

CAMPARI GROUP BRAND BRIEF RESPONSE

DATE: 11/06/2024

ADRIAN SAMUEL



**CAMPARI
GROUP**

**PLAN
ON A PAGE**

MINDSHARE

BRAND CAMPAIGN

WHO?

P18 -34

WHERE?

NSW AND QLD

WHAT?

MAKE PEOPLE AWARE OF THE CAMPARI'S NEW BRAND BEING LAUNCHED IN THE APERTIVO SECTOR

WHEN?

CAMPAIGN DATES: DECEMBER 01ST 2024 — DECEMBER 31ST 2025

WITH?



PLANNING CONSIDERATIONS



MAKE THE NEW CAMPARI
BRAND SYNONYMOUS
WITH SUMMER

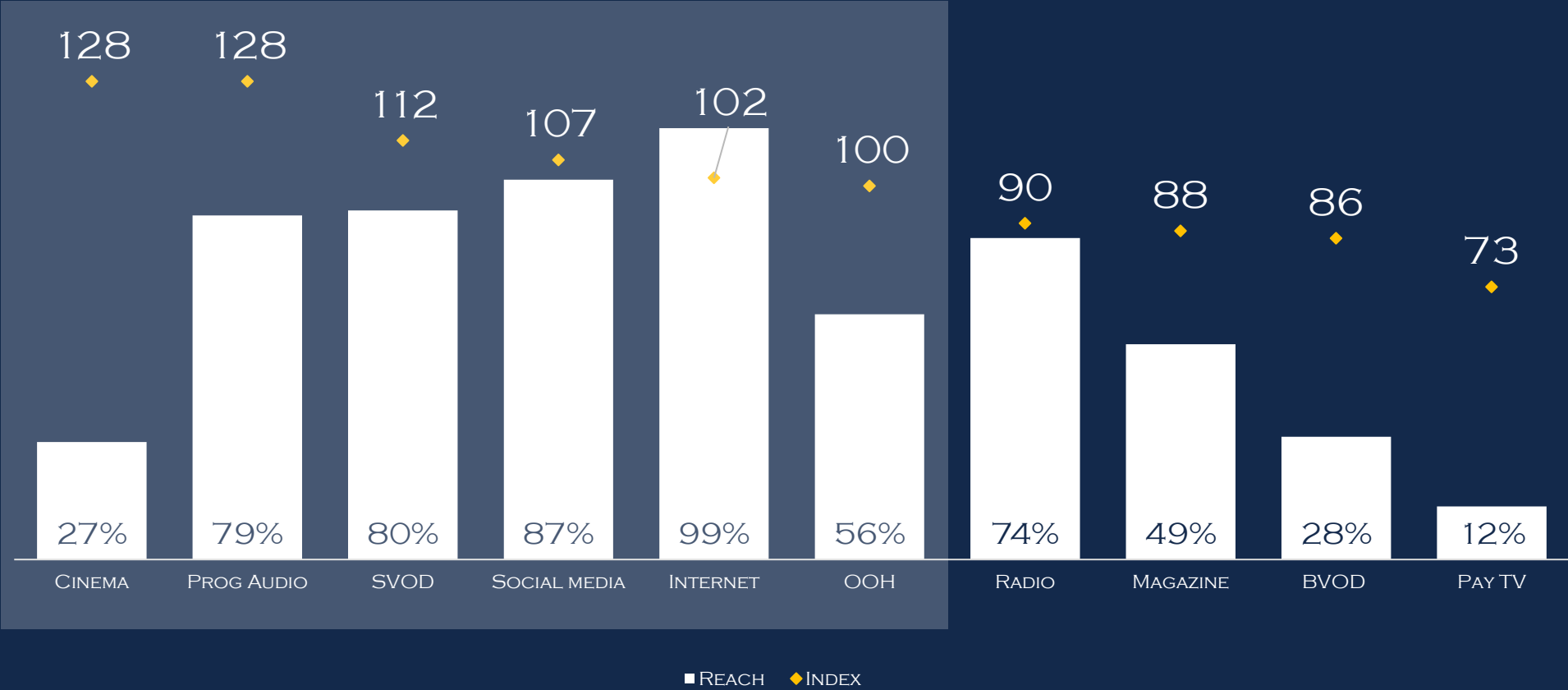


CREATE IMMEDIATE IMPACT
UPON LAUNCH AND SUSTAIN
THE MOMENTUM



LEVERAGE AUTHENTIC AND
MEMORABLE BRAND
EXPERIENCES TO ENGAGE THE
EXPLORER MINDSET

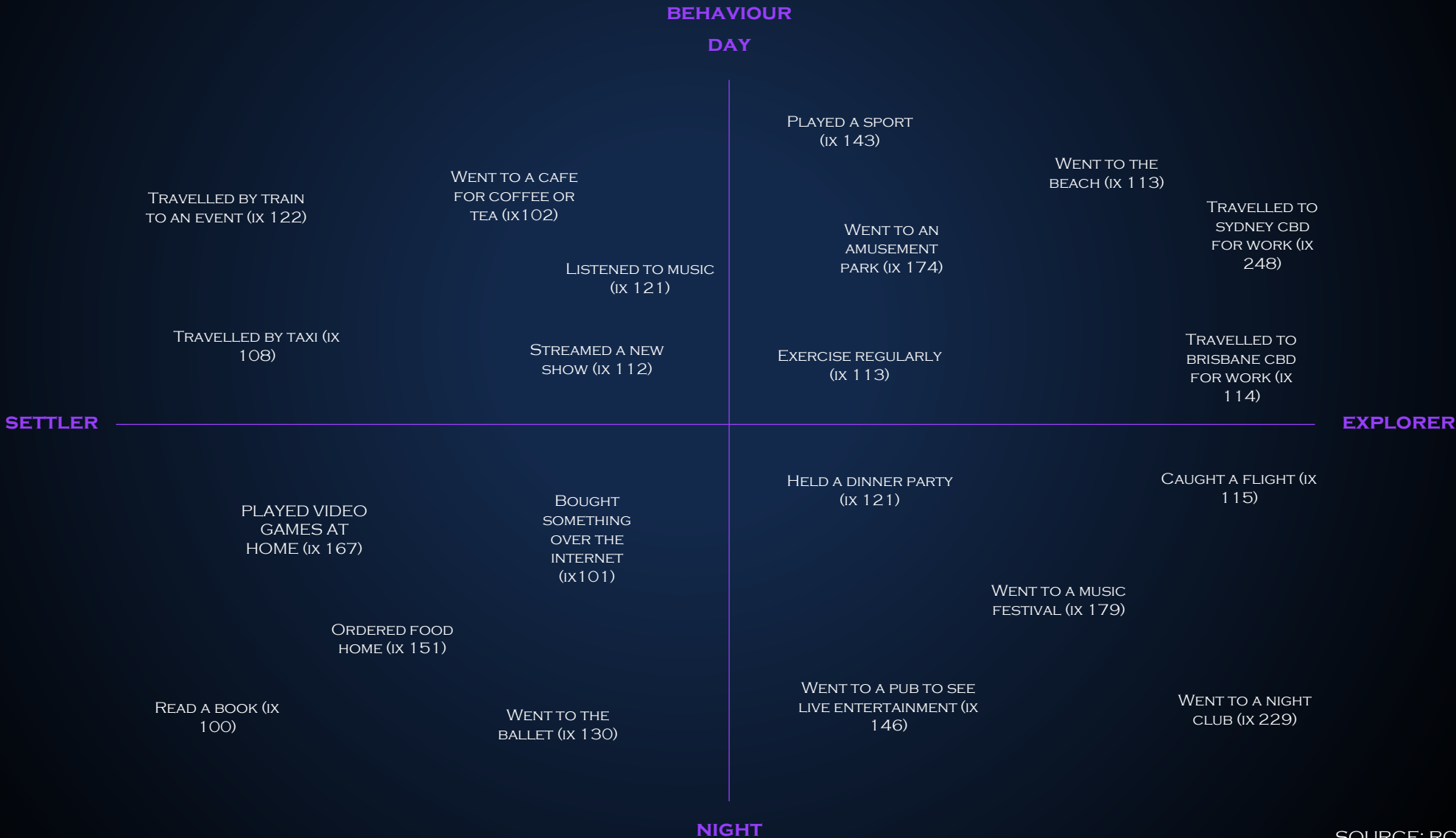
THE AUDIENCE OVERINDEXES ON CINEMA, DIGITAL AUDIO, SVOD, SOCIAL MEDIA AND OOH



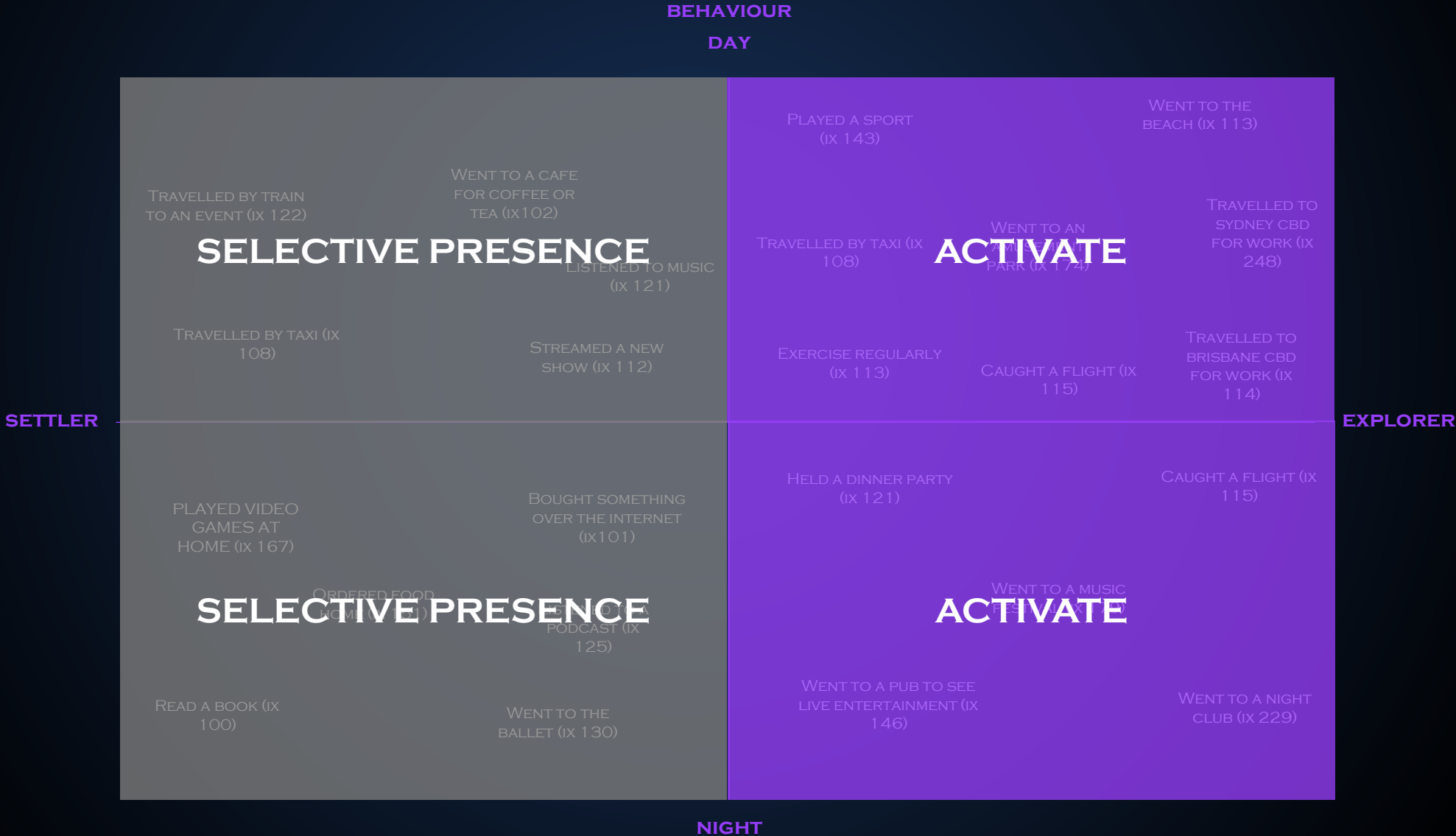
P 18-34

MEDIA CONSUMPTION IN THE PAST WEEK

KEY MOMENTS THAT CAN BE LEVERAGED DURING SUMMER TO BUILD POSITIVE ASSOCIATION WITH MEDIA



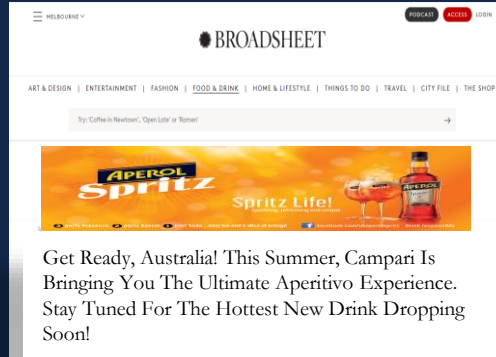
KEY MOMENTS THAT CAN BE LEVERAGED DURING SUMMER TO BUILD POSITIVE ASSOCIATION WITH MEDIA



The image is a horizontal collage of three distinct scenes. The left panel shows a DJ's hands on a turntable with a vinyl record, set against a background of a crowd at sunset. The middle panel depicts two women in swimwear sitting by a pool, holding drinks. The right panel is a close-up of a hand holding a tall glass of orange cocktail with a lime wedge. The text 'APERTIVO AFTERNOONS' is centered across the middle panel in a white, serif font.

APERTIVO AFTERNOONS

PRE - LAUNCH



*GENERATE HYPE WITH
EXCERPTS ON DIGITAL
PUBLICATIONS*

CONCRETE
PLAYGROUND.

REFINERY29

BROADSHEET

PEDESTRIAN
GROUP



*SOFT LAUNCH THE DRINK WITH
INFLUENCER SOCIAL POSTS THAT
ALIGN WITH THE TARGET AUDIENCE'S
INTERESTS*



*USING PROG OOH TO TEASE THE
LAUNCH OF THE BRAND AROUND HIGH
TRAFFIC AREAS*

IMPACT BURST



APERTIVO AFTERNOONS



AMPLIFY A HYPE REEL
USING THE
INFLUENCER
CONTENT FROM THE
FIRST EVENT ON
SOCIAL CHANNELS



FORMULATE A LARGE
FORMAT IMPACT BUY
AROUND SHOPPING
PRECINCTS, BEACHES,
HIGH DWELL COMMUTE
AREAS AND THE CBD



ACTIVATE PROG OOH
NEAR PARTNER BARS,
OFFICE TOWERS, GYMS,
STADIUMS, SHOPPING
PRECINCTS AND
BEACHES.



PLAN 15" ADS ACROSS
BINGE, AMAZON PRIME
AND YT TO GENERATE
AWARENESS



BINGE



USE PROGRAMMATIC
AUDIO AND PODCAST
ADS TO INTERCEPT THE
TARGET AUDIENCE IN
KEY LISTENING
MOMENTS DURING THE
DAY



ALWAYS-ON PRESENCE

1

DRIVE CONSIDERATION FOR THE BRAND
THROUGH FORTNIGHTLY PRESENCE
ACROSS META, SVOD AND YT

2

*ALTERNATE BETWEEN META AND
SVOD/YT TO REDUCE AD FATIGUE AND
CAPTURE CONSUMERS ACROSS MULTIPLE
CHANNELS*

3

*USE PROG OOH TO DRIVE
CONSIDERATION TOWARDS THE BRAND
ON SUNNIER DAYS USING WEATHER
TARGETING*



Channel	Comments	Budget
Digital Publication Editorials	Concrete Playground, Refinery 29, The Brag, Pedestrian	\$40,000
Event + Influencer Partnerships	Apertivo Afternoons with Paid talent amplifying the event	\$60,000
Prog OOH	Teaser Creatives	\$5,000
Social	Hype Reel Activation across Snapchat, IG and Tiktok Brand Takeover	\$40,000
Large Format	Impact Sites across Sydney and Brisbane	\$120,000
Prog OOH	Building Awareness in key moments through the day	\$25,000 : Jan- Feb \$45,000: Rest of the year
Prog Audio	Driving Consideration in Key Listening Moments through the day	\$25,000
Video	Driving Consideration through SVOD and YT when TA is consuming content	\$70,000 : Jan-Feb \$70,000: Rest of the Year
Meta	Driving Consideration towards the brand	\$100,000
Total		\$600,000

DEC 1ST HALF	DEC 2ND HALF	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		
BUDGET: \$600K															
PRE-LAUNCH	LAUNCH BURST			ALWAYS ON PRESENCE											
DIGITAL PUBLICATION EDITORIALS	EVENT PLUS INFLUENCER ACTIVATION				2 WEEK BURSTS NON-OVERLAPPING		2 WEEK BURSTS								
INFLUENCER SOCIAL POSTS	SOCIAL HYPE REEL TIKTOK ADS, IG VIDEO ADS, SNAPCHAT VIDEO ADS			META	META, TIKTOK, REDDIT	YT	META	YT	META	YT	META	SVOD &YT	META		
PROG OOH TEASER CREATIVE		15" VIDEO ADS ACROSS BINGE, AMAZON PRIME AND YT													
	LF IMPACT BUY		PROG OOH				SVOD & YT	META	PROG OOH						
	DIGITAL EDITORIALS														
		PROG OOH													
	PROG AUDIO														