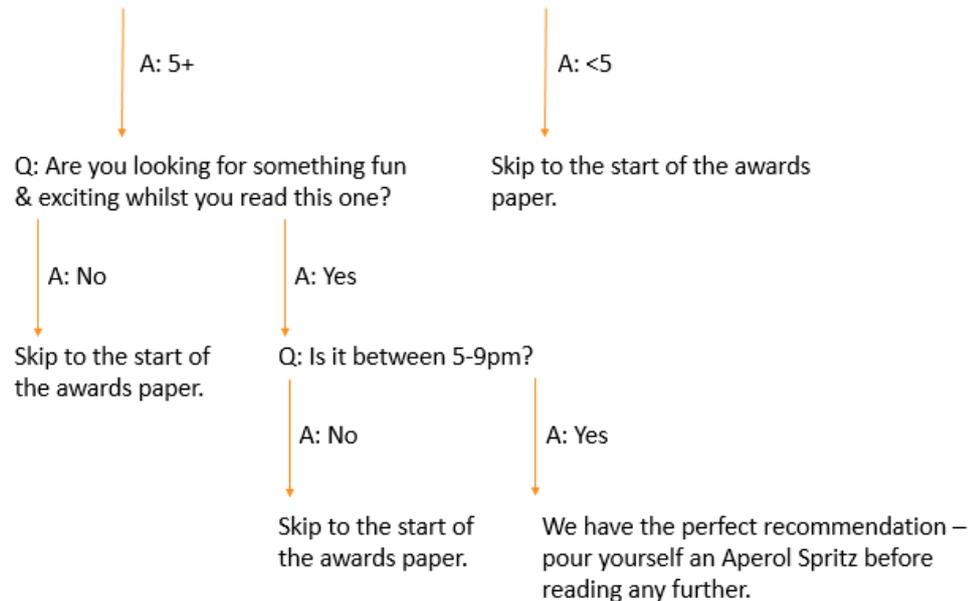


## HOW MEDIACOM EDINBURGH AND GRUPPO CAMPARI NETTED SOCIAL BUTTERFLIES WITH THE ORANGE ALLURE OF APEROL SPRITZ

### START HERE

Q: How many awards papers have you read through so far?



Gruppo Campari's Aperol wanted to gain a foothold in the UK spirits market with their signature serve, the Aperol Spritz. But in order to do this they would have to tempt consumers away from a national institution – the venerable gin & tonic. This task was not made any easier by a recent resurgence in the popularity of the previously slightly unfashionable G&T, driven by a flurry of innovation in the way the drink is produced and served. Gone are the days when a gin & tonic was served simply with ice and a slice of lemon at bridge clubs in sleepy suburbia. Gin glasses now sport garnishes including cucumber, pomegranate seeds and sprigs of rosemary. Gin tasting events which allow you to try different types of gins paired with complimentary tonics are now a popular past time at many bars, and I've even been invited to attend afternoon tea where the cakes & sandwiches were all inspired by gin!

Enter our story's protagonist – the Aperol Spritz. Despite being a very popular drink in Italy, at the start of last year there were a number of barriers holding this brand back in the UK. Firstly, there was very little awareness of the drink. Secondly, there was definitely a lack of knowledge around how and when to drink it. Finally, if you've ever seen an Aperol Spritz, the vibrant orange colour can be a bit off-putting, incorrectly implying an artificial taste.

So how did we get Aperol Spritz onto people's radars against the might of Britain's favourite G&T?

Because budgets were tight, we had to spend wisely. This meant ensuring we reached the most receptive audiences, in the right places and at the right times in order to improve our chances of success.

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### Right People, Right Place, Right Time

Given gin's popularity and our own budget constraints, we knew we'd have to be very selective with who we targeted. Given the vibrant colour of the drink and the fact it's served in a wine glass with ice, we knew that the appeal was higher with women. But not just any women. Since our aim was to get this drink onto consumers' radars and get them talking about it, we wanted a highly social audience who would be more likely to chat about the brand, spread the word about Aperol Spritz and enjoy it with others. Ultimately, we needed a young audience living in areas with a good social scene. Enter our core target audience – "The Social Butterflies".



These young, professional women are followers of high street fashion and trends who live in urban areas, with middle income. They work in corporate organisations, media or PR and love to socialise with their colleagues and friends.

So we had the right people. We then had to find the right battleground to go up against the G&T, as we couldn't afford to waste budget in the wrong places. We had to hunt down our Social Butterflies, so that we'd concentrate our efforts on the most receptive consumers. TGI analysis allowed us to identify that we could reach the highest density of Social Butterflies by focussing on the very social cities of London, Bristol, Manchester and Brighton.

We had identified the right cities but they were still big places so we needed to be more targeted still. Research told us, perhaps unsurprisingly, that over 50% of people don't know what they want to drink until they get to the bar. Therefore, the most common behaviour is to revert back to what they know. Here enters the classic G&T. We needed to disrupt this "reverting to type mind-set" and focus our communications as close to the usage occasion as possible, so that Aperol Spritz was front of mind when our audience were warming up for some socialising.

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This meant reaching our audience at the right times. We knew that creating a specific occasion for Aperol Spritz would help get the brand into our audience's hands. A core consumer insight from the research carried out, was that they wanted to start their evening with a drink that is exciting & fun when socialising with their friends and colleagues. As such, there was definitely an opportunity to offer a more fun and exciting alternative to this audience's staple G&T in the after work/ early evening occasion between 5-9pm.

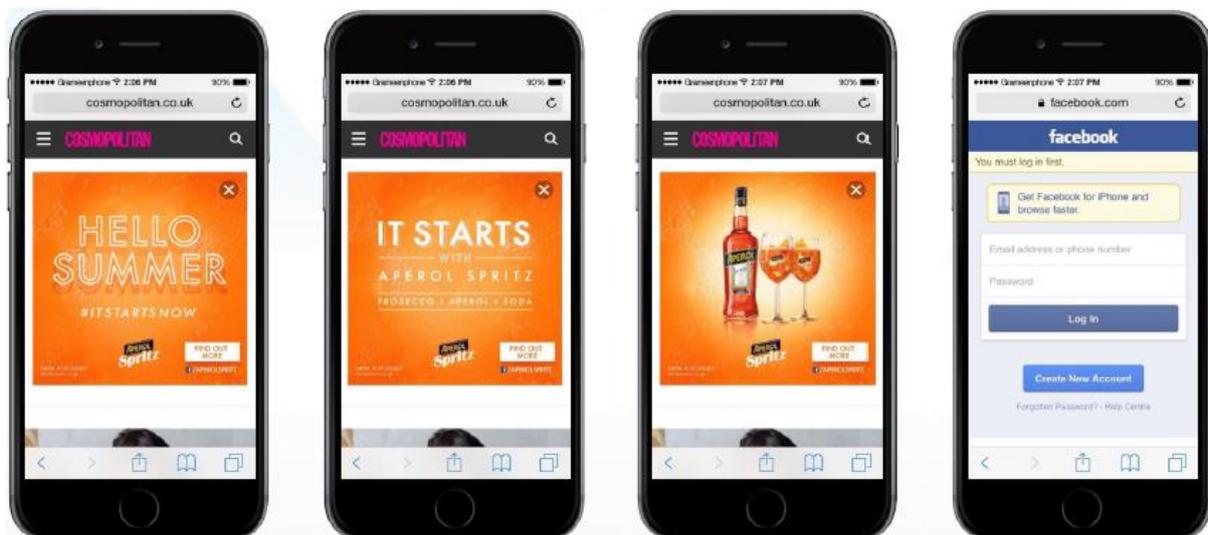
### It Starts With Aperol Spritz

These insights gave us our implementational strategy – we needed to convince our Social Butterflies to **start their evenings with Aperol Spritz**. "It starts with Aperol Spritz" became the tagline for the campaign and the hashtag #itstartsnow was used across all media.

We hoped this focus would give us a fighting chance at inspiring our Social Butterflies to try an Aperol Spritz rather than reverting to type, but while it's easy to do something differently just once, it's a lot harder to maintain that behaviour change in the long term. However, since habits are built through repetition, we knew that if we selected media platforms that sat at the heart of our audience's social lives this would give us the opportunity to drive the message frequency needed to build the Aperol habit.

First and foremost of these media platforms was social media. No other platform offered a better environment for reaching our Social Butterflies while they arranged where and when they would meet up socially. Our audience were using these channels daily, and viewed them as trusted platforms. They also offered massive scale – for example Facebook provided a reach to over 9 out of 10 of our Social Butterflies. We ran this activity around key socialising times across Thursday to Saturday to build familiarity with Aperol Spritz.

Another platform that was central to our Social Butterflies' lives was their beloved mobiles. Over half of them don't believe that they could live without the internet on their mobiles and access it multiple times a day through their phones. A variety of engaging mobile optimised ad formats provided the ideal opportunity to capture their attention and encourage them to start their evenings with Aperol Spritz while they were online, even if they were on the move. Again this activity was focused on our key Thursday to Saturday period.



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We also appeared on lifestyle and news websites with expanding display ad units. This activity appeared across desktop, mobile and tablet. Although we know that our audience are constantly on their mobiles, we also know that in their jobs, they're usually sat in front of a desktop screen. This gave us the opportunity to tap into the sites that they would visit on a daily basis to find inspiration on the latest trends in fashion, food & drink and find out what's going on with their favourite celebrities. Our formats featured a live Twitter feed showing all the latest Aperol conversations, a video showing the perfect serve of Aperol Spritz, as well as a live Instagram feed with all the latest photos using #itstartsnow. All versions of the ad unit allowed viewers to click through to their social sites and visit the website with just one click, linking this activity back to our core social platforms.



Finally, as we knew that this audience are regularly out & about, OOH advertising was a no brainer. Three quarters of them are regularly exposed to OOH, and the flexibility of digital OOH meant we could focus our communications on the key Thursday to Saturday period. The creative messaging was also linked to the day in question, increasing relevance.

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In Manchester our OOH appeared on premium digital screens with high traffic of our Social Butterflies, including the high impact Deansgate tower screen. In London, we also utilised DEPs & LCDs in key underground stations that were perfect for hitting our audience.

### **Outcomes - The Perfect Serve**

So did we succeed in getting the brand onto our audience's radars and convince them that their evenings should start with an Aperol Spritz?

Following the campaign completion, a brand tracker study was conducted, which showed that we surpassed all KPIs.

Dealing first with getting the brand noticed we smashed our targets:-

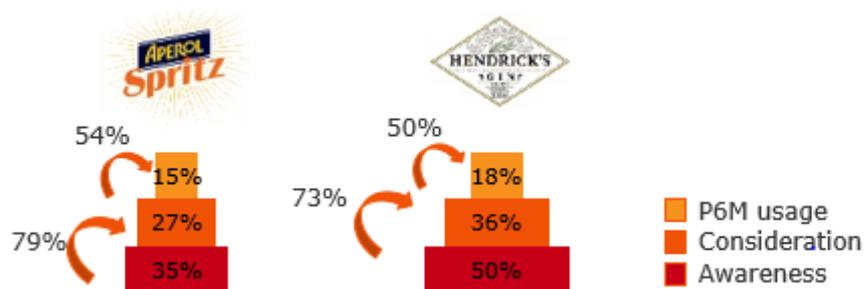
- Awareness of Aperol Spritz quadrupled, reaching 35%, almost doubling our target.
- Consideration more than quintupled to 27%, again almost tripling our target.

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- Nearly a quarter of the sample recognised the OOH campaign.
- In terms of social following, the campaign increased Facebook page likes by 49% and Twitter followers by 23%.

In terms of convincing our audience to start their evenings with Aperol, the results were equally impressive. When asked which brands they associated with after work/ before dinner consumption, Aperol Spritz beat Gordon's gin and was a close second to Hendrick's.

Consumption levels also ended up being equitable to Hendrick's gin (see below), showing that we'd successfully started to challenge the might of the G&T in London, Bristol, Manchester and Brighton.



Most impressive, all of this was delivered from a budget under £150,000.