



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



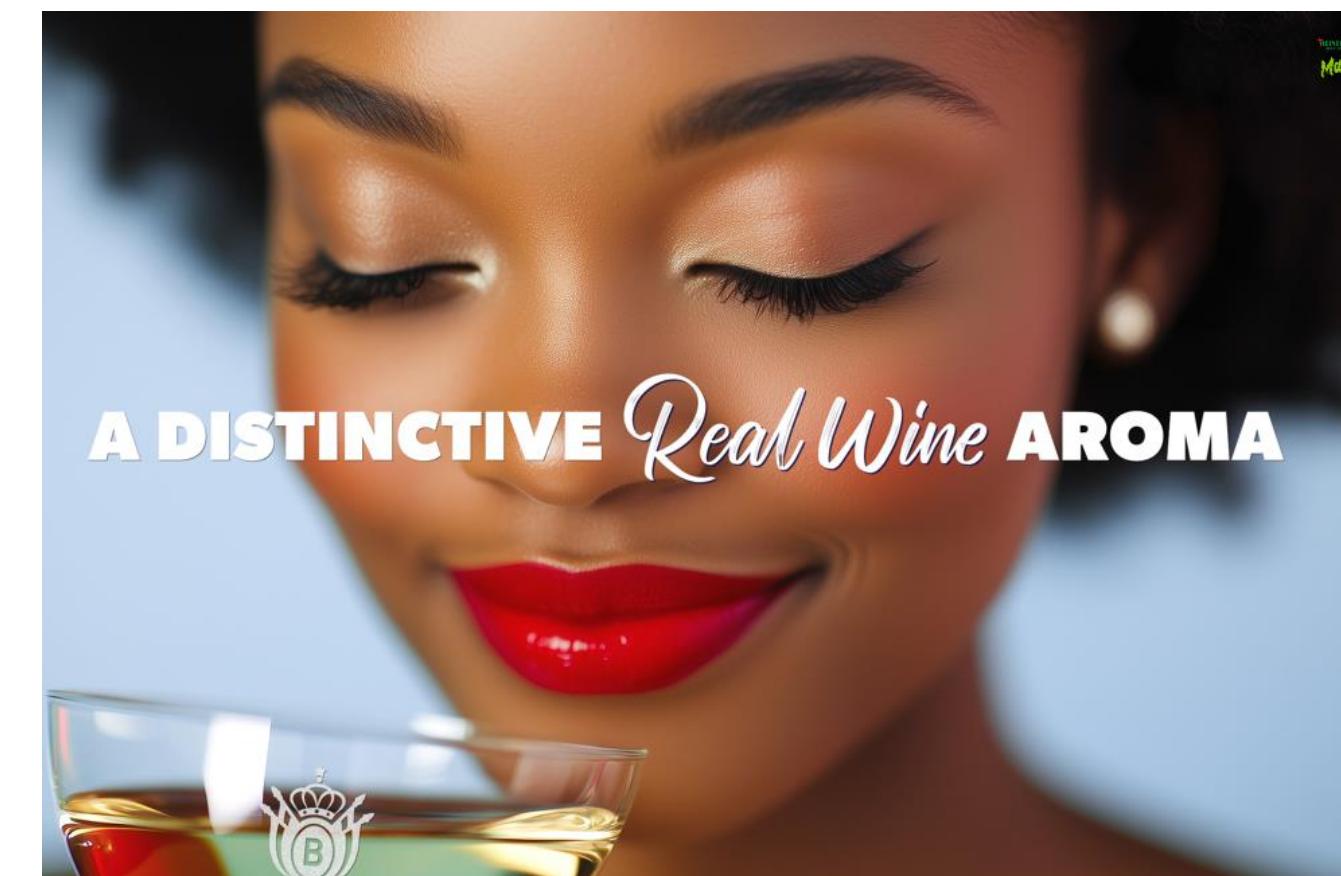
#NO16 DRINK RESPONSIBLY. NOT FOR PERSONS UNDER THE AGE OF 18.

### *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 TO

Spritzers **Real Spritzers**

FROM TO

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

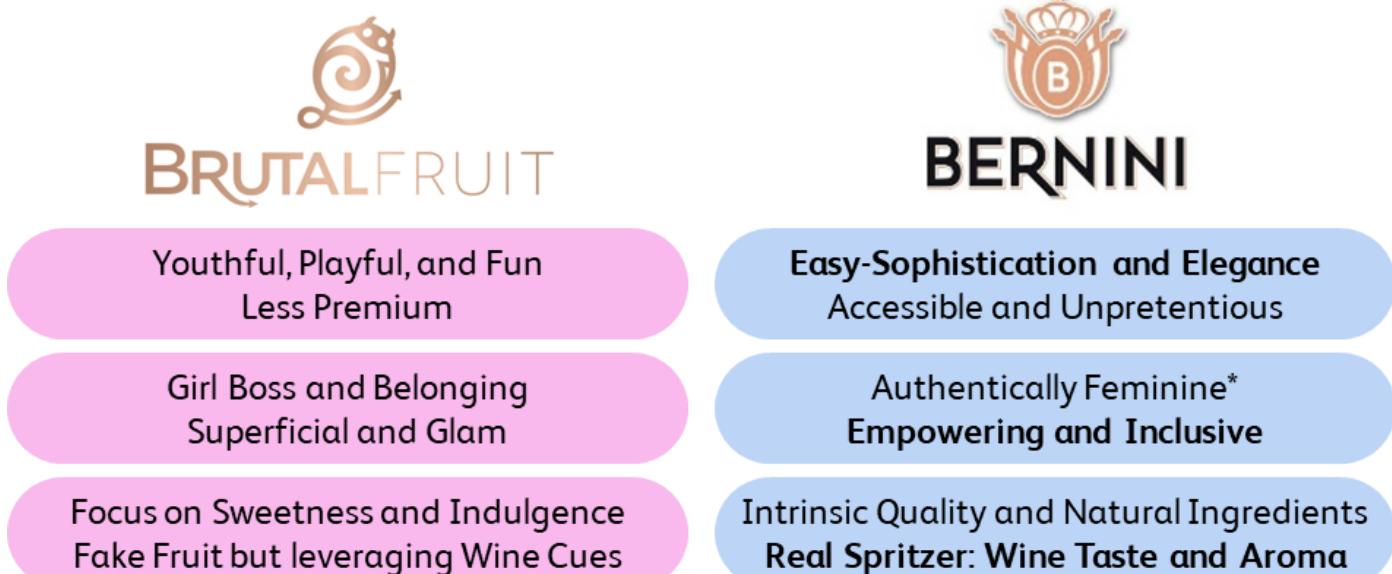
FROM TO

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

## Job To Be Done

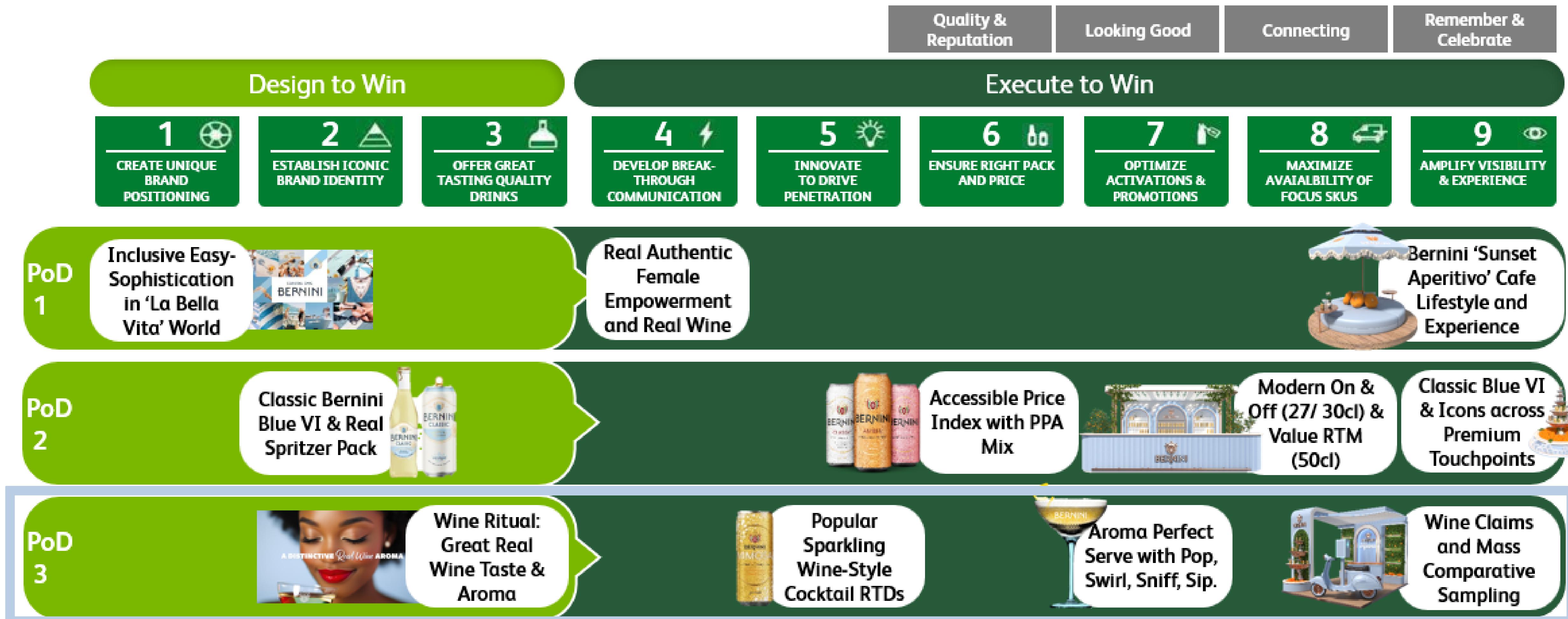
Get penetration up from 6 to 7% of 25-34 YO females by becoming the **Iconic FAB Wine Spritzer brand** and reposition BF as a **'me-too'**

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





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





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 #LiveBeautifully**  
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.

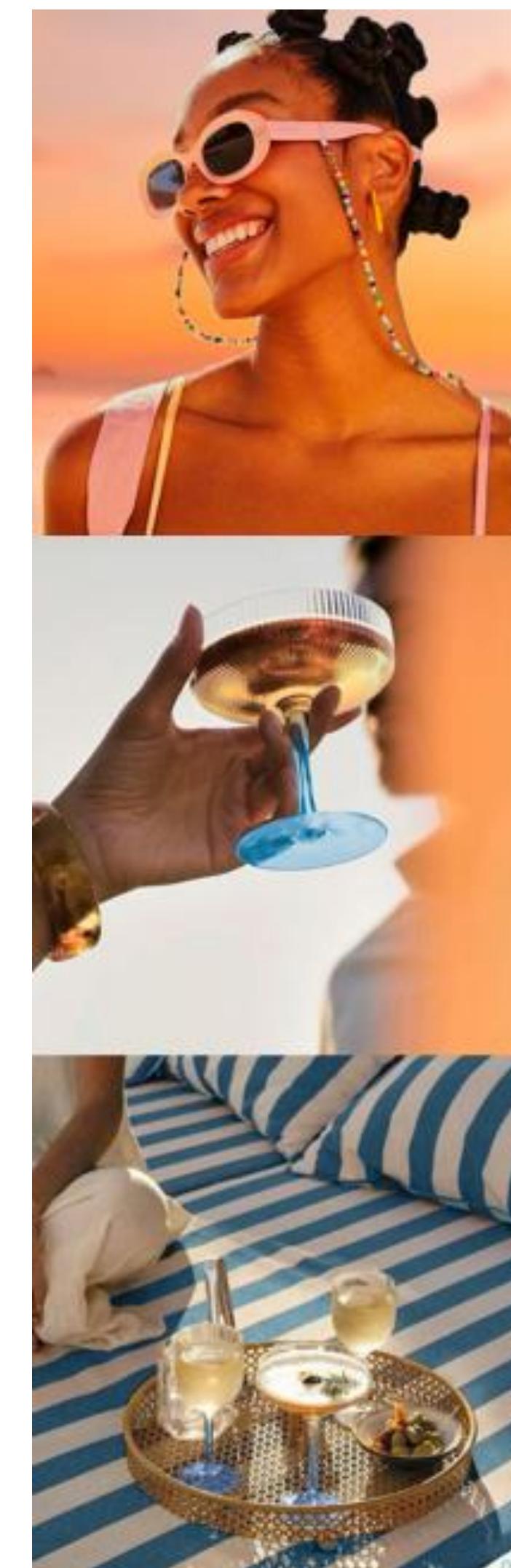
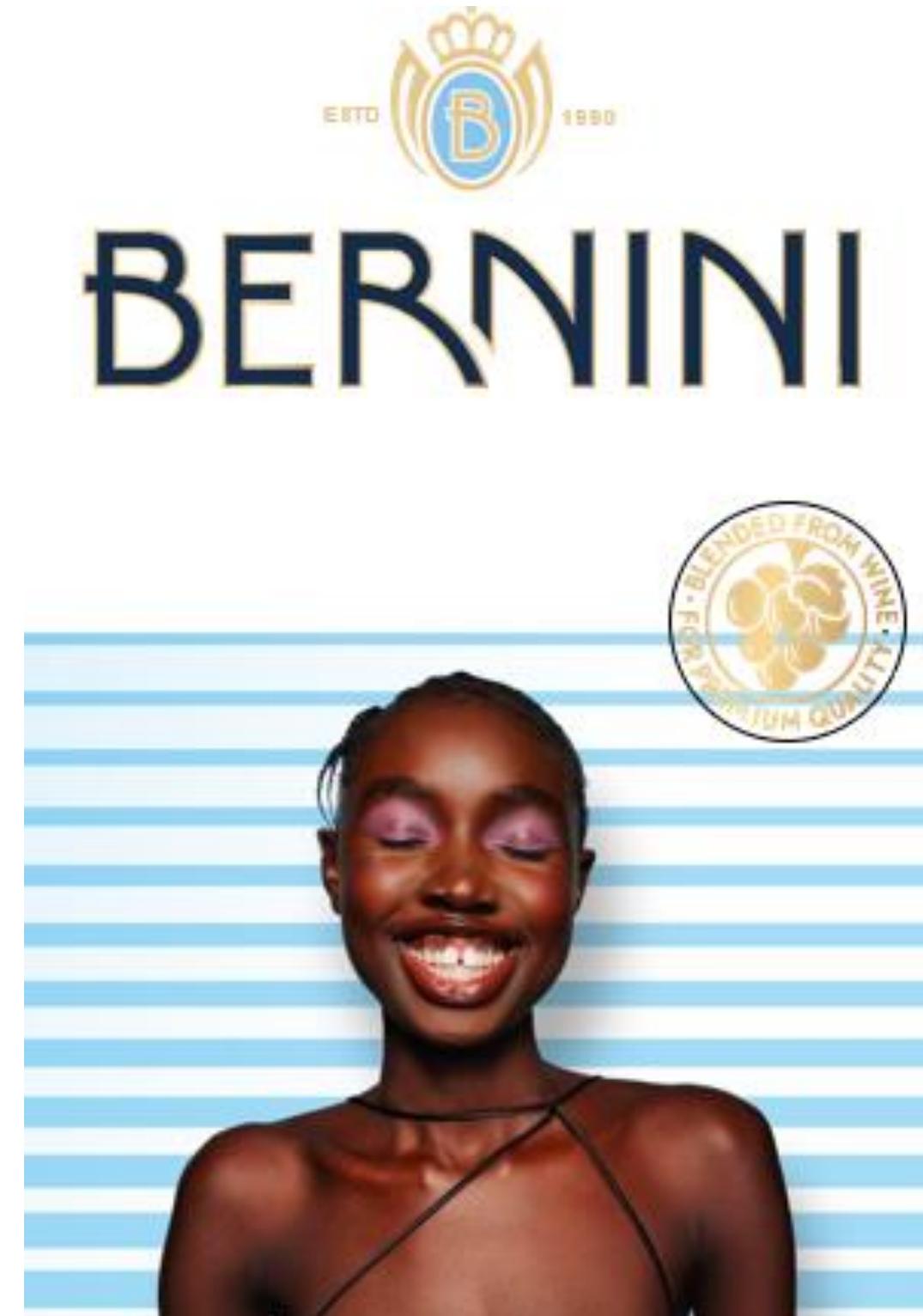
1. Pop (HEAR the Bernini bottle pop)
2. Swirl (SEE the wine ritual in Coupe Glass)
3. Breathe It In (AROMA and TASTE of Real Wine)

'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*

