



**SANPELLEGRINO**

“San Pellegrino: Three Minutes in Italy”

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# History of San Pellegrino

- **1899: The first bottling of Sanpellegrino and launching of the brand**
- 1924: Industrial chemist Enzo Granelli becomes owner of San Pellegrino
- **1930: First time machinery is used to produce S.Pellegrino (was handmade before that)**
- 1932: *Aranciata* is introduced (first in the now vast range of San Pellegrino Sparkling Fruit Beverages)
- **1949: First feature in a movie (*The Emperor of Capri*)**
- 1968: S.Pellegrino appears on the front cover of British Sunday newspaper *The Observer*
- **1997: S.Pellegrino becomes part of the Nestlé family, bought by Perrier Vittel SA**
- 2009: 110<sup>th</sup> anniversary since the foundation of the Società Anonima delle Terme di S. Pellegrino
- 2010: First “S.Pellegrino Meets Italian Talents” collaboration with Missoni
- 2014: Introduction of two new flavors to their Sparkling Fruit Beverages (Pomegranate and Orange and Clementine)



# Previous Advertising and Its Problems

- No unique product proposition
- Does not evoke the origins that are important to the brand of San Pellegrino
- Campaign work makes it difficult to personally connect to brand, especially due to it being a foreign brand many do not know about



# SWOT Analysis

## Strengths:

- Large, unique range of flavors (eight flavors)
- Owned by Nestlé, an established multinational food and drink corporation
- High brand loyalty

## Weaknesses:

- Not marketed as a healthier alternative, like competitive brands are
- High price compared to competitors
- Brand is both small and less recognizable to American market (is European)
- Not top of mind for American consumers, low brand awareness

## Opportunities:

- Healthier than soda
- Capitalizing on the product being a “taste of Italy”

## Threats:

- Crowded product category (of sparkling fruit juices and premium sodas)
- Competitors are cheaper
- Brands making similar products with a better consumer following
- Increasing consumer interest in health beverages

# Competitors



# Statement of Problem

Although San Pellegrino has successfully established strong brand loyalty among discerning food enthusiast consumers, San Pellegrino's presence fails to stand out in a crowded marketplace full of several prominent and more health-conscious sparkling fruit juice competitive brands. The most imperative problem the brand faces is inferior top of mind awareness, due to it being a European product emerging in the U.S.. This lack of brand preference amongst their marketplace's consumers is further aggravated by alternative healthier brands and poorly defined brand identity.



# Explanation of Campaign

San Pellegrino implemented a campaign that reinvented their brand identity from a simple beverage to an entire immersive experience, sharing the beauty and culture of its homeland and providing consumers with the authentic sensation of being in Italy, by:

- Pioneering the technology to invent wirelessly controlled telepresence robots and place them in Taormina, Sicily at a seaside piazza
- Introducing an app on San Pellegrino's Facebook page that would invite their audience to connect to their robots through webcams and microphones, without users having to download any extension
- Using the robots to virtually transport Americans to Italy by allowing them to explore the ancient Sicilian village and chat with locals with the help of English speaking brand ambassadors as well as a built in translation program

Results:

- 20,000 users interacted with San Pellegrino's experience on Facebook
- Users spent an average of 12 minutes on the site
- 84 MM total impressions, with 17 MM total **unique visitors**, achieving our goal of bringing awareness to those unaware of Sanpellegrino





**SANPELLEGRINO**

SPARKLING FRUIT BEVERAGES FROM ITALY

**THREE MINUTES  
IN ITALY**



# Possible Solutions

1. Utilize niche-specific influencers where users are matched to them by data
2. User-Generated Recipe Contest

# Solution 1: Niche-Specific Influencers

This is based on the original campaign, but focuses more on the niche interests and tastes that Italy provides

Utilize data based on people's facebook preferences to convert people from just viewing the streets and sights of Italy, and take it further by having real Italian celebrities and influencers take you around their specified parts of Italy.


These influencers are considered experts in niche topics such as fashion, athletics, and food, and their followers highly value and respect their recommendations


Example: use giorgio chiellini for people who have shown preferences in sports, and have him walk you around the **Stadio Olimpico Stadium in Rome.**

Example: Use Italian lifestyle and fashion blogger chiara ferragni (The Blonde Salad) for people who have shown preferences in fashion and lifestyle brands

Example: Use Elizabeth Minchilli for people who have shown preferences in food and cuisine.


**(capitalize on it being soccer season as well as during Milan Fashion Week in September)**


< chiaraferragni  ...











12.7K Posts   17.4M Followers   999 Following

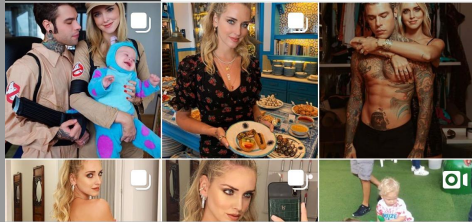
**Chiara Ferragni**  
Public Figure



Love fiercely (and don't forget to stop along the way to take photos) Founder of @chiaraFerragnicollection, @theblondesalad and @beautybites   
 chiaraferragniunposted.it/  
 Followed by yaheardwithbird, zoezeydeutsch and 30 others

[Follow](#)   [Message](#)   [Email](#)   


    




1:51   


< giorgiochiellini  ...





883 Posts   3.6M Followers   463 Following


**Giorgio Chiellini**  
Difensore della @juventus e della Nazionale @azzurri  
See Translation


[Follow](#)   [Message](#)   




< eminchilli  ...











5,609 Posts   52.5K Followers   904 Following


**Elizabeth Minchilli**  
Public Figure

New book 📖 The Italian Table!! More books, apps and Food Tours. All on my website. 🍷🍷🍷🍷🍷🍷  
 www.elizabethminchilli.com/week-in-italy/  
 Followed by laurabrown99 and inagarten

[Follow](#)   [Message](#)   [Email](#)   



# Pros and Cons

## Pros:

- Reaches a relevant audience
- Increase engagement for this experience for longer
- Broadens reach of the brand
- Increase of brand recognition due to the association of the brand to something positive
- Allows more targeted, niche audiences to be reached

## Cons:

- Can be detrimental if utilizing the wrong influencers with negative PR
- Difficult to measure results, specifically ROI
- Can be costly depending on popularity and timeline of using that celebrity/influencer
- Competition might have used the same/similar influencers to promote their product

# Solution 2: User-Generated Recipe Contest

San Pellegrino describes their target as "Discerning Food Enthusiasts," people who place the importance of food in the experience, rather than it being purely sustenance. With these adventurous men and women who continually seek new experiences, we decided to connect those who fall under this category who might not put San Pellegrino as top-of-mind to begin experimenting with our brand.

“Taste of Italy” contest

People can submit their best recipes that truly reflect and the Taste of Italy with a correlating flavor of San Pellegrino Sparkling Fruit Juice

(Flavor possibilities: Aranciata, Aranciata Rossa, Clementina, Ficodindia e Arancia, Limonata, Limone e Menta, Melograno e Arancia, Pompelmo)

Whoever has the highest-rated (by shares) recipe for each flavor combination will win a trip to San Pellegrino Terme in the Province of Bergamo, Lombardy, Italy, where San Pellegrino was founded → 8 flavors = 8 winners! (flight paid for, 4 days, 3 nights at the Grand Hotel)

Participants cannot submit in multiple categories, must choose one, and they must be in the United States to enter!

LOCATION: United States (EN) | Change

BEVERAGES ALL ABOUT CITRUS THE LIFE DELIZIOSA SOCIAL ROOM

## THE SANPELLEGRINO® TASTE OF ITALY CONTEST

[Find out more](#)

CONTACT

BEVERAGES ALL ABOUT CITRUS THE LIFE DELIZIOSA SOCIAL ROOM

Sarpellegrino Fruit Beverages > Beverages > Sparkling Fruit Beverages

### SPARKLING FRUIT BEVERAGES

The unforgettable taste of all the flavors of Sarpellegrino® Sparkling Fruit Beverages.

[ARanciata](#)

[ARanciata Rossa](#)

[Clementina](#)

[Ficodindia e Arancia](#)

[Limonata](#)

[Limone e Menta](#)

[Melograno e Arancia](#)

[Pompeimo](#)

CONTACT


HIGHEST-RATED

SHARE

2.3K SHARES

NICOLE B.

### Ossobuco alla Milanese



**INGREDIENTS**

- 4 pieces of cross-cut veal shank, 3cm thick
- flour, seasoned with salt and pepper
- olive oil
- 2 onions, diced
- 2 celery sticks, diced
- 3 large carrots, diced
- 1 garlic clove, sliced
- 1 sprig of thyme
- 1 bay leaf
- 2 tbsp of tomato purée
- 500ml of white wine
- 1l chicken stock, hot
- 10g of dried porcini mushrooms
- salt
- pepper

**METHOD**

1. To begin, place a heavy-based saucepan over a high heat and add a splash of oil. Dust the pieces of veal in seasoned flour and fry until nicely browned on both sides. Remove from the pan and set aside.



Anna Gardner

24 mins · 🌐

Honestly this looks and tastes like everything I imagine Italy to be!



SANPELLEGRINOFRUITBEVERAGES.COM

## Ossobuco alla Milanese

34

6 Shares

# Pros and Cons

## Pros:

- Improves conversions to website
- Encourages engagement with the product, creating emotional connections with the recipes and San Pellegrino
- Expands audience trust, based on the recommendations and shares of “regular people”
- Connects San Pellegrino to a larger, more connective experience
- Collect data: email addresses, names, phone numbers (geographical area)
- There is potential for this to be a viral campaign

## Cons:

- Hard to moderate the content posted
- The issue of fairness: are they engaging because they are interested or because they want the free trip?
- If participation is low, therefore there is low ROI, it could make the campaign incredibly costly
- Success of this campaign is dependent on whether people both post and/or share



# Recommended Solution and Rationale

We recommend our first solution, utilizing Celebrity Influencers that are selected based on users' facebook preferences to convert people from just viewing the streets and sights of Italy, and take it further by having real-life Italian celebrities and influencers take you through "their" Italy. We chose this as the best solution due to its incorporation of how San Pellegrino transports you into your own personal Italy of authentic adventures, with real-life experts showing you your preferred areas of interest. By utilizing these figures that are held in high regard and trust, it transforms San Pellegrino from being a product that people have "heard of" into a lifestyle. From this, it incorporates the experience-driven target audience that we wanted to hone in on, and promotes the unique emotional connection of San Pellegrino being more than just a beverage.

This solution was chosen over the User-Generated Recipe Contest, due to many factors. First off, participation was the first factor that we considered. Because the contest was heavily dependent on user participation, and the participation was much more extraneous than the "3 minutes" that users spend participate with the Celebrity Influencer experience. This brings up the other factor of cost. If the user participation is low for the User-Generated Recipe, then there will be 8 trips to Italy that will be given away to those that might not deserve the trips. Therefore, if the ROI on this solution was low, it would be much more detrimental to San Pellegrino than if the ROI of the Celebrity Influencer solution was low. Finally, the last factor of regulation is why we have chosen the first solution. Because the User-Generated Recipe Contest could produce many submitters, it would be difficult to regulate repeater recipes as well as people truly having an authentic, "Taste of Italy" recipe.

# Campaign Rationale

Target Audience: Well-traveled American young men and women ages 25-40

Timeline: September 15, 2020 until September 25, 2020

Locations: Italy, United States

Objectives: To increase San Pellegrino's top of mind awareness, to differentiate itself from competitors by emphasizing its Italian origins, and to build an emotional connection between the product and the Italian lifestyle it exudes

# Next Steps: Implementation Plan

- Who is responsible for what?
  - San Pellegrino:
    - Agreement to use branded logo on products such as the influencer's branded t-shirts and on the robots used
  - Agency:
    - Obtaining influencers, working with Blue Ocean Robotics to build the technology for our telepresence robots, creating branded materials such as logos for the robots and t-shirts for our influencers, working with our development team to create the wireless software is usable
- When will different parts of the recommendation be implemented?
  - May 1, 2020: project agreed upon by San Pellegrino and agency
  - June 1- July 31, 2020: Influencers are obtained for use
  - July 1, 2020: The telepresence robots are finalized in their usage, and testing starts
  - August 1, 2020: agreement on branded materials and influencers selected between San Pellegrino and agency
  - August 31, 2020: Testing for project ends
  - September 15, 2020: Project begins
  - September 25, 2020: Project ends
- What will be the cost of these actions?
  - Influencers: \$2,000 per 100,000 followers they have
  - Robots: \$2,000 each (approximately)
  - Branded materials:
    - T-shirts: \$20 each
    - Stickers for robots: \$30 each
- What will be the impact of this recommendation on the organization?
  - Increased engagement of new, unique consumers
  - Increase of brand recognition due to the association of the brand to something positive
  - Allows more targeted, niche audiences to be reached

# Contingency Plan and Next Steps

- What problems do you anticipate/solutions?
  - Possible influencer sickness/dropout
    - Plan to have a back-up influencer to utilize
  - Robot malfunctioning
    - Shut down the robot, until it gets fixed
- Next Steps/How will we drive business in the future?:
  - Positive Reaction:
    - Continue campaign work that involves the transportation of target audience's everyday, American life into an Italian getaway
  - Negative Reaction:
    - Rework idea of target market
    - re-look at the competitive advantage San Pellegrino has over competitors

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