BERNINI – SPARKLING SPRITZER

Opco: South Africa

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Marketing Director: Andrea Quaye

Brand In A Bottle:



Core Creative Brand Idea: A breakthrough and 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 as well as intrinsic attributes and benefits of a wine spritzer.

Demand Space: Connect & Impress

Market Context & Competitive field:

Bernini is an iconic feminine brand with an Italian name and heritage, and a range of Sparkling Wine Style Spritzers, capturing the sweet-spot between the premium sophistication and rituals of Sparkling Wine & Wine Cocktails, and the Fun, Accessible Convenience of RTDs.

VOLUME 5Y: Breakout Growth from 0.16m HL in 2020 to 0.471m HL in 2024. Target Growth to over 0.6m HL in 2025 with Mimosa as a Gamechanger innovation

MARKET SHARE: 1.8% of LADS, 7.8% of C&F.

COMPETITORS: Brutal Fruit FABs market leader at over 1m HL.

SOV: Bernini 4.3% vs Brutal Fruit 8.9%

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 by leveraging the RTB behind the premium made from wine intrinsic creds, the unique BVI and iconic Italian Lifestyle to drive M and D.

Historical campaign evolution: See appendix for packaging and campaign evolution creative 2023

2024

Functional/ Intrinsic









2020 - 2021



An open invitation to South African women to embrace their power, get comfortable with our value, and recognise that they belong anywhere and everywhere; they choose to be Watch Here: Brutal Fruit Spritzer Presents You Belong With Kelly Rowland and 33 and Me Artists

THE PERFECT MIX is Bernini Mimosa: Sparkling Spritzer and Real Orange Juice.

Emotive/ Extrinsic

THE PERFECT MIX is

Bernini Mimosa. Brunch/Lunch/Sunset Drinks/ Nights out on the town, and Real Friends



AUDACITY TO BE: Encouraging women to take a chance and seize opportunities with authenticity and passion for life

O2 2024 Bernini



WE ARE WOMEN: Empowering multifaceted women to turn positive affirmations into powerful purpose driven action

O3 2024 Barnini



GLOW UP ON YOUR WAY UP: Showcasing the

glam orous Bernini lifestyle and values of female potential

BE IN THE MOMENT



LITCHI SECHE NPD Launch

A bright and sparkling sophisticated Creating Purposeful Connections liquid infused with litchi and apple flavours

Watch Here: Brutal Fruit Spritzer Presents: The New Litchi Sèche



Unplug, Connect & Cherish Real Moments

Watch Here: Brutal Fruit Spritzer Presents: Be In The Moment

SPRITZER SATURDAYS

Target Audience:

experimentation

25 – 34 years old female consumers

YOU BELONG starring Kelly Rowland

Motivations: Looking good to feel good & Connecting

Emotional Needs: Connect with 'my circle' & Impress

Main competitor campaign activities: Brutal Fruit

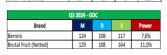
Functional Needs: Sessiona bility, Trendy sophistication, Discovery 8



PR campaign, trade activation, and national BTL experiential roadshow designed to elevate the Brutal Fruit Spritzer's extrinsic occasion and perfect serve ritual, engaging consumers through curated brand experiences and influencer partnerships

BGS Score Development







BRAND POWER: Growth of +0.5% due to increases in Meaning and Difference. Bernini must increase Difference to change from POPULAR to STAR status

KEY FOCUS AREAS: Differentiating from Brutal Fruit

with an Iconic Bernini Brand World, Premium Packaging & VI. Intrinsic 'Made from Wine' RTB. and Leveraging Gamechanger Innovation 'Mimosa' for Incremental Growth.