

Brand: PERONI NASTRO AZZURRO	Country: UK, NL, RO
Project: Tasty and stylish low carb beer	Date: 20.09.2020

<p>Project background</p>	<p>The health & wellness trend is continuously rising and represents one of the most important mega trends impacting the beer industry. More people are attracted to healthier life style choice. Physical & increasingly mental health are key topics of discussion across broad demographic groups in Europe. For the younger consumer groups (adults in 20's) in addition to health, the rise of always available cameras and social media expectation have driven a need for control and strong body image. This fuels a moderation culture which is reflected in far lower alcohol consumption than previous generations.</p> <p>In the USA "Lite" beer has been the dominant beer style for decades with a consumer benefit of lighter taste and less calories which appeals to US consumers. However Lite beer brands have been in heavy share decline for years as they have lost their credibility and image – being perceived as poor quality and immature male drinks which go against current mainstream values. Craft has owned taste and a new generation of lighter offers (hard seltzers and 1 big brand) with more modern image has captured the market.</p> <p>1 big beer brand is flying, with constant high share growth, having managed to successfully capture the consumer needs for a balanced life style (staying fit but at the same time making most out of their life) - Michelob Ultra. It was the first brand with a different take on the light beer segment: it made the brand look sexy, appealing, mixed gender and aspirational.</p> <p>In Europe the health & wellness trend has so far been visibly addressed by the strong growth of the non-alcoholic beer (NAB) segment. However we believe that here is an opportunity also for a "lighter" beer proposition as an alternative in core alcohol occasions. NAB does not fully deliver enjoyment and unwind, where a certain level of alcohol still plays a relevant role.</p>
<p>Commercial & business objectives for the campaign</p>	<p>Simply, we believe that there is an opportunity to successfully develop the segment of new generation "lighter" beers in our European markets under the Peroni Nastro Azzuro (PNA) global brand. We have the brewing skill and experience to make a crisp, refreshing great tasting beer with lower intensity</p>

	<p>(ABV, carb, cal). Today PNA is a 5.1% ABV beer. This would not replace it but extend the brand offering choice.</p> <p>To do that, great skill in communication will be needed. Europeans are not so simply attracted to “diet” products, and are suspicious of the quality. It must deliver the “less is more” idea in a compelling way. Given the social nature of beer consumption is must raise the profile of the drinker.</p> <p>Objectives of the campaign are:</p> <ul style="list-style-type: none"> • Successfully establish the rational facts of the new proposition: “mid-strength” lager (@3,8% ABV), less calories and carbs, potentially gluten free and of course vegan by nature. • Communicate key benefit - Superior refreshing taste that helps you get more out of life in a stylish way • Leverage the PNA brand and at the same time build it's credentials • Make the new proposition exciting and relevant for our target consumers groups in UK, Romania and the Netherlands. • Ensure this is perceived as worth paying more for - quality and stylish sophistication but not snobbish
<p>Market background</p>	<p>UK:</p> <ul style="list-style-type: none"> • UK is the 2nd biggest beer market in Europe – volumes are flat. • The lager market is dominated by international brands, with local brands of heritage in the ale and craft segments. • The segment is dominated by 5% ABV full flavour lagers. • Some 4% lagers have been growing recently but promising traditional lager taste and experience and with traditional brands • PNA is a successful and growing brand, in fact the largest value super-premium brand in the country and with one of the highest equities. <p>Romania:</p> <ul style="list-style-type: none"> • Romania has vibrant beer market with per capita consumption approx. the same as the UK • The market is dominated by classic lager with the most popular scale brands being local. Local brands are >80% of the market sales. • The premium and super-premium priced brands are international ones with strong growth in sales, market share and equity. • PNA is a fast growing brand that is in the top 7 international brands on the market. Recently growing share and equity.

	<p>Netherlands:</p> <ul style="list-style-type: none"> • The Dutch beer market is flat overall with lager declining but growth driven by non-alcohol beer and adjacent product categories such as flavoured beers and ciders. • A few big beer brands with local heritage are dominating the market with international brands @1% • PNA is a small brand with a footprint largely in Amsterdam, sold a super-premium price in high end bars, hotel and Italian restaurants.
Competitive activity	<p>So far the segment has not yet been successfully established in the 3 markets. In the UK some US Lite beer is present with relatively limited scale. We expect Michelob Ultra (owned the world's largest beer company) to be aggressively marketed in Europe in the coming years.</p>
Brand positioning	<p>PERONI Nastro Azzurro – Brand purpose: Exists to inspire and elevate with true style.</p> <p>“Style is more than just clothes - It's your energy, your aura. It's who you are with, the music you listen to, where you are from”</p>
Marketing objectives (Where do we want to get to?)	<p>Successfully launch Peroni “lighter” beer proposition (3,8% ABV, 95 cal, lower carbs, superior refreshing taste)</p> <p>Encourage category switching - switch interested consumers from classic lagers at home and in bars.</p>

Marketing strategies (How are we going to get there?)	<p>Find the right communication angle for the new proposition, which makes it relevant and attractive for consumers who want to enjoy the rewards of a life balancing wellbeing and fun.</p> <p>Brew delicious beer, packed in beautifully designed packaging, available where you want it.....but that's our job!</p>
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<p>Key communications tasks</p>	<p>Overcome the barrier that mid strength beer is a compromise and poor alternative to core lager.</p> <p>Ensure cultural relevance in key markets where category context is different, brand fame is different but also consumer behaviours and norms mean communication will need to be fine tuned.</p>
<p>Barriers to overcome</p>	<ul style="list-style-type: none"> • If I drink beer, I don't want to sacrifice on taste like this • People will think I am no fun • I rather do not drink at all than drinking lighter beer • Is this a Peroni for girls?
<p>Ideal consumer response</p>	<ul style="list-style-type: none"> • High brand & product awareness • Shift in consumers' mind set – overcoming barriers resulting in a desire to try
<p>Reason to believe</p>	<p>PNA has disrupted the world of traditional lager.</p> <p>We were born in 1963 as another representation of Italian Style for the world, from a nation of wine makers there was a lighter, prosecco like beer that was modern and distinct to the North European beers that were on offer.</p> <p>The beer offers uplifting, crisp refreshment, a complexity balanced with semi sweet appeal. Light but never hollow and lacking.</p>
<p>Personality</p>	<ul style="list-style-type: none"> • Provocative and vivacious spirit • A desire to do things differently, more stylishly. • A thirst for newness and a desire to embrace every moment. • A spirited flair and passion for life.

Mandatories	Mixed gender target No age stereotyping pls. No appeal to kids eg avoid cartoons.
Budget	Use your imagination....but also your common sense.
What we would like to see in your pitch?	<ol style="list-style-type: none">1. A demonstration you have understood our business opportunity2. That you understand the PNA brand3. Clear consumer insight and what drives consumer behaviour in the 3 markets4. Your strategic thinking to meet our business and marketing needs5. Your recommended choice of media and touchpoints6. Your campaign proposal – indicative creative (but we do not expect finished creative ideas)7. A team that we would really like to work with!