

BERNINI – SPARKLING SPRITZER

Opco: South Africa
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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%

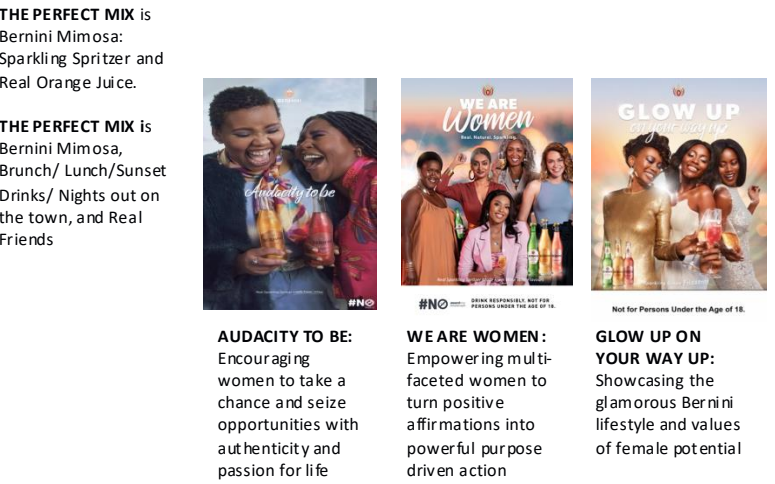
Job To Be Done:
Get penetration up from 6 to 7% of 25-34 YO females by becoming the Iconic FAB Wine Spritzer brand and reposition BF as a ‘me-too’.
By changing the perception that Bernini and Brutal are the same by leveraging the RTB behind the premium made from wine intrinsic creds, the unique BVI and iconic Italian Lifestyle to drive M and D.

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

**Functional/
Intrinsic**



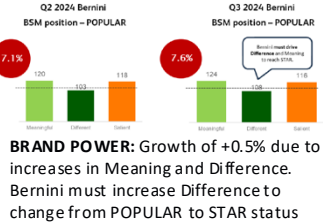
**Emotive/
Extrinsic**



BGS Score Development

Q3 2024 - GDC				
Brand	M	D	S	Power
Bernini	120	103	118	7.1%
Brutal Fruit (Netted)	134	110	164	11.6%

Q3 2024 - GDC				
Brand	M	D	S	Power
Bernini	124	108	117	7.6%
Brutal Fruit (Netted)	129	108	164	11.0%



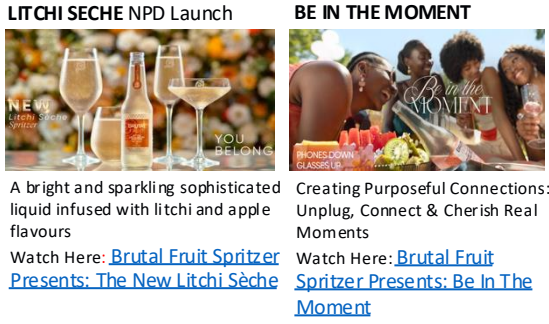
KEY FOCUS AREAS:
Differentiating from Brutal Fruit with an Iconic Bernini Brand World, Premium Packaging & VI, Intrinsic ‘Made from Wine’ RTB, and Leveraging Gamechanger Innovation ‘Mimosa’ for Incremental Growth.

Target Audience:
25 – 34 years old female consumers
Motivations: Looking good to feel good & Connecting
Functional Needs: Sessionability, Trendy sophistication, Discovery & experimentation
Emotional Needs: Connect with ‘my circle’ & Impress

Main competitor campaign activities: Brutal Fruit



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](#)



SPRITZER SATURDAYS

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