

THE BRAND

Brand: Birra Moretti
Opc: Global & UK (Other Markets TBC)
Marketing Director: Alison Payne & Michael Gillane

Brand In A Bottle:
 Paste your 'Brand In A Bottle' as a picture



Core Creative Brand Idea:
 From the home of Life's Simple Pleasures.

Market Context:
 Birra Moretti is positioned as the authentic Italian brand in the UK and is currently the #1 premium lager & #3 brand in value; however, with only the 10th highest brand power.

THE CAMPAIGN

Campaign name: Live Italian – presented by Birra Moretti (Home Of Life's Simple Pleasures)
Launch date: Q1 2023
Formats: TV (Amazon Prime), Digital, OOH, PR, (BTL – Currently TBC)

Job To Be Done:
 Create entertainment that makes Moretti part a relevant part of culture while driving Meaningful & Differentiation. But when we take the time, we create truly memorable moments together with the dear ones.

Communications objective:
Advertising Objective: To watch Live Italian on Amazon Prime & ensure drive association to Birra Moretti.
TV Show Objective: Inspire consumers to Live the Italian way (Birra Moretti brand essence & DNA)

Insight:
 In our busy life's we often forget to take time for the simple things and get caught up in what can be a fast and superficial world. But when we take the time, we create truly memorable moments together with the dear ones.

Campaign strategy and creative idea:
 There are hundreds of ways to "Live Italian" and Moretti believes if you life Italian, you can bring a little more joy to your life. We partnered with 3 very well known British Celebrities with high appeal to Premium Lager drinkers and who we believed could benefit from living a little more Italian. To bring this story to life in an innovative & entertaining way, Birra Moretti produced a 3-episode TV series to go live on Amazon Prime which will be supported by a TTL campaign.

MWBs:
 MWB #3,

Demand Space:
 Globally anchored in Lively Connecting with halo into sharing a meal and is guiding principle for markets'. Consumer Needs: Connection, Feeling good, Great Taste, Quality,

Creative Commitment: Put an 'x' in the appropriate boxes for the campaign

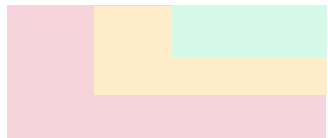
| 1A (for strategic brands) Total reach among target consumers | 1B (for game-changer brands) | 2 (for all brands) | 3 (for all brands) |
|---|--|--|--|
| <input type="checkbox"/> <30% <input type="checkbox"/> 30%-50% <input checked="" type="checkbox"/> >50% | <input type="checkbox"/> <30% <input type="checkbox"/> 30%-50% <input type="checkbox"/> >50% | <input type="checkbox"/> <12wks <input type="checkbox"/> 12wks - 2yrs <input type="checkbox"/> >2yrs | <input type="checkbox"/> <5 <input type="checkbox"/> 5-10 <input type="checkbox"/> >10 |

Currently only planned for UK, but disussing with all game changer markets.

Campaign assets: See attached.

TESTING & RESULTS

Kantar pre-/during-campaign testing:



Meaningfulness score(s):
Difference score(s):
Salience score(s):

Note: Pre-testing has not yet been completed.

Post-campaign results:

TBC – Campaign was planned to go live in September but due to budget cuts we have delayed launch until Q1 2023.