2023 WPP TALENT AWARD
Brief 3 – Peroni Zero Alcohol launch

What, how, why

Create a **digital community activation**, in order to launch the new (fictional) **Peroni Zero Alcohol** as a new variant of the Peroni family range, giving the consumer a distinctive and contemporary choice.

Market scenario

According to the 2022 IWSR analysis, **the consumption of "alcoholics non-alcoholic" will increase of one third within the 2026**. This growth will be backed on one hand by an increased consumption from no-alcoholic consumers (e.g. soft drink and water companies), on the other, thanks to an ameliorated taste – similar to alcoholic drinks – and advanced production techniques.

Brand scenario

Peroni is a **Love Brand, leader in Top of Mind** (in 2022 was the #1 brand per buzz in the market)**,** linked to Italians and their history since 1846.
It has the widest portfolio of the market, with a variety of skus that cover different needs.
Its consumers are concentrated among 35-64 and live in the Centre/South of Italy.
In order to enhance its premiumness, it needs to cover new opportunities from the market, following **new consumers needs** (e.g. Peroni Non Filtrata launch in 2023).

Promise

"Se ci unisce è Peroni", which means that the brand purpose is to bring Italians together, overcoming all differences. Following this statement, **the launch of a new alcohol-free beer will help** the brand to **put together really everyone**, giving the chance of drinking beer even to those who can't (i.e. car drivers, or people on medication that are not allowed to drink alcohol).
In this way, whoever will be able to feel part of the Peroni family.

Reason to Believe

- A beer made from **North to South** (Padova, Roma, Bari)
- Made just with the **best Italian ingredients** to suit everyone's taste
- Made with **100% Italian Malt**

Target

Peroni lovers. Peroni community is **one of the most loyal and responsive in the Italian social landscape.** They're not just "users", they have a deep connection with the brand, consolidated during the years. For those reasons, the new launch must avoid the risk they might feel "betrayed" by a new analcoholic beer. The candidate must consider that the new sku must live in the already existing range ecosystem and "be accepted" by Peroni Lovers.

Tone of voice

- **Contemporary.** It has to be relevant for people, so it's okay leveraging RTM trends.
- **Inclusive.** It has to be empathic and equal oriented, respectful of all genders.
- **Friendly.** Be direct, fun and honest as a true friend.

Problem / Opportunity

- **The market.** It's important to keep a close eye both on competitors that have already made a step in this direction like [Birra Moretti Zero](), [Heineken 0.0](), and on the other, brand of the Asahi group such as Peroni Nastro Azzurro 0.0 and Tourtel.
  How can be exploded our communication compared to theirs? **It's important not to create overlap between those brands**, in particular with the one's of the same company (**Asahi**).

- **The product:** As you can imagine, even if there are several competitors in this portion of the market, the perception of "asking for a beer with no alcohol" is something that is still recognize as "uncool". Nonetheless, **the plus of this sku actually is the freedom of choice**: you can still drive, be on diet or pregnant and at the same time enjoy the moment of a fresh beer with your friends or partner etc.

The goal

Consider the following brief as a part of an integrated communication plan. The task that we want you to develop is only the digital community amplification. You don't have to take care of the product awareness, be focused on which digital touchpoints can help you to amplificate the launch.

The main goal of the activity is the **engagement of the community.** Please pay attention not to focus only on social media engagement KPIs (i.e. number of interactions or follower base), but also consider a way to be relevant in terms of business. What is the best content strategy to engage the community from a commercial way?

The digital campaign has also to **generate buzz and talkability** around the new release.
Take advantage of the user generated contents and think about to engage partner or influencer to increase the SOV of the launch.

Deliverables

One page board, including:

- **Rationals;**
- **Creative concept.** Naming and key message are mandatory, key visual is optional;
- **Phasing.** How this project will be brought to life? How will it be phased? (e.g. teaser, launch, sustain);
- **Execution.** Give us an overview of what kind of touchpoints you're going to choose and how you will use them (You're working on a digital creative platform, so web, social media and paid partnership are okay. Please do not consider any offline touchpoint as print, TV, radio or OOH).
- **Optional**: What will be the main KPIs to consider and monitor to evaluate the campaign performance?