 1 month) = £83,970	$£83,970 \times 0.12 = £10,076$	$£83,970 \times 0.3 = £25,190$	£119,236
Shopping Centres	12 x £5,540 (1 month) = £66,480	$£66,480 \times 0.12 = £7,977$	$£66,480 \times 0.3 = £19,944$	£94,401
Busses	20 x £1,124 (bus stops) = £22,480 20 x £6,700 (t-strip bus ad) = £134,000 Total = £156,480	$£156,480 \times 0.12 = £18,777$	$£156,480 \times 0.3 = £46,944$	£222,201
Train Station	5 x £8,610 = £25,830 (London) 10 x £3,600 = £36,000 (Manchester/Birmingham) Total = £61,830	$£61,830 \times 0.12 = £7,419$	$£61,830 \times 0.3 = £18,549$	£87,798
Total				£3,661,309

Media Channel	Cost
Social Media	<u>Facebook</u> 6,000,000/1000 x £3 (CPM) = £18,000 <u>Instagram</u> 6,000,000/1000 x £5 (CPM) = £30,000
Activations	UK Thames Luxury Charter Cost = £80,000
	Romania Neversea Festival = £15,000
	Netherlands Lowlands Festival = £15,000
Total	£158,000

Total Campaign Budget

£3,819,309

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