|  |
| --- |
| For the first time in 2022, the Negroni became the #1 cocktail in the world1. However, despite its popularity, most consumers were not aware or associating Campari as the key ingredient in the ironically red cocktail (CDJ Insights indicate that 58% of consumers who are familiar/very familiar with the Negroni didn’t know Campari was a key ingredient in the cocktail). Nor were they aware that there’s a wide variety of Negronis to meet Americans’ range of tastes. Campari needed to find an approachable way to introduce the brand to American consumers and reinforce its role in every Negroni cocktail.  *Introducing YOUR NEW FAVORITE DRINK*: The Negroni Sbagliato with Prosecco in it. Using the viral moment as our launching pad, we sought to reinforce Campari as THE brand of the Negroni Sbagliato. Working quickly across disciplines, we delivered omnichannel programming targeting our 21+ Social Achiever consumers already exposed and interested in trying the trending cocktail and gave them easy ways to engage, make, try and buy it with Campari at the heart of this cocktail… and ALL Negronis.  We activated across social with recipe videos and influencer programming to make it easy for consumers to learn how to make and buy the Negroni Sbagliato, on ecommerce we promoted the cocktail and even built custom cocktail kits with Cocktail Courier, and in both the on and off premise we built POS elements promoting the cocktail to drive feature, conversion and upsell with Campari from October through end of the year.  Results:   * PR efforts earned 63 media placements mentioning Campari, totaling 708m+ media impressions * Influencer efforts drove millions of impressions and thousands of engagements, surpassing industry standards * Recipe video and social content on Campari’s Instagram drove engagements +66% above plan * We saw double-digit incremental sales on Drizly and Instacart, making it a top-selling liqueur online October-December * Hundreds of cocktails sold through Cocktail Courier and exclusive kits built for HBO * Campari drove incremental POS features in-store from Oct-Dec, resulting in double-digit $ sales growth (+28.4%), 2x faster than category (+15.3%)2 * #1 Top Trending and Best Selling Liqueur brand in 2022 & 20233 |

Sources: 1. Drinks International 2022; 2. Nielsen Off Premise Management Report, $ Sales, Campari v. Cordial Category, Rolling 13 W/E 12/31/22 v. YA, Total USxAOC; 43. Drinks International Brands Report: 2022 & 2023

A picture containing timeline

Description automatically generated