



PRESENTS

Premium Quality

Intrinsic Credentials Campaign

CREATIVE COUNCIL

BIG IDEA PRESENTATION





KEY CHALLENGE & SOLUTION

The Challenge

Consumers incorrectly perceive Bernini and Brutal to be the same:
No clarity of Bernini RTB and premium wine-style intrinsic credentials
vs BF Maize-base



VS



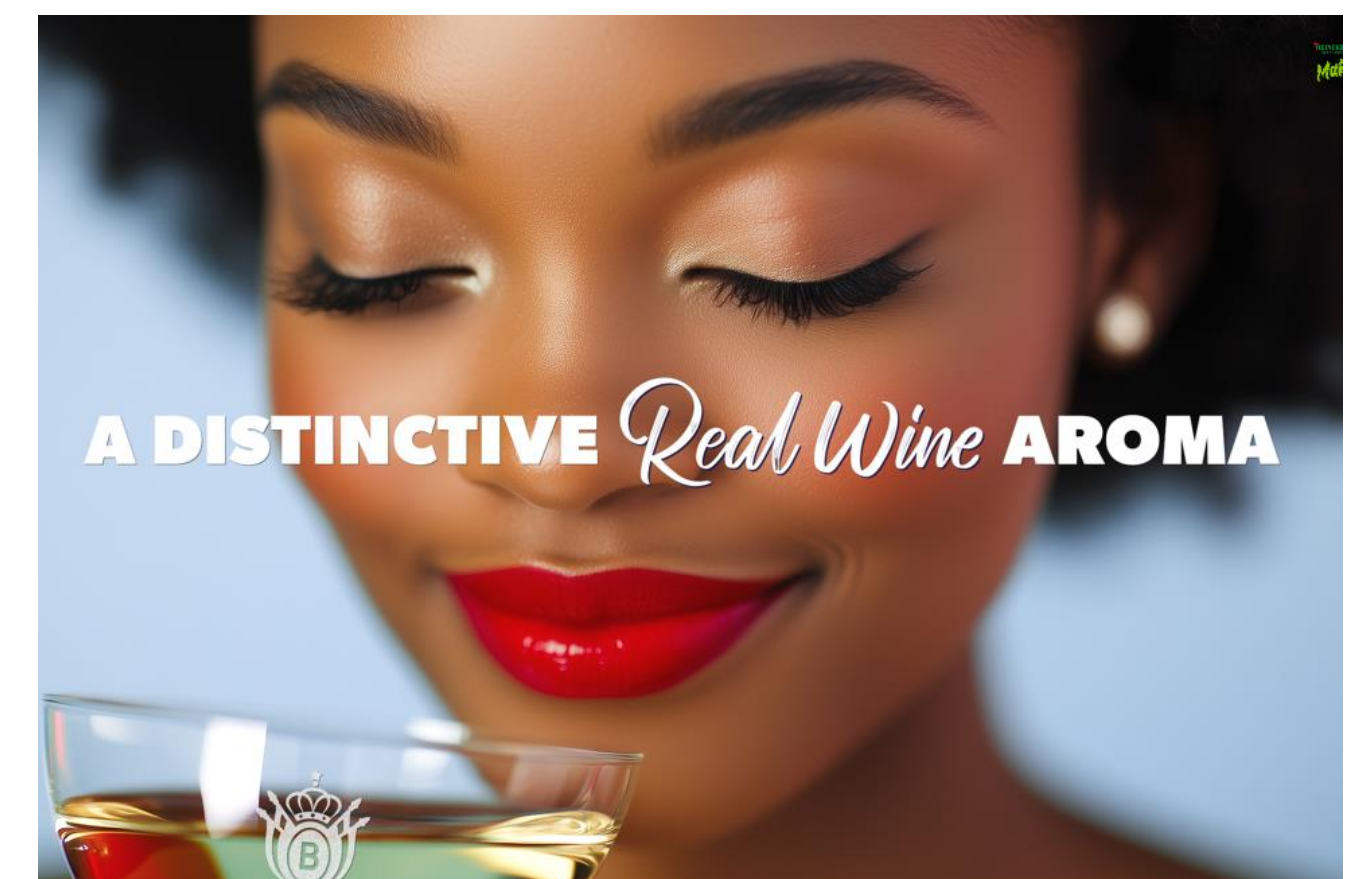
#NO18 DRINK RESPONSIBLY. NOT FOR PERSONS UNDER THE AGE OF 18.

The Solution

BERNINI MUST BREAKTHROUGH
With an iconic intrinsic TTL campaign

That sets Bernini apart from Brutal Fruit as the ONLY
Sparkling Spritzer Made from Wine
Emphasizing its superior quality, authentic wine sensorial
experience, and easy sophistication.

Making it the go-to choice for women who value
authenticity, inclusivity, and refined social rituals





WHERE DO WE WANT TO BE

Bernini is currently a POPULAR brand that we will take to STAR brand

Brand Ambition

- Leading the Market by Defining the Rules of the Spritzer Category through the Distinctive Codes of Wine
- Disrupt the accessible premium FABs category in 'Quality Socialising' demand space
- Owning the female occasion and intrinsic 'Wine Style' USP to deliver gamechanger growth



Creative Ambition

Make Bernini the most Iconic FAB Wine Spritzer brand and reposition BF as a copycat 'me-too' with game changing creative

Land FRESH creative execution on the Heineken Creative Ladder

Driving 3 Key Behavioral Shifts:

Beliefs to change

FROM Spritzers TO Real Spritzers

FROM A feminine brand for any occasion TO An inclusive brand with feminine personality and its own occasion and ritual

FROM A product with no clear added value TO A product crafted with quality ingredients, aromas and processes

Job To Be Done

Get penetration up from 6 to 7% of 25-34 YO females by becoming the Iconic FAB Wine Spritzer brand and reposition BF as a 'me-too'

By changing the perception that Bernini and Brutal are the same, leveraging premium made from wine intrinsic RTB creds, unique BVI and iconic Italian Lifestyle to drive Difference from 108 to 115 & Meaning from 121 to 127



Youthful, Playful, and Fun
Less Premium

Girl Boss and Belonging
Superficial and Glam

Focus on Sweetness and Indulgence
Fake Fruit but leveraging Wine Cues



BERNINI

Easy-Sophistication and Elegance
Accessible and Unpretentious

Authentically Feminine*
Empowering and Inclusive

Intrinsic Quality and Natural Ingredients
Real Spritzer: Wine Taste and Aroma



Accelerate Premium FAB Growth with Bernini DTW POD as Real Wine Spritzer Category Captain vs Fake Brutal Fruit

Quality &
Reputation

Looking Good

Connecting

Remember &
Celebrate

Design to Win

1



CREATE UNIQUE
BRAND
POSITIONING

2



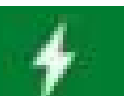
ESTABLISH ICONIC
BRAND IDENTITY

3



OFFER GREAT
TASTING QUALITY
DRINKS

4



DEVELOP BREAK-
THROUGH
COMMUNICATION

5



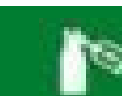
INNOVATE
TO DRIVE
PENETRATION

6



ENSURE RIGHT PACK
AND PRICE

7



OPTIMIZE
ACTIVATIONS &
PROMOTIONS

8



MAXIMIZE
AVAILABILITY OF
FOCUS SKUs

9

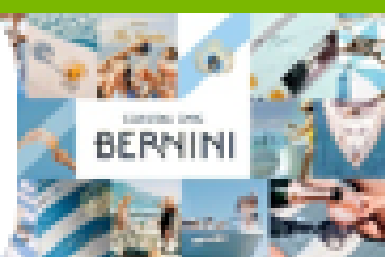


AMPLIFY VISIBILITY
& EXPERIENCE

Execute to Win

PoD
1

Inclusive Easy-
Sophistication
in 'La Bella
Vita' World



Real Authentic
Female
Empowerment
and Real Wine



Bernini 'Sunset
Aperitivo' Cafe
Lifestyle and
Experience

PoD
2

Classic Bernini
Blue VI & Real
Spritzer Pack



Accessible Price
Index with PPA
Mix

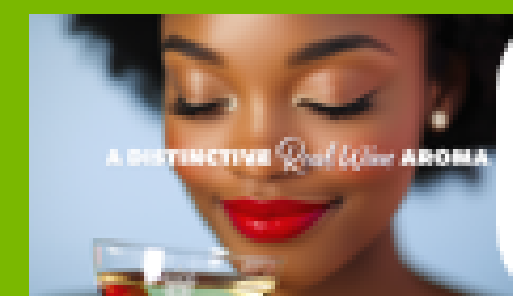


Modern On &
Off (27/ 30cl) &
Value RTM
(50cl)

Classic Blue VI
& Icons across
Premium
Touchpoints



PoD
3



Wine Ritual:
Great Real
Wine Taste &
Aroma



Popular
Sparkling
Wine-Style
Cocktail RTDs



Aroma Perfect
Serve with Pop,
Swirl, Sniff, Sip.



Wine Claims
and Mass
Comparative
Sampling



We will define the distinct PODs like the Bernini Real Wine Aroma example below:

Pop Swirl Breathe It In



THE BASICS

Bernini RTB behind 'Made from Wine'

- **Quality Ingredients:** Real, Wine, Grape, Natural
- **Great Taste:** Lighter and Easy Drinking
- **Benefits over BF:** No Bloating, Burping, Bitterness
- **Craft, Process, Heritage:** Blending Wine, Italian Influence
- **Intrinsic Awards:** TBC

Bernini POD to Brutal Fruit:

Exploring the sensory landscape: See, Touch, Sound, Smell, and Taste.

On taste, BF is close to Bernini in the sensory landscape.

AROMA

Aroma is a clear POD as has the distinct real wine notes which BF does not.

Bernini is distinct, fresh, sophisticated, and mature

Brutal Fruit you pick up the cheap maize notes

RITUALS

Building on the established CONSUMER RITUAL of the wine world of swirling and sniffing your wine to pick up the aromas and notes before your first sip. If we created a perfect serve in the coupe sparkling wine glass which allows you even more unrestricted access to the wine aromas!

And built a TTL world of touchpoints which elevated the ritual of the aroma: capturing women in that first ritual aroma moment with the Bernini coupe.

How do we capture the essence of the aroma in the way we describe the brand!
And a sampling aroma program: 9 out of 10 women can pick up the sophisticated aroma difference of a real spritzer made from wine.



REFINED AROMA PERFECT SERVE RITUAL

POP



SWIRL



BREATHE IT IN



Bernini # *Live Beautifully*

The Only Real Spritzer Made from Wine.

Concept: 3 consumers (HEAR, SEE, SMELL/TASTE)

3 women at a pavement café for a sunset aperitivo.

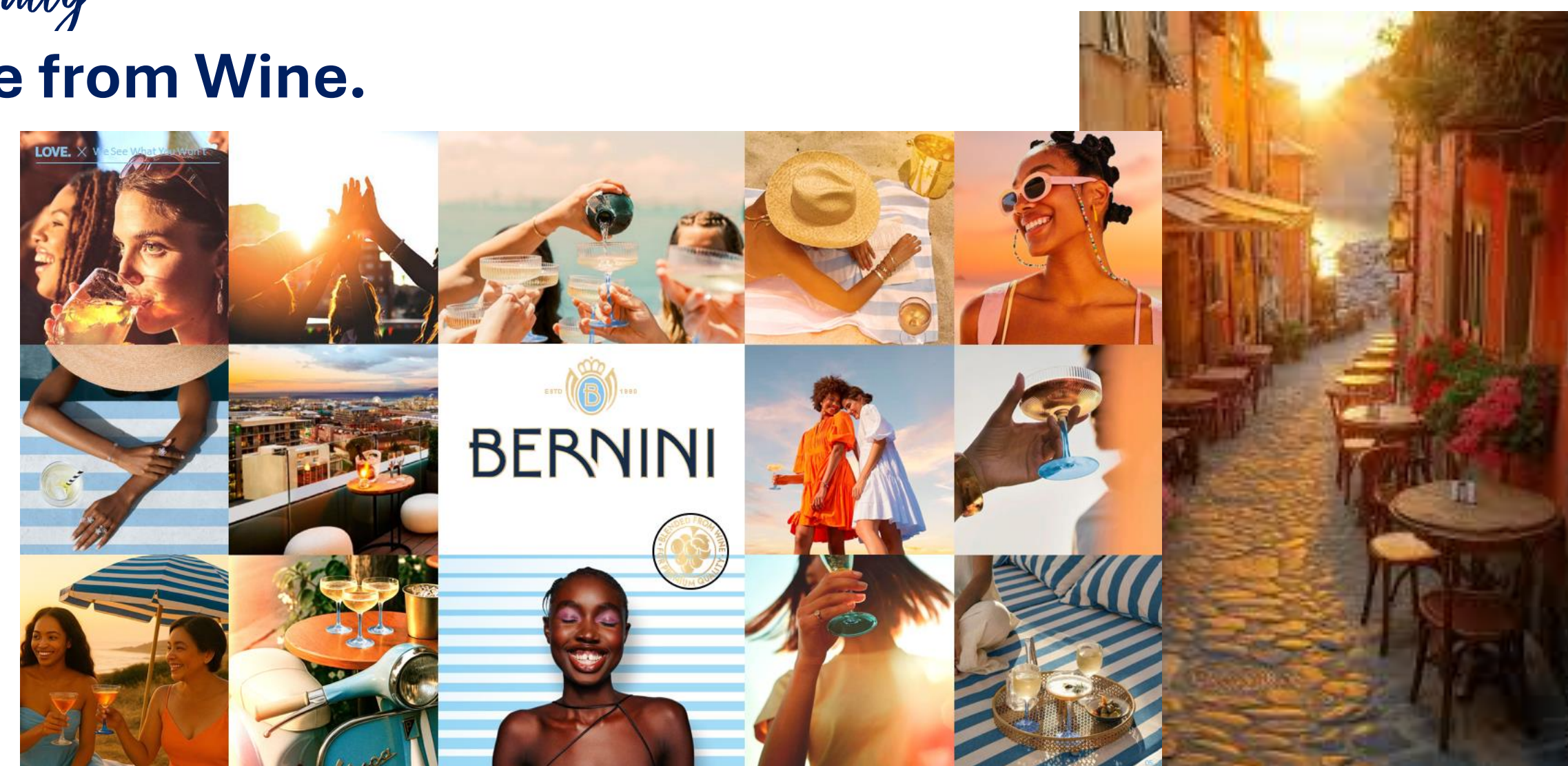
They experience the wine ritual in 3 steps.

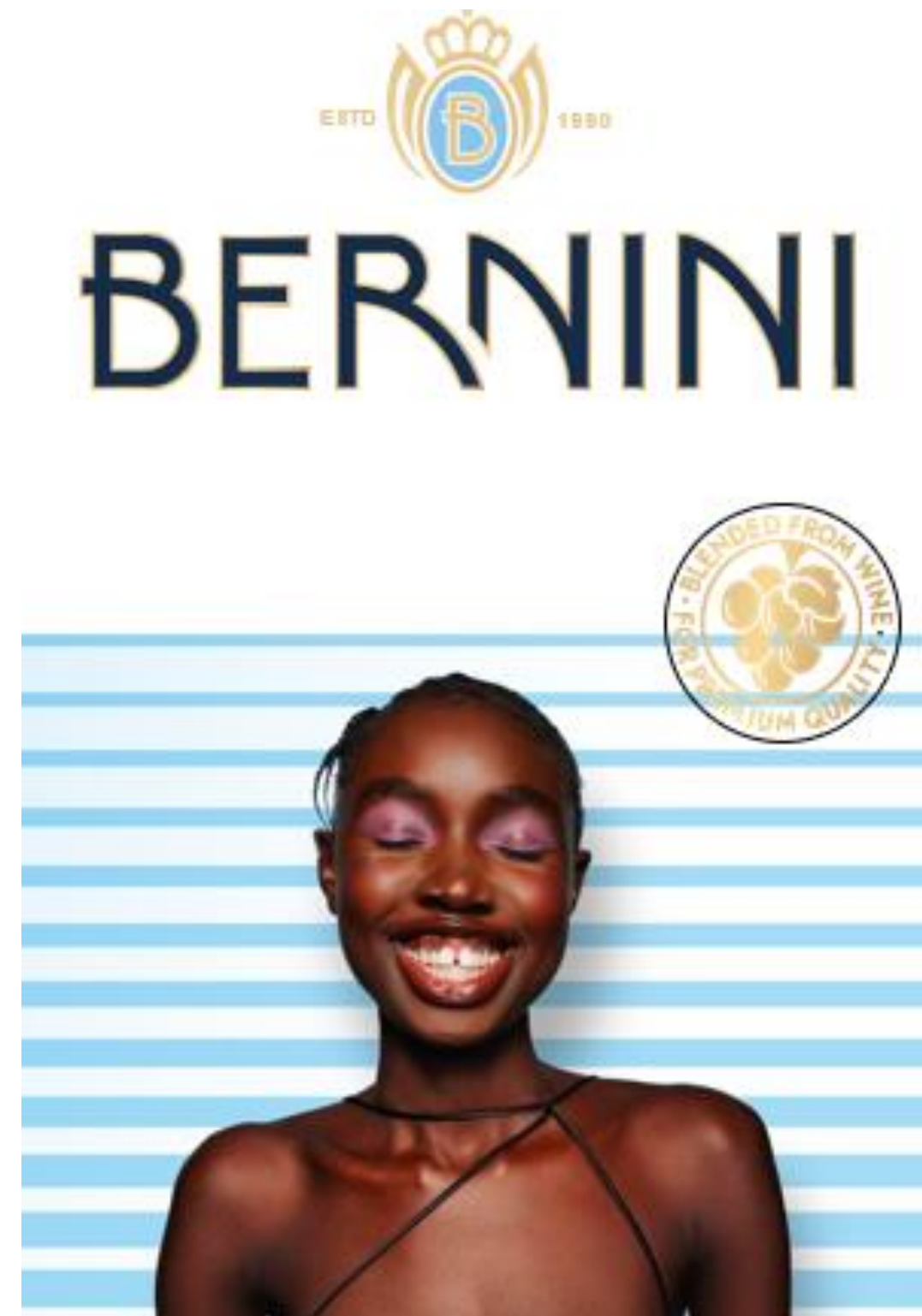
1. Pop (HEAR the Bernini bottle pop)
2. Swirl (SEE the wine ritual in Coupe Glass)
3. Breathe It In (AROMA and TASTE of Real Wine)

‘Breathe it in’ is also the feeling of ‘Bernini Living Beautifully’.

Payoff: The Only Real Spritzer Made From Wine

Bernini is Living Beautifully. A sunset aperitivo café lifestyle in an aspirational La Bella Vita world evokes this feeling. Inclusive, easy sophistication in mid-tempo, female-friendly social occasions





Bernini. #LiveBeautifully
The ONLY real Spritzer made from wine

3 Step Wine Ritual

Pop. Swirl. Breathe It In.

(**POP** the ring pull, **SWIRL** the Bernini to release the wine aroma, and **BREATHE IN** in the moment)



Cheers

