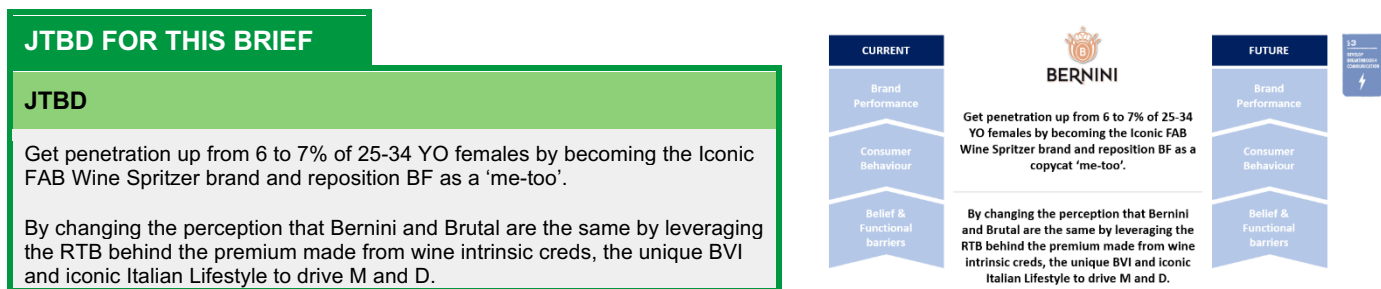


| NAME OF THE BRIEF | | Bernini Premium Quality Sparkling Spritzer (Made from Wine) Intrinsic Credentials | | | |
|--------------------------------|---------|---|----------|------------------------|-------------------|
| Brand | Bernini | Date issued | Oct 2024 | Target Demand Space(s) | Connect & Impress |
| Brief in a sentence | | Breakthrough with an iconic Bernini Made From Wine TTL campaign that claims and educates consumers on RTBs behind Bernini premium liquid credentials and USP ‘The only sparkling spritzer made with real grape wine’ vs beer or any flavoured ale/spirit cooler FABs - leveraging the unique BVI and iconic Italian ‘Bella Vita’ essence for a game changing campaign to drive differentiation, consumer understanding and clarity of category-segmentation and intrinsic attributes & benefits of a wine spritzer, focusing on growing Brand Power and building Difference & Meaning among 25–34-year-old female consumers | | | |
| Key Dates | | October 2024 Brief Submission Nov 2024 - Jan 2025 Concept Development 31 Jan 2025 Final Approvals 1 – 23 February Rollout & Production 24 Feb Go-Live (PR, Digital, Social, BTL) | | | |
| What is the creative ambition? | | Make Bernini the most Iconic FAB Wine Spritzer brand and reposition BF as a copycat ‘me-too’ with game changing creative that is relevant among 25–34-year-old female consumers in the Connect & Impress demand space. | | | |

What are the jobs to be done for this brand and which one are we addressing with this brief?



What is the target audience for this JTBD?

| TARGET FOR THIS BRIEF |
|---|
| AUDIENCE DEFINITIONS |
| VOLUME TARGET DESCRIPTION & SIZE: 18 – 55 years old, female, national |
| PRIME PROSPECTS DESCRIPTION: 25 – 34 years old, female, national |

Which MWBs is this brief leveraging?



SECTION 1: WHERE ARE WE NOW?

Current business performance

Bernini is a breakthrough brand that has more than doubled in volume in the last 24 months to 50m litres and has the fastest growing brand power in female FABs with a unique intrinsic sparkling wine proposition. Currently a *popular* brand that we will take to *star* brand within the brand stage model

- **VOLUME:** Bernini has seen breakthrough growth in the last two years, more than doubling in volume growing at 5% ('19-'23), especially in the last year at 27% on history, and seeing increased market share to 7%.
- **BRAND GROWTH STUDY (BGS):** The Brand has seen significant brand power shifts and improvement in our MDS but we are tracking significantly behind key competitor Brutal Fruit where they are winning across metrics with BP at 11.0% vs 7.6%.
- We have seen growth in BGS tracking from 7.1% in Q2 to 7.6% in Q3. Bernini's recent marketing impact has grown consumer brand desire, awareness and AE, but so has Brutal Fruit - and at a more rapid pace due to greater visible brand in hand and SOV. Bernini will need to continue to build the emotional connection to the brand, but also to entrench the ownable functional USP: Made from Wine.
- Bernini is currently under indexed on our difference score vs the category index of 120. This is where the clear gap and opportunity lies for brand growth

| Brand | BP | AE | AW | DS | SOV | Hand | BP | AE | AW | DS | SOV | Hand | BP | AE | AW | DS | SOV | Hand |
|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Bernini | 7.6% | 10.0% | 10.0% | 10.0% | 10.0% | 10.0% | 11.0% | 10.0% | 10.0% | 10.0% | 10.0% | 10.0% | 11.0% | 10.0% | 10.0% | 10.0% | 10.0% | 10.0% |
| Brutal Fruit | 11.0% | 10.0% | 10.0% | 10.0% | 10.0% | 10.0% | 11.0% | 10.0% | 10.0% | 10.0% | 10.0% | 10.0% | 11.0% | 10.0% | 10.0% | 10.0% | 10.0% | 10.0% |
| Other Brands | 7.6% | 10.0% | 10.0% | 10.0% | 10.0% | 10.0% | 11.0% | 10.0% | 10.0% | 10.0% | 10.0% | 10.0% | 11.0% | 10.0% | 10.0% | 10.0% | 10.0% | 10.0% |

Source: BGS Sept 2024

SECTION 2: WHERE DO WE WANT TO BE?

Desired business performance

Objectives:

1. Build mass awareness and education of Bernini Made From Wine with iconic narrative with our intrinsic reason to believe at the centre.
 2. Build premium credentials with impactful visibility and experiential platform that plays on the Italian Lifestyle.
 3. Build modern Bernini Angelite blue BVI to be truly iconic.
- **Brand Power:** Bernini to become a STAR or GROWTH brand by growing Difference from 108 to 115 Improve Meaning (121 to 127)
 - **Volume Market Share of LADs:** +0.8% of C&F Share to 7.8%
 - **Volume Growth:** +26% Volume Growth from 0.5m HL to 0.6m HL

What do consumers/ shoppers **do** today?

Consumers broadly misclassify all non-beer LADs a ciders and perceive Bernini and Brutal to be the same, without clarity of Bernini RTB behind the premium made from wine intrinsic credentials that make Bernini's intrinsic premium to Brutal Fruit

What we need consumers/ shoppers to **do** in the future?

Consumers must choose the Bernini real wine-based spritzer over beer, flavoured beer, flavoured maize based products (Brutal Fruit) as it has a more accessible taste, and more easy drinking than bitter, burping, bloating beer or the ale intrinsics. Consumers must perceive Bernini sparkling spritzer to be a superior intrinsic to Brutal Fruit because Bernini delivers unique intrinsic attributes and RTB that Brutal Fruit does not.

Consumers must KNOW that Bernini is the only Real Sparkling Spritzer 'Made From Wine', Made from Real + Natural Ingredients, Best Quality Ingredients and Real Grape Wine Base

What do consumers/ shoppers **think/feel** today?

In South Africa LADs are misclassified, with all non-beer products broadly perceived as ciders – with no segmentation of Ciders & FABs. Consumers have very little understanding and awareness of the intrinsic attributes and benefits that differentiate premium fruit-based beverages like wine spritzer and apple ciders from flavoured ales, flavoured beers, and spirit coolers.

Brutal fruit is perceived as having a great taste and Bernini is lagging.

We have the opportunity to entrench premium credentials and competitive advantage: The only sparkling spritzer made with real grape wine to drive meaning and difference.

What we need consumers/ shoppers to **think/feel** in the future?

Consumers must easily understand how to segment and differentiate premium fruit-based beverages like wine spritzer and apple ciders from flavoured ales, flavoured beers, and spirit coolers.

Consumers must FEEL & BELIEVE the Bernini

RTB: That real wine-based spritzer is superior to Brutal Fruit and any other beer, flavoured beer, maize, ale or spirit cooler products in the category, because it is a Premium Wine-Based Spritzer that is Made from Real & Natural Ingredients and offers something unique and different in meeting needs, including:
Great Taste
Easy Drinking
Refreshment
Sessionability
Non-Bloating
Premium, Superior Quality

SECTION 3: HOW WILL WE GET THERE?

What is the relevant consumer/ shopper need? To change what consumers think/feel today? (Insight)

Consumers drivers of choice is for an intrinsic that offers benefits of:

Great Taste
Easy Drinking
Refreshment
Sessionability
Non-Bloating
Premium, Superior Quality

Consumers choose real wine-based spritzer products over beer, flavoured beer, flavoured maize based products as real wine based spritzer products have more accessible taste, and more easy drinking than bitter, burping, bloating beer or ale.

How will the brand answer the consumer need? (Benefits)

Develop a 360 TTL campaign and always-on brand building strategy for the Bernini Made From Wine with a disruptive, insight-based, innovative communication and activation plan for 2025. Leveraging Bernini's existing intrinsic attributes and differentiating pillars to meet consumer needs through a truly ownable and differentiated Comms with Made From Wine Superior Premium Credentials at the centre to drive equity growth and set us apart from Brutal Fruit and other FABs.

We need to triple down on our comms building in a clear reason to believe that is easily understood by consumers in their own language to drive better differentiation from BF. This communication must push wine cues as wine is seen as premium, unique, and sophisticated and delivers unique benefits.

How can we justify this? (Reason to believe)

BERNINI, THE ICONIC AND SOPHISTICATED RTD THAT IS MADE FROM WINE. THE SOPHISTICATION OF SPARKLING WINE AND THE CONVENIENCE OF AN RTD.

Bernini Classic: White Wine Style

Bernini Blush: Rosé Wine Style

Bernini Amber: Gold Rosé Wine Style

Bernini's intrinsic is made from a real grape-wine base. This is a unique and ownable intrinsic attribute and a clear point of difference to justify the Real Sparkling Spritzer Made From Wine superior premium credentials with distinct benefits that meet consumer needs for natural + great taste, refreshment and sessionability without bloating vs Brutal Fruit and/or beer, flavoured beer, maize-based or ale-based intrinsic

THE WHAT → BERNINI RANGE:

Functional + Intrinsic Attributes

- Real Sparkling Spritzer
- 'Made From Wine' With Flavours
- Premium Wine Based Spritzer
- Made from Real, Natural Ingredients
- Best Quality Ingredients

| | |
|--|--|
| | <ul style="list-style-type: none"> · Real Grape Wine · Wine Base · Real Fruit <p>THE WHY → BERNINI RANGE + MIMOSA NPD INNOVATION*: Drivers of Choice, Intrinsic Benefits: Points of Difference & RTB</p> <ul style="list-style-type: none"> · Great Taste · Easy Drinking · Refreshing · Sessionable · Non-Bloating · Premium, Superior Quality <p>*MIMOSA NPD INNOVATION: Leveraging the double entendre messaging for: 'The Perfect Mix' campaign Big Idea <i>and</i> upweighting REAL orange juice premium intrinsic credentials</p> <ul style="list-style-type: none"> · Intrinsic: The Perfect Mix is Bernini Mimosa: Sparkling Spritzer and Real Orange Juice. · Extrinsic: The Perfect Mix is Bernini Mimosa, Brunch/ Lunch, and Real Friends |
|--|--|

! SECTION 4: KPIs (add numerical targets and qualitative statements)

| | |
|---------------------------------|---|
| Desired Business performance | |
| Desired Brand Power performance | Meaningfulness: 127 Differentiation: 115 |

SECTION 5: OTHER INFORMATION

| Budget | What country/region does this brief cover? | Mandatories and additional information attached |
|--------|--|---|
| TBC | South Africa | - |