



# Disaronno TV campaign

Deadline: 12.10.2008 23:59 GMT

Brand: Disaronno

Sector: Alcohol & Tobacco

Country: Italy

Category: Above The Line : TV-Cinema

Published: 18.09.08 01:10 GMT

Budget: \$8 000

Status: Closed

Language of Solutions: English, French, German, Italian

## 1 Step Brand Builder

[ who has written the BootB Brief for BootB Creators ? ]

DiSaronno is the world's favorite Italian liqueur, sold in over 160 countries.

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

Develop a 20" TV campaign for the Dutch market, where Disaronno is perceived as rather traditional and needs to be updated and brought toward contemporaneity.

### PROS

- ∞ Disaronno is an established brand with a history, high awareness and a very positive set of values such as class, Italian character, romanticism/passion, sharing, product uniqueness.
- ∞ The Brand has a refined image, a unique taste and a recognizable product profile which can be used as basic features to leverage a distinctive positioning
- ∞ Consumer expectation for brand activity and change

### CONS

- ∞ The brand, like most liquors, is associated with after dinner consumption, mainly at home, and is therefore distant from the drinking modes and contemporary trends of consumption
- ∞ It has a very strong and persistent imagery (see values above) hard to refresh by injecting new and contemporary values without risking loss of personality and lack of credibility or crossing into other brands territories

We would like to receive:

#### Mandatory

- ∞ storyboards in PDF. Quality of drawing may influence final decision making.
- ∞ copy in word
- ∞ eventual music background

#### Optional

- ∞ separate PPT presentation to describe strategy and story (this should not be done in Copy or Story board)

Winning campaign, if relevant, will be tested in a copy test in October. For this test you will need to produce a PDF storyboard with particular indications which will also be produced on hard copy for the test.

## 3 Step Target Audience

[ who should you influence ? ]

Men and women, 25-45 y.o.

## 4 Step Proposition

[ what does the Brand want the target audience to get / understand / do ? ]

Disaronno is not just for your intimate moments or special occasions but is a contemporary, sociable and

desirable drink. A pleasure to be shared.

## 5 Step Support

[ why should the target audience believe in the Brand's proposition ? ]

Because Disaronno is an International but accessible drink which is unique in profile and taste in all consumption occasions.

## 6 Step Character

[ what are the features that define the personality of the Brand ? ]

1. Classy / Stylish
2. Relaxed enjoyment; ease
3. Italian: the Italian character is to be intended as contemporary and aspirational lifestyle.

The following declinations of p.3 should be avoided:

- ∞ Clichés as not in line with innovation and the refined stance
- ∞ Obvious reference to origin
- ∞ Finally, reference to the specific territory of Italian style (fashion, design etc) is too distant and cold for the values expressed by Disaronno.

## 7 Step Media Plan / Placement

[ where will your work appear? ]

- ∞ TV is the focus point
- ∞ Propose Key frames/Key visuals to support the campaign in print
- ∞ Eventually, if desired, propose online declinations

## 8 Step Additional Executional Elements

[ any other information the Brand wants to share with you ]

### Key visuals:

It is important to give protagonism to the product polisensualism using visuals of Disaronno to leverage product distinctiveness in terms of taste and quality and stimulate temptation, appeal and involvement.

- ∞ iconic bottle and cap;
- ∞ close up on the amber liquid.

### Key copy:

- ∞ mentioning the brand name "Disaronno";
- ∞ emphasis on taste.

### Key features during the story:

- ∞ Mandatory Drinking Moment for Disaronno on the Rocks.

**Optional:** eventually trigger curiosity by suggesting new ways of drinking, however, keep it simple and understandable for consumers. Make the when, where and hows of consumption very clear to consumers.

- ∞ sociability and sharing: group of friends avoiding impersonal crowd
- ∞ the story should give the brand an approachable and contemporary feel without losing the "special moment" feel the brand has in its heritage

- ∞ the story should be adapted to the Dutch public's expectations in order to create empathy;
- ∞ promising Brand image renovation requires an innovative, at the same time credible approach.

Be innovative and creative but stay credible.

### Setting:

- ∞ Out of home;
- ∞ Enjoyment in an Relaxing / Lounging situation.

Note: Deadlines are short. Avoid proposals which would require excessively complicated, long and/or expensive production requirements.

## Attachments

Disaronno.zip

1.00 Mb