**Company to be recognized:** Campari America/ TPN, **Client or Brand Name:** Campari America

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| 60% of consumers say the best time to enjoy life is during the summer1 and they love making social plans during the season. During the summer consumers are also seeking light and refreshing cocktails2 to complement their varied activities they are participating in during the hotter months, making it a winning season for Aperol. Although summer is a priority moment for our brand, our competition’s sales which includes beer, wine, seltzer, and ready-to-drink cocktails also peak in the summertime3 and we saw their sales increase 57% vs. the previous summer4.  We needed to position Aperol Spritz as the preferred daytime drink, taking share from high-volume beer, wine, seltzer, and ready-to-drink cocktail occasions during the summer. Our goal was to grow the brand during the summer by meeting and showing up for our target consumer audience—as well as trade partners—where they like to celebrate in order to make The Aperol Spritz top-of-mind all season long.  In Summer 2022, consumers were inspired to switch up their everyday plans with 56% citing summer as the season in which they make the most adjustments to their daily routine5. As their adjusted their day-to-day activities during this key season, summer became the perfect opportunity for consumers to partake in their favorite occasions at any time of day, and we saw 59% of consumers looking for ways to treat themselves every day 5. With this in mind, we found consumers preference shifted to day drinking (+8%) versus nighttime6 and that the Aperol Spritz hasn’t always been top of mind.  *SPRITZ UP YOUR SUMMER* became the rally cry at the heart of our integrated campaign.  We showed consumers how the Aperol Spritz brings more joy to summertime drinks and occasions in ways traditional beer, wine, seltzers, and ready-to-drink cocktails cannot by showing up in new and fresh ways—wherever consumers were celebrating summer activities such as in-store, online, transportation, and large-scale events.  Results   * Aperol grew sales +30%, 10X faster than Beer/Wine/Seltzer, and gained 80 basis points of category share4 * Aperol remained #1 liqueur sold7 and most searched Spritz8 online in 2022 * Converted 30% to purchase -1 in 3 who tried Aperol Spritz bought one!9 * Governors Ball: 70K engaged consumers, 38M+ media impressions, 57K Instagram users reached, and doubled CRM subscribers10 * A first-of-its-kind Uber campaign saw 1.25M unique riders, 1.5 average minutes spent in the application11, +33% June-July Drizly sales versus YA12 |

Sources: 1. SWNS, “71% of Americans want to spend more time with family and friends this summer than ever before,”;2. The Zoe Report, “Summer 2022’s Biggest Cocktail Trend is Also Its Most Convenient”; 3. 3. Tastewise; 4. Nielsen,  
Total US xAOC + Liquor Plus + Conv during Latest 52W, June-Sept 2022; 7. Nielsen Rakuten, June-Sept; 8. Google Search Trends Ending September 2022; 9. Go Pinata Sampling Reporting Dashboard, June-Sept 2022; 10. Governors Ball Buzz Sheet Data, June 2022; 11. Uber Campaign Recap, June-Sept; 12. Drizly, June-July 2022Calendar

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