

THE BRAND

Brand: Birra Moretti
Opco: Canada
Marketing Director: Jose Casillas / Giwoun Park

Brand In A Bottle:



Core Creative Brand Idea:

Write the core creative brand idea
Birra Moretti believes in fuelling moments that matter. We exist to bring people together by making everyday moments a little more special.

Market Context:

Briefly (1-2 sentences) explain how the brand is positioned in the market.
Canadians perceive Birra Moretti as the most authentic Italian beer, ranking well above Peroni in differentiation and surpassing typical standards of distinctiveness, however we are still very little, regional & not many people know about us.

THE CAMPAIGN

Campaign name: Birra Moretti Nonna Supper Club
Launch date: September 29, 2024
Formats: List all of the media formats that were used in the campaign
Digital, Social

Communications objective:
Explain the communications objective that this campaign had to address
Become more meaningful for more Canadians by inserting Birra Moretti into the ritual of Sunday Dinner and owning the occasion.

Campaign strategy and creative idea: Explain the campaign's overarching strategy and the specific creative idea
Canadian millennials aren't pausing to share a meal with loved ones the way previous generations have, leading to our target *craving the community and ritual that Sunday Dinner provides*. This is an opportunity for Birra Moretti to remind consumers of and bring to life Italian living, signifying that Sunday Dinner is not *just a meal*, but a *memorable gathering that you look forward to every week*. The perfect enabler to get consumers into the Sunday Dinner spirit are Nonnas, as they embody everything Birra Moretti stands for: community, connection, and authenticity. So, we took over a restaurant for Nonnas to share their love for cooking with young people searching for a new tradition.

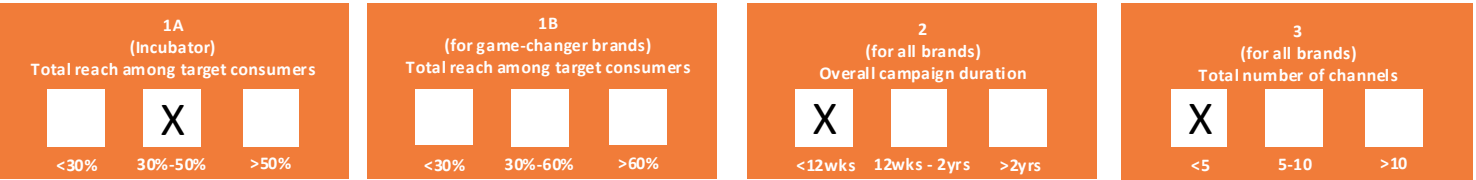
MWBs:
MWB 4, MWB 9

Job To Be Done:
Write the Job To Be Done that this campaign had to address
Develop a differentiated earned/influencer campaign that brings Birra Moretti's authentic approach to family mealtime to *more Canadians*.

Insight:
Explain the consumer insight at the heart of the campaign
Time spent with loved ones around a meal is one of life's true simple pleasures, but sadly the non-stop nature of our modern lives leaves us often eating alone. But no other meal occasion brings people together like Sunday Dinner.

Demand Space:
Sharing a Meal

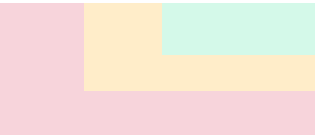
Creative Commitment: Put an 'x' in the appropriate boxes for the campaign



Campaign assets: Insert a link to all campaign assets that you would like to be considered (no more than 10). These should represent the full breadth of the campaign. [Link to case study video](#) and [link to additional key campaign assets](#)

TESTING & RESULTS

Kantar pre-/during-campaign testing: Map all testing results for this campaign and the last, and include M/D/S scores



Meaningfulness score(s):
Difference score(s):
Salience score(s):
Shortly describe key optimisations based on pre-testing, if available.

Post-campaign results:
Focus on business impact and learnings using Metrics That Matter such as Sales (volume contribution / incremental sales & ROI), Brand Equity (brand power, salience), and Communication Cut Through (comms awareness / ad recall)
11.2M+ earned media impressions, 37% increase in IG followers, 6.5K total engagements on social, 3 account flips, volume lift of 4.1% in all non-called on accounts and 2.2% lift in all called on accounts across Ontario/ Quebec.