

Peroni Nastro Azzurro

Italian Style Applied to Beer



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The Italians have a saying for always looking and acting your best: 'La bella figura' – the beautiful figure. This ethos lies at the heart of Peroni Nastro Azzurro, guiding how it is poured, drunk and displayed... impressions count.

The story begins in 1818, when Francesco Peroni was born in a small town in northern Italy. In 1846 he established the Peroni brewery in Vigevano, which to this day, still bears his name. Famed for its textiles and wealthy middle class, the town became Peroni's first market when it quickly established itself as the drink of the cognoscenti.

Created in 1963 as an international premium brand, Peroni Nastro Azzurro uses only the finest quality and variety of spring barley, maize, malts and hops. A meticulous production process (beginning before a seed is sown and extending through to delivery) helps to create the distinct and crisp taste long associated with the Peroni brand.

In March 2005, Peroni Nastro Azzurro re-launched the brand with a unique proposition: Italian style applied to beer, the latest must-have designer label. The re-launch was marked with the opening of 'Emporio Peroni' – a boutique shop on London's famous fashion mile, Sloane Street. In a clever marketing twist nothing was for sale and no one could enter the shop, there was simply a bottle of Peroni Nastro Azzurro mounted on a plinth and guarded by an Italian model.

In 2006, using Fellini's seminal 1960s film La Dolce Vita as inspiration, a high profile advertising campaign was launched by the brand. Paying homage to Peroni Nastro Azzurro's roots the campaign re-shot scenes from Fellini's film including the one immortalised by Anita Ekberg in Rome's Trevi fountain – the first time that permission had been granted to film in the fountain since the original was made. The idea was to capture the essence of Italian style (integral to the film) and show Peroni Nastro Azzurro to be at the centre of this.

Pre-launch marketing was deliberately focused on trailers and adverts in film listings, giving the impression that the film was being re-released. It was a ploy that succeeded in increasing media speculation and maximising impact. The commercial premiered across the UK with a trailer which directed viewers to turn channels to see a full length three and a half minute version – a first for advertising within the beer industry. A memorable soundtrack (a re-recorded version of Burt Bacharach's 'Baby its You'



by The Shirelles) was filmed as a pop music promotion and is due for release in late 2006. Peroni commissioned world famous war photographer, Tom Stoddart, to take photographs for the press and outdoor advertising campaign. The result: a collection of iconic images that convey the essence of the 1960s and the birth of Peroni Nastro Azzurro.

Italian style (in a bottle) has clearly struck a chord with consumers looking for cosmopolitan class. Peroni Nastro Azzurro is now the number one premium bottled lager in UK restaurants (Source: ACNielsen 2006) and is stocked in fashionable bars and haunts such as Embassy, No5, Carluccio's, Harvey Nichols, Paper, Emporio Armani Cafe Bar and Tantra.

The brand's new website utilises groundbreaking three-dimensional navigation, monthly podcasts from style leaders and graphics taken from the re-shoot of La Dolce Vita. The site has been well received and recognised, both in the design world and by early adopters, for its style and innovation – a reflection of Peroni Nastro Azzurro.

