

Ad Venture Student Competition - Entry Form

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Executive Summary

Team name	SARA PERCHE TI AMO
Campaign title	“THE ART OF LIGHTNESS”
Campaign background (max. 300 words - 300 words)	
<p>Dear reader, let us tell you a story...</p> <p>A story about the launch of a new product on the light beer market: the Peroni Nastro Azzuro Arte.</p> <p>A story based on the inspirations of the brief but also on our collective vision of Peroni.</p> <p>A story of a product created by Peroni, a brand that has succeeded in creating a myth that has its origins in the past but is now evolving at the pace of modernity.</p> <p>In this context, you want to offer a light beer within the Peroni Nastro Azzurro range and whose characteristics correspond to the demand of a broad, international and intergenerational target.</p> <p>Peroni is a unique brand born in Italy 175 years ago. A country from which you have been able to extract all the best: flavors, myths and lifestyle, but also the love of Art.</p> <p>Indeed, for several years now, Peroni has been highlighting the artistic richness of Italy in various ways.</p> <p>Over time, you have made this <i>raison d'être</i> a shared core value with your community throughout the world.</p> <p>Art being a trendy and universal center of interest, we have chosen this gateway to address our customers, but also those who have not yet had the chance to taste a Peroni.</p> <p>With our campaign '<i>The Art of Lightness</i>', we therefore wanted to pay tribute to this commitment, by putting art at the center of our strategic and creative thinking. We will stay within your brand image, while bringing out something new.</p> <p>We have imagined a communication campaign at your image, halfway between tradition and innovation.</p>	

We observed that consumers are frequently blocked: beer is too alcoholic, not premium or classy enough.

To make your launch a success, we are going to revalue the representation of beer, by associating it with art and lightness.



Campaign summary (max. 90 words - 82 words)

If Peroni were an artist, the new Peroni Nastro Azzurro Arte would be his masterpiece.

Our concept is based on the simple idea that art can be consumed everywhere, just like the lightest and all new Peroni Nastro Azzurro.

As most famous artworks do, Peroni carries with it longevity, authenticity and creativity.

Together, we are not simply going to sell another beer. We are going to offer Italy, its myths, its culture... In short, all its Art. Nothing less. And with lightness.

Additional information (max. 100 words or N/A - 100 words)

We believe that Peroni and art are premium, but accessible to all.

Our strategy is in line with Peroni's raison d'être - *"Exists to inspire and elevate with true style"* - and its way of thinking - *"Style is your energy, your aura. It's who you are with, the music you listen to, where you are from"*.

Our promise will be to offer your new light beer, and its *Italianity*, to consumers.



**Our answer to top-of-the-range? Art.
Our answer to the launch of a light beer? A mythical blue ribbon, which will float throughout our campaign, for lightness and movement.**

Research and Analysis (10 points)

Conducted Research (max. 400 words - 400 words)

To effectively prepare the campaign of the new Peroni Nastro Azzurro Arte, it was important to carry out different analyses of the Peroni brand, its environment and beer consumers.

Our research identified two main points: first, that alcohol consumers do not consider beer as a high-end alcoholic beverage, and second, that the Peroni brand has a stylish, premium but accessible image, like a museum.

We started our research with a fine analysis of the brief to determine the keywords that will drive our research for the launch of the new beer Peroni Nastro Azzurro. After this first quick but essential analysis, we divided our team into two groups of two people to study two areas: the beer market in Europe and the Peroni brand.

These market analyses enabled us to obtain an accurate profile of the Peroni brand, its external environment and its main competitors in the various countries. From there, we held various meetings to learn more about the different elements and to begin several brainstorming sessions.

Following these brainstormings, we determined a first insight: alcohol consumers do not see themselves drinking beer in a high-quality place because of the image of it.

To verify this insight, we developed a qualitative questionnaire and conducted various interviews to better understand the image of beer in general and the Peroni brand.

From these interviews, we determined that beer had a fairly low-end image because of its alcohol content, and that Peroni is considered an expert in beer and stylish but accessible.

We therefore decided to position the new Peroni beer as a high-end drink in order to remove the psychological brake of alcohol consumers.

To go up in scale in the collective imagination we chose to **compare Peroni to art** because during our interviews, it has emerged many times that the brand is premium but accessible, and for us **art is premium but accessible** thanks to museums, cinema etc.

Finally, after having released our strategy, we decided to present the different principles of our campaign to a group of non-experts in order to have a first feedback and comments on the understanding of the universe that we have chosen to present.

After making sure the campaign was understood, we had the opportunity to present our strategy and our media planning to communication officers to obtain a report, the most faithful to the reality on the ground.

Situation Analysis (max. 600 words - 570 words)

In this part, we have analyzed : the **identity of the Peroni Nastro Azzurro brand**, the **place of this brand in the general beer market**, the **trends and opportunities of the market** and finally its **future competitors in the reduced alcohol beer market**.

This analysis allowed us to better understand the place of Peroni Nastro Azzurro in its market and also the future place of its new product: the light beer reduced in alcohol.

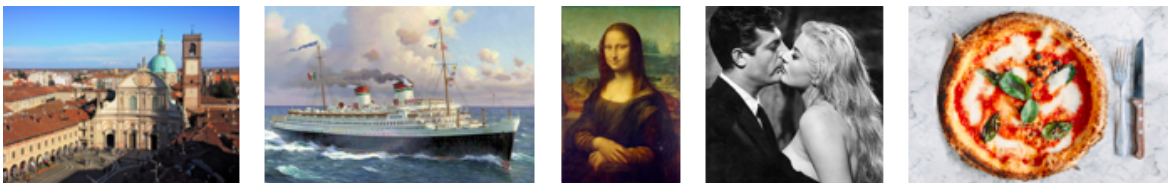
1. The Brand

If the Peroni Nastro Azzurro brand was...

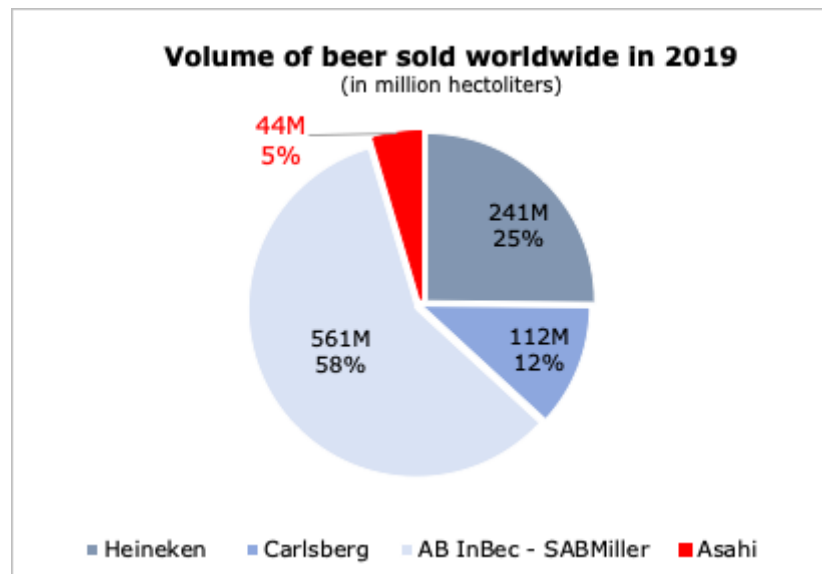
- A city, it would be its birthplace Vigevano, the “perfect” city imagined by Leonardo da Vinci like a **piece of art**.
- A color, it would be blue like the Blue Ribbon, an award created by the transatlantic shipping companies of the 19th century, won by the **legendary** Italian liner Rex in 1933.
- A painting, it would be "Mona Lisa" by Leonardo da Vinci, admired by all for its **harmony** and its **eternity**.
- A movie, it would be the **famous** "La Dolce Vita" by Federico Fellini. Released in 1960, this cult movie does not lose its charm over time.
- A recipe, it would be a "Pizza Margherita": mozza fior di latte, San Marzano tomato sauce, parmigiano, fresh basil. Guaranteed **taste pleasure!**

We used the creative tool: “**Chinese portrait**” to understand the brand's DNA.

This tool helps us to understand that Peroni Nastro Azzurro doesn't sell an Italian beer but an **Italian lifestyle**.



2. The market



Sources: graph built using 2019 annual reports

To better understand the industrial beer market, we analyzed the 2019 annual reports of the four biggest players. After analysis, we decided to use the volume sold per year to compare the weight of each of them on the market.

Among these 4 competitors, Asahi sells less volume of beer per year. This trend can be explained because Asahi has much less beer references than these competitors. According to an article in the newspaper Le Monde, these four players have more than 1400 references of beers on the international market. While Carlsberg sells 729 different beers, Asahi is making its mark with only 42. Regarding the international market, Asahi sells its beers in 90 countries while Heineken, for example, is present in 192 countries.

(Source : Le Monde, "These industrial groups which bring together more than 1,400 brands of beer", 21/07/17)

Our analysis allowed us to understand Asahi's place in the industrial beer market. Despite a **strong competition**, the **market offers opportunities** for Asahi.

Its challenges are: develop its **sales worldwide** and continue to create a product offering that will acquire **additional market share**.

About the three countries targeted by the Peroni Nastro Azzurro's new product:



- 1st European importer of beer
- 3rd European beer producer: (42 million HL produced in 2018)
- 32 billion pints sold in 2019

Peroni Nastro Azzurro is a growing brand.



- 1st beer exporter in Europe: (14 million HL exported in 2018)
- Alcohol-reduced beer accounts for 5% of beer and cider consumption

Peroni Nastro Azzurro is a small brand with a footprint largely in Amsterdam, sold with a premium price in high end bars, hotels and Italian restaurants.



- 16 million HL produced in 2018
- 5.2 million HL exported in 2018
- 3 foreign companies present on the market:

Ursus Brewerie (Asahi Group)
Heineken (Dutch Group)
Bergendier (Canadian Group)

Peroni Nastro Azzurro is a fast growing brand that is in the top 7 international brands on the market.

Source : Statistics report from The Brewers of Europe, "European beer trends, 2019 Edition"
The brief of the Marketing Director of Peroni Nastro Azzurro (Asahi Group)

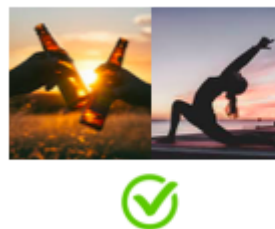
3. Opportunities & trends

The new Peroni Nastro Azzurro beer reduced in alcohol will arrive at the right time on the market.

Why ?

Because market trends are:

1. Development of **organic craft** beers better for **health**
2. New target are **women**
3. Alcohol-free beer is becoming more popular, can be drunk **anywhere at any time**
4. High-end beer: YES, sold with a high price: NO. The beer can be positioned **high end** but must keep **a price and a distribution accessible**.



4. Competitors

Our competitive analysis was based on the light beer market. We observed that the market is **competitive** and its communication is different from basic beer. Indeed, all market players communicate mainly on the **number of calories** and the **taste**.

Below some examples:



"95 calories, low in carbohydrate and subtle citrus notes"



"99 calories which has already conquered the famous actress Eva Longoria"



"99 calories with a slightly lemony taste"



"A light beer with a real beer taste, only 95 calories"



"A light beer, for only 116 calories, with a lemony taste"

Source : GQ magazine, article : "12 beers that do not (almost) not make you fat", 10/04/17

Thanks to our analysis, we can confirm that the new Peroni Nastro Azzurro light beer will arrive on the market at the right time. Its high-end positioning with an accessible price will meet consumer expectations.

Strategy (10 points)

Campaign Objectives (max. 100 words - 98 words)

We have defined **two objectives**.

The first is **cognitive**: it consists of anchoring the identifying elements of the Peroni Nastro Azzurro range in the minds of the targets. At the end of the campaign, we would like to be the “top of mind” for light Italian beer brands in the UK, Romania and the Netherlands.

The second is more **emotional**: it is about stimulating the idea of a differentiated brand through its commitment to the field of art and culture. Create an emotional bond with the targets concerned by presenting the brand as being both premium and accessible.

Proposed Strategy and Tactics (max. 350 words - 333 words)

The two major communication objectives presented above result in **two distinct but complementary acts**.

We will **first activate “general public”** levers through media such as television, billboards and even events. In this way, we want to affirm that our campaign has no limits on gender, age or nationality. We will also mark the minds of our targets with strong repetition of our messages. We want to make the characteristic elements of the new Peroni Nastro Azzurro identifiable almost instantly. This phase will have no differentiating characteristics depending on the country.

Secondly, we will activate **a phase more focused on connoisseurs and enthusiasts of the Peroni brand**. Most of it will take place on social media, including an influencing strategy. In this part, which aims to develop the emotional bond between Peroni and its (future) consumers, some elements will be adapted according to the target country.

The key? Art, like the new light Peroni beer, is premium. We wanted to make them accessible. Art, like the new light Peroni beer, will be accessible, and available for everyone. With this brand and product-oriented campaign focusing on the field of art, we want the public to associate the new Peroni beer with a work of art and the brand with an artist.

Among other things, what we have in mind as strong and differentiating points for our campaign:

- **Multichannel**, viral campaign, adaptable easily to our 3 markets.
- Campaign that emphasizes **the essential criteria** of the brand and the new light beer, to ingrain them in the minds of consumers.
- **Communication** neither gendered, nor old, nor geographically anchored.
- **Gamification** of works of art, fashion, opera...
- Premium and accessible beer: making art accessible, offering it to all consumers, as the new Peroni beer.
- Inspiring campaign because it will appeal to History, culture, Italianity. It will transport individuals into a strong journey.

The expected results are a **better knowledge** of the brand by the general public, but also an **increased commitment to the brand** by Peroni's affinity community.

Campaign Evaluation (max. 100 words - 100 words)

If we want to be bought by our targets, we have to upgrade the image of beer, and make ourselves known and loved.

To measure your notoriety, we will work with a research institute in order to recruit people to find out if they have seen the campaign, if they liked it and if it created in them the desire to consume the new Peroni.

We would also like to calculate the concrete impact on the principal PNA Instagram account which today totals 10.6k subscribers. For that, we set ourselves a goal of 50,000 new community members by September 2022.

Creative Brief (max. 450 words - 417 words)

Enough talk! We let you immerse in our universe...



We are all endowed with an aura, an energy that lives within us.
It evolves every day according to what we see, hear, learn.
A painting, a musical tune, the story of an opera:
we daily nourish ourselves with **the benefits of art.**

But if there is a nation whose cultural richness is undeniable, it is Italy,
and in particular thanks to its heritage, which the Peroni brand has been part of since 1846.
And as the greatest artists, **Peroni evolves, innovates and grows.**

If the Nastro Azzurro never leaves its iconic blue ribbon,
it could be that the new version of itself is enjoying fewer degrees of alcohol,
without losing its inimitable character and aesthetic!

It thus becomes the emblem of an ageless, genderless community,
brought together by a taste for knowledge.

Finally, more than the artistic combination of a harmonious container and refreshing content,
the new Peroni Nastro Azzurro beer aims at being
the ideal partner for those who like to consume (PNA) Arte with Lightness.

To introduce your new light beer, we would like to promote the very idea of lightness.

The art and the myths of Italy are the genesis of Peroni. We have analysed your website, brand, previous communications, and we have seen that fashion, design, history, Italy, and art in general are really put forward. We even discovered the House of Peroni, which embodies this DNA.

We stay in line with your raison d'être, bringing a touch of lightness.



In a nutshell: Peroni represents Italy, Italy represents art, art touches everyone and it is trendy. Our approach will touch the emotions of the people we are addressing.



Very significant meaning: symbol of lightness and movement.
Throughout the campaign, we will find the blue ribbon, flying. It embodies your brand, and it will represent the lightness and the logical thread of the launch campaign.

We have determined a **target:** trendy individuals who like to share their lifestyle and live experiences, discover, share.



Two main insights:

- There is Jane, who likes to have a beer after a good film, however she doesn't find her happiness in the current offer, because the beers are a bit heavy.
- Then Oliver, who likes beer but feels forced to have champagne in high-class places.

In a nutshell, our campaign is meant to be a work of art.

People will believe it, because we will bring art to them. And your new light beer will be the perfect answer.

Media (10 points)

Media Strategy and Plan (max. 500 words - 466 words)

About the Media Strategy and Plan, our strategy is to promote the new Peroni Nastro Azzuro Arte beer quickly and to have a direct return on media investment.

To follow our media strategy, we worked on a launch campaign and not a long-term communication campaign.

Our launch campaign is built on a short period of 4 months. During this time, we imagined a 360 degree communication strategy between spring and summer. The goal is to have a direct return on media investment. Indeed, we will reach consumers during the best time of the year to buy beers.

Please note that we have decided not to include the month of August because many people will be on vacation, and will therefore have fewer opportunities to see our communications.

This media strategy includes many communication channels such as: commercial (TV, cinema), advertising display, in-store merchandising, social media (ad content, gifting operation) and street happening.

Step 1: general public / mainstream

- **Commercial (TV, cinema):**

Goal: the commercial is filmed as a movie. For this reason, we can use it like a TV spot or a cinema advertising. During the first three months of the launch, we want the commercial everywhere on television and on cinema screens. Then, the spot can be used more occasionally throughout the year.

- **Advertising display:**

Goal: having a good visibility outside, we have chosen every two weeks not to be too intrusive and to keep the quality of the posters.

- **In-store merchandising:**

Goal : setting up an in-store merchandising during the first two months of launch. We want to liven up the stores to promote the product, attract consumers and push them to buy the new beer.

- **Ad content on social media:**

Goal: relaying the entire launch campaign (photos, videos) over the four months.

- **Gifting operation on social media:**

Goal : setting up at the beginning of the launch campaign to promote quickly the new product and expand the community.

- **Street happening:**

Goal: addressing all consumers directly, surprising them, choosing them "at random" in the street. Choose times when there will be the maximum number of people on the squares. Choose a day at the beginning of the fine weather, so that once again there will be people outside.

Step 2: Peroni Nastro Azzurro community

- **Influence strategy**

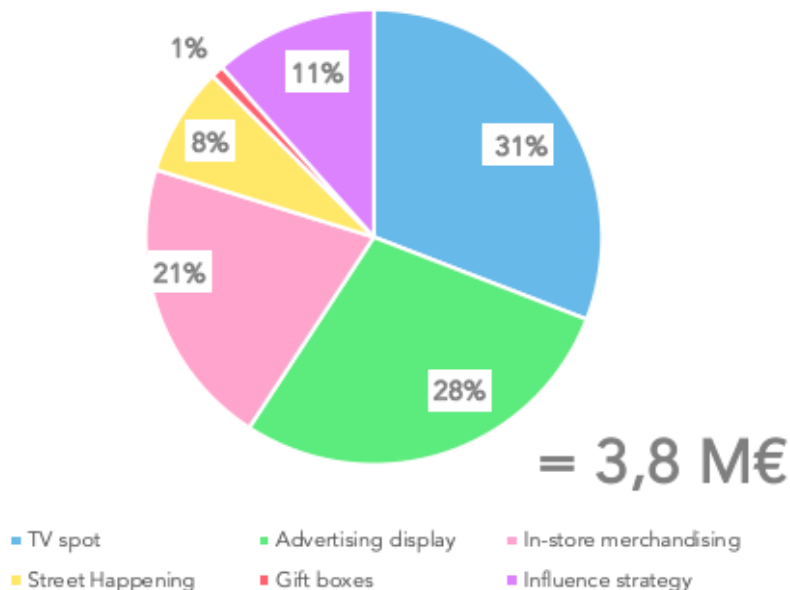
Goal : speak directly and affectionately to Peroni fans and subscribers of influencers selected. In terms of media planning, this phase translates into four highlights: the announcement of the collaboration at the end of May and its media impact during one or two weeks, the trip that will take place in early June, then a three-week period allowing influencers to create and share their content and finally at the beginning of July the big competition will take place to win, among other things, a magical trip to Italy.

Media Schedule

	May-22	June-22	July-22	August-22	sept.-22
STEP 1 - PRODUCT LAUNCH STRATEGY					
Commercial (TV)	■	■	■	■	■
Commercial (cinema)	■	■	■	■	■
Advertising display	■	■	■	■	■
In-store merchandising	■	■	■	■	■
Social media (ad content)	■	■	■	■	■
Social media (gifting operation)	■				
Street Happening		■			
STEP 2 - INFLUENCE STRATEGY					
Collaboration announcement		■	■		
Trip		■			
Back-up			■	■	
Give away			■		

Media Budget (max. 100 words - 74 words)

For the launch of the new Peroni Nastro Azzuro Arte light beer, we built a media budget for a 360° advertising campaign.





Regarding the budget for the launch campaign, we have established the necessary marketing tools to reach the target on several points of contact. The budget shows our **360° strategy** because the advertising spend is spread over many communication channels based on their cost. The total for the campaign is **3.8 million euros**.

To calculate this budget, we asked our professional network. Indeed, a member of our team did an internship in the international advertising agency : TBWA. So we asked an Advertising Manager from this agency to help us build this budget.

Creative (10 points)

Peroni knew how to create a real brand image imbued with a passion, that of Italy, and more precisely what this country has most authentic: its Art.

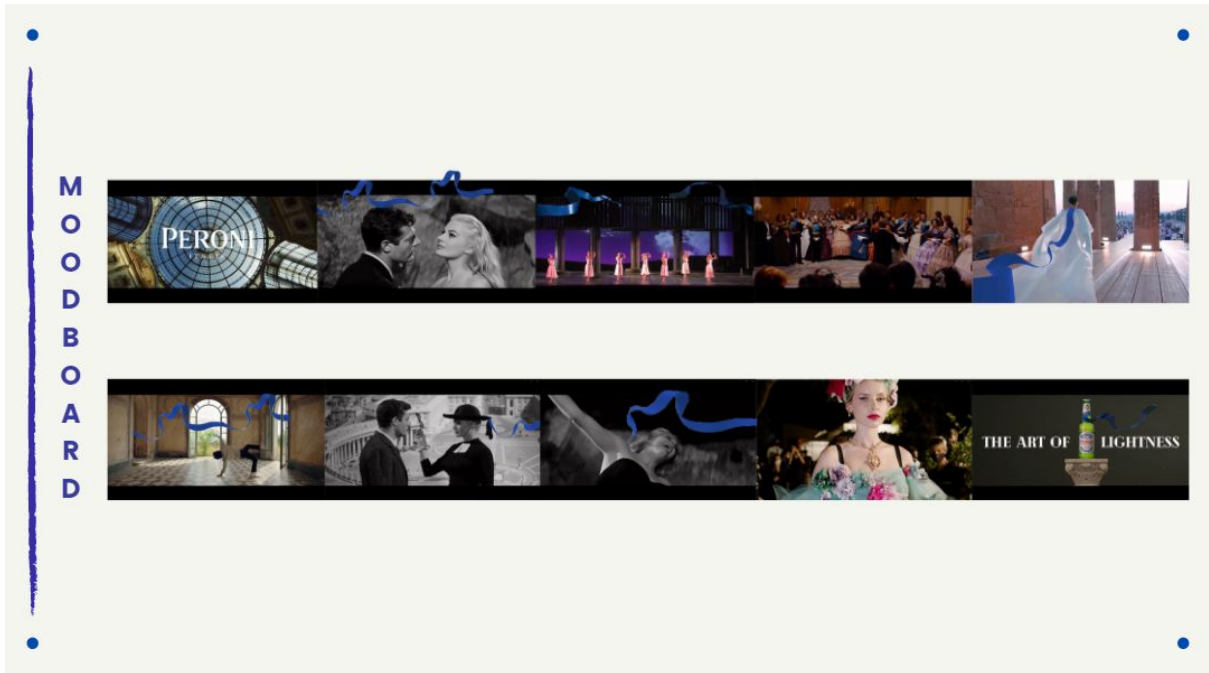
We started from this point to develop our creative ideas, but also from the essential characteristic of the new Peroni Nastro Azzurro: its lightness, visually translated by the idea of movement.

We wanted to carry out a 360-degree campaign to ensure an optimal visibility and notoriety. However, each piece that makes up the puzzle of this campaign can be seen and understood independently of other formats.

Here is the first act of our (very) creative strategy:

TV spot (click on the link): **The “masterpiece” of our creative recommendations.**
https://www.youtube.com/watch?v=EUJ1BAqSfwU&ab_channel=YanisM

It is titled "The Art of Lightness" and features iconic Italian art - which can be enhanced with images by Peroni.
Its aim is to promote both the brand and the Peroni Nastro Azzurro beer, comparing the beer to a work of art and de facto the brand to an artist who, with his experience, offers an incomparable light beer. As for the effect of lightness, it essentially goes through the movement and the journey of the mythical Nastro Azzurro.





Blue ribbon & “Arte”

At the end of the spot, (future) consumers will discover the full name of the new Peroni beer: the **Peroni Nastro Azzurro Arte**.

Visual content: Like the most legendary works of art, the poster campaign will be instantly identifiable, no matter where you are.

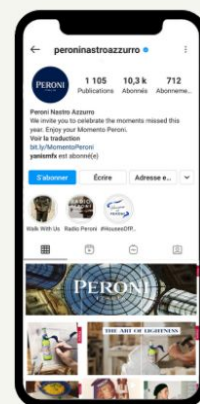
The poster campaign that we have imagined takes up the principle of representing the Peroni as a work of art. We have associated it here with two thousand-year-old arts, painting and sculpture, but it can be used with other arts.

Visually, the product is highlighted by the contrast of light colors versus the green of the bottle but also by its central appearance. The essential characteristics of the product are put forward and allow an immediate understanding of the promise offered by the new product.

Visual content



Advertising display



Social media



In-store: After his metro ride, what could be better than having the customer travel to the supermarket?

Thanks to our large-scale distribution expertise, we offer the implementation of an in-store merchandising strategy with standardized ready-to-sell products that are easy to set up for department managers.



These take the form of golden cardboard frames to dress your work: the Peroni Nastro Azzurro. They make it possible to showcase the product within sometimes very extensive shelves.

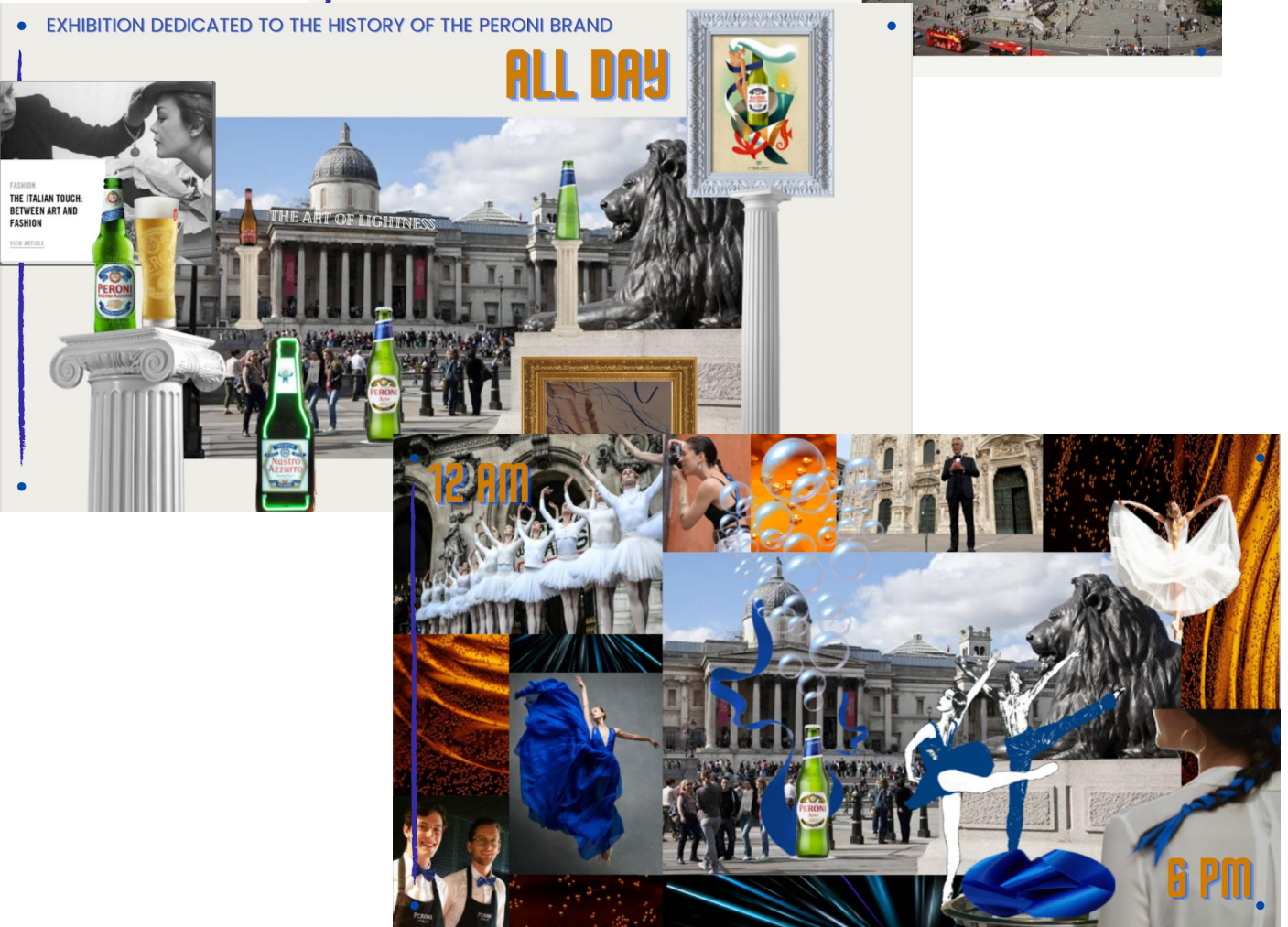
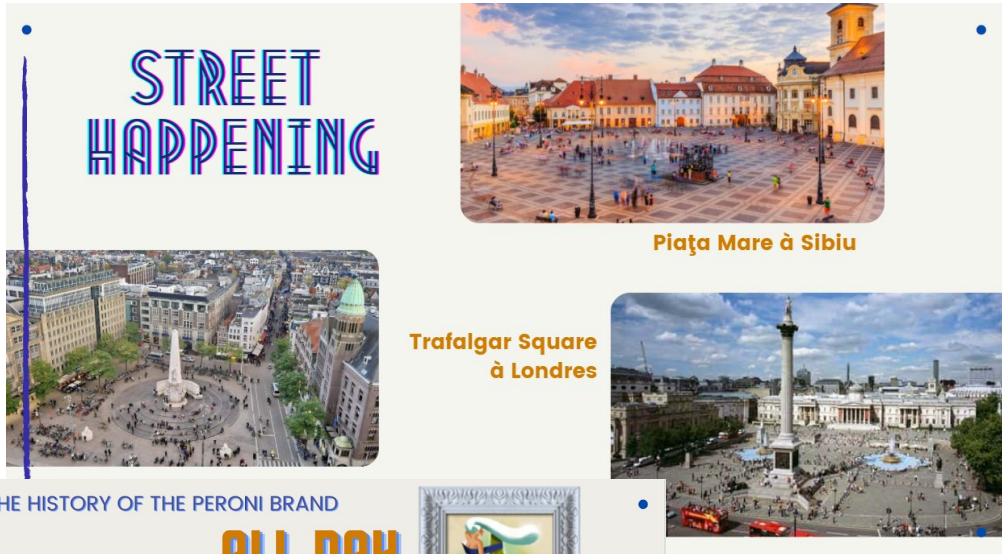
Gifting strategy: It's time to extend our mainstream target even further through social networks!



To consolidate this general public strategy, we also want to activate the resonance on social networks, always with the same idea in mind: the sharing of knowledge, culture and of course the Peroni Nastro Azzurro! To achieve this goal, the idea is to send 500 micro-influencers a box containing Italian dishes, a pack of beers but also a pass to access an opera evening to experience from their sofa!

Street happening: the event that will make the strongest impression.

Thanks to this street happening, the work of art created by Peroni will almost come to life. On the same day, in three large squares in our three target countries, we will set up an exhibition on the history of Peroni and the brand visible throughout the day. Then at 12 p.m. and 6 p.m., the exhibition will come alive with dancers, singers, a giant bottle of Peroni that will release blue ribbons and soap bubbles. Waiters will distribute blue ribbons giving access to an in-store rebate on the new beer. In short, a real live show accessible to all!



And now, **the second act** of our (still very) creative strategy:

Influence strategy: As a reminder, the second act will take place only on social networks and will aim to develop Peroni's community and in particular his affection for the brand.

The first step is the recruitment of influencers (2 per target country). Then, the announcement of their collaboration with Peroni via a sponsored Instagram post, which will also reveal the arrival of a "big surprise".

This surprise is a trip of a few days in Italy! A stay in a Renaissance-style hotel, an evening at the opera, an open-air cinema session, but also and above all the creation by everyone of an exclusive design to dress the iconic bottle: in short, a program rich in ART and in culture.

On her return, the Peroni famiglia will share her favorite moments, exclusive designs and offer her community a big contest to win a trip to Italy, passes for cultural activities or even collector bottles.

Well, it's true that there is a lot of information, so here's a recap:



Finally, more than the artistic combination of a harmonious container and refreshing content, the new Peroni Nastro Azzurro beer really is **the ideal partner for those who like to consume ARTE with LIGHTNESS.**

SARA PERCHE TI AMO TEAM