Summer is the season when light & easy get-togethers shine, and half of Americans say it’s their busiest time of year for social events1. It’s also when serving light and convenient drinks like the Aperol Spritz complements the season’s breezy mood, so it’s no surprise that Aperol does 60% of their volume in 40% of the year2.

But our competition at retail was heating up with demand increasing for beer, wine and other ready-to-drink (RTD) options like hard seltzer and spirits. In fact, RTDs grew +62.3% by volume in 20203 threatening our chance to win off-premise feature/display, shoppers’ share of wallet and summer season sales.

Our mission was to make Aperol the go-to choice of the season by creating an omnnichannel program that showcased Italy’s #1 cocktail4, the Aperol Spritz, as the perfect summer drink – simple, joyful and effervescent – while making Aperol a profitable solution for retailers, driving traffic and bigger baskets during the key summer timeframe. It was essential to increase sell-through of our summer programming in both the Liquor and Grocery channels. Drive display and feature and deliver incremental sales during the summer timeframe.

We connected with shoppers at all touchpoints from digital to social to the floor at retail, keeping the Aperol Spritz top of mind for the key summer cocktail occasion. With an actionable campaign theme and disruptive and arresting creative, we were able to SPRITZ UP Summer sales across the country.