

Zero Calories.
Zero Sweeteners.
Gently Caffeinated.*

*30 mg of caffeine



S.Pellegrino Essenza Coffee Flavors Launch in Russia



KEY OBJECTIVES

MARKETING OBJECTIVE:

01. Build awareness on the launch of new S.Pellegrino products
02. Boost first purchase among current and new S.Pellegrino consumers

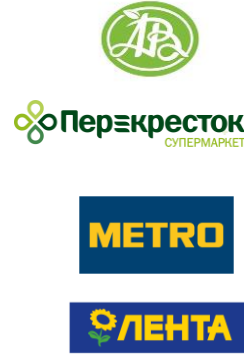
COMMUNICATION OBJECTIVE:

Deliver products' quality and natural ingredients, including natural caffeine, which will give you additional energy and be perfect for your break via understandable and product-based TOV

Key message hierarchy: «Попробуйте новинку от San Pellegrino. Тонизирующий напиток на основе минеральной воды с добавлением натурального кофеина. Насладитесь перерывом»

Retail

- Trade-Activations in Supermarkets
 - Shelftakers
 - Stellas/Fridges
- Trade-Activations in Hypermarkets
 - Standard displays
 - Shelf-stoppers
 - Tastings *(if covid restrictions are lessened)*



E-com

- Activations in Ozon and Yandex-Market
 - Prioritizations & Collections
 - Category banners
- Activations in express e-com
 - Prioritization & sub-categories
 - Announcing stories



Out-of-Home

- Coffee-shops
 - Cashier layout
 - Shelf-POSM
- Premium gas stations
 - Prioritized layout
 - Shelf-POSM



Digital

- Media-campaign
 - Facebook&Instagram
 - Tik-tok
 - Youtube
 - Yandex & Google banners
- Influencers and media advocacy
 - Macro-bloggers (1 MLN +)
 - Micro-influencers



Activation plan in Retail chains

ACTIVITY OVERVIEW

ACTIVITY OBJECTIVE

Build awareness of a new product and boost first purchase via extra visibility and secondary placement, driving impulsive off-takes among consumers

DESCRIPTION

Supermarkets:

- Sheltakers in 500 top-outlets, along with listing, full-year. Budget – 15 MLN.R
- Branded stellas/fridges in top 150 outlets, installed along with listing and running for 4 months. (depends on distribution temps). Budget – 5 MLN.R

Hypermarkets

- Standard Displays and shelf-stoppers in 350 outlets, installed along with listing and running for 4 months (depends on distribution temps) Budget – 10 MLN.R
- Tastings in TOP 100 outlets, after first month of listing (If covid restrictions are lessened). Budget – 6 MLN.R

GEOGRAPHY

Azbuka Vkusa, Perekrestok, new Pyaterochka, Metro C&C, Lenta and Auchan.
Total – 850 outlets

TIMING&WD

Sheltakers – year-round. Tastings – 1 month after listing. Displays and Stellas – along with listing and with the start of media campaign.

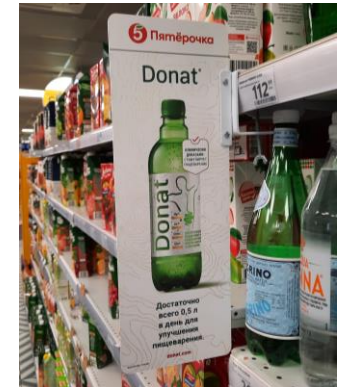
BUDGET

36 Million RUB (production included). 57% of A&P budget

References



Shelf-takers



Shelf-stoppers



Fridges



Stellas

Activation plan in E-com

ACTIVITY OVERVIEW

ACTIVITY OBJECTIVE

Build awareness of a new product in e-com and boost first purchase via branded communication and differentiation from other drinks

Ozon and Yandex Market:

Banners in category (carusels), leading to owned 'collection of San Pellegrino' with prioritization on the new product. Support 1 month after listing. Duration – 3 months. Budget – 1,5 MLN.R

DESCRIPTION

Samokat, Yandex Lavka and Ozon Express:

Prioritization in soft-drinks category, own collection 'Perfect for your break' with new product on top and stories, announcing that collection. Support 1 month after listing. Duration – 3 months. Budget – 2,5 MLN.R

PLATFORMS

Ozon, Yandex Market, Ozon Express, Samokat, Yandex Lavka

TIMING&WD

Launch 1 month after listing, duration – 3 months.

BUDGET

4 Million RUB. 6% of total A&P budget

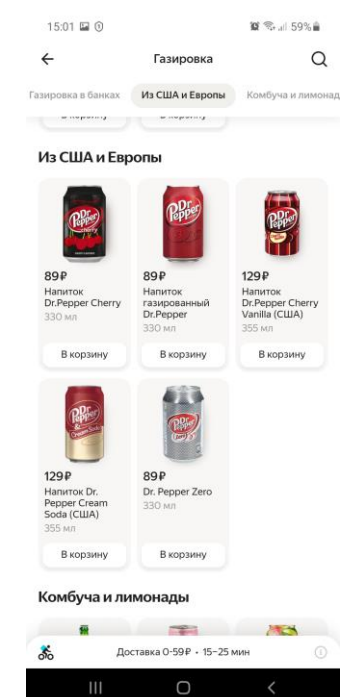
References



Brand-carousel



Collection



Sub-category

Activation plan in Out-of-Home

ACTIVITY OVERVIEW

ACTIVITY OBJECTIVE

Build awareness of a new product in out-of-home occasions and boost first purchase via brand visibility in convenient format, driving impulsive off-takes and recruiting new consumers

DESCRIPTION

Additional cashier layout and shelf POSM in key coffee-chains (300 outlets) and gas stations (200 stations). Along with OOH listing, at least 1 month after retail roll-out. Duration for layout – year-round, POSM – 3 moths. Budget – 6 MLN.RUR

GEOGRAPHY

Shokoladnitsa, Costa Coffee, GazpromNeft Gas Stations,

TIMING&WD

Along with OOH listing, at least 1 month after roll-out. Duration for layout – year-round, POSM – 3 months

BUDGET

6 Million RUB. 10% of total A&P budget

References



Influencers and media advocacy

ACTIVITY OVERVIEW

ACTIVITY OBJECTIVE

Build awareness of the new product launch by San Pellegrino and start to build brand-desire, connecting product with 'perfect break' occasion

DESCRIPTION

Series of brand integrations with **Instagram** and **Tik-tok** bloggers:

- 5-7 macrobloggers (1 MLN+)
- 40-50 micro-influencers (100 – 500 k)
- Video-format preferred
- Occasions: lunch break, picnic, end of the day, short trips
- Creative send-out with branded 'perfect break kit' for suitable influencers
- Themes – lifestyle, art, food, travel, fitness, health
- Projected reach – 7 MLN views.

PLATFORMS

Instagram and Tik-tok

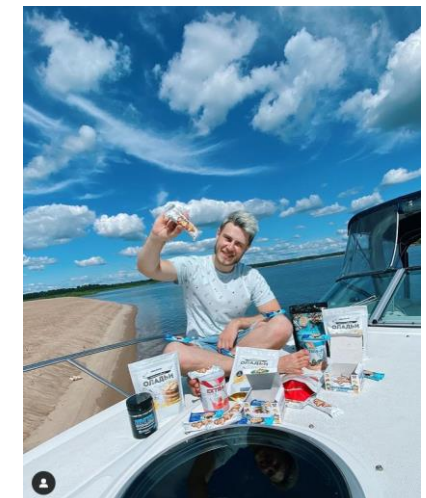
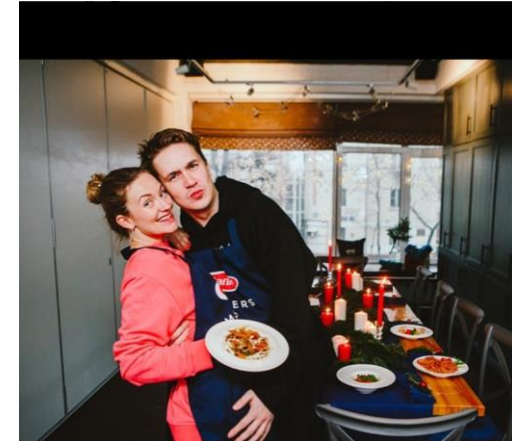
TIMING&WD

2 months after launch or when WD is at 75% of target, duration – 8 weeks

BUDGET

7 Million RUB. 11% of total A&P budget

References



Media campaign

ACTIVITY OVERVIEW

ACTIVITY OBJECTIVE

Build awareness of a new product, make TA consider and buy it in key e-com and retail clients through brand-desire driven messages.

DESCRIPTION

Audience: 22 – 55, citizens of 1 MLN+ cities, income above average, interests – food, lifestyle, travelling, health

Awareness: 2 umbrella 15-s videos for wide audience, target page – San Pellegrino.
Consideration: three 6-s videos, 1 creative per SKU, with key product benefits, target page – San Pellegrino.

Buy – retargeting, static image with promo-offer (20% discount for ex.) in top e-com client (Ozon/Samokat/Azbuka)

Total reach: 20 MLN

PLATFORMS

Facebook&Instagram, Tik-tok, Youtube, Yandex and Google

TIMING&WD

After 75% WD (APRX 2 months) Duration – 8 weeks

BUDGET

10 Million RUB. 16% of total A&P budget

References



Total budget: 63 MLN.RUR + Creative Works.
Digital budget: 17 MLN.RUR; Trade budget: 46 MLN.RUR

Digital



E-com



Retail & Out-of-Home



*% of total budget

After-launch: Brand campaign 'Elevate your break'

ACTIVITY OVERVIEW

ACTIVITY OBJECTIVE

Start building brand equity for the product line, explaining the idea of the 'perfect elevated break that everyone deserves'

DESCRIPTION

Landing page with a contest on opportunity to win 'perfect break kit': 24 can bundle, picnic and antistress branded materials, digital prizes (Storytell, meditation, Yandex afisha coupons), lunch with one of S.Pellegrino chefs or a travelling certificate. All you need to do – download a check with new S.Pellegrino essenza.

Media-support on 'buy' stage for this landing, QR-codes on retail POS, E-com banners and influencer integrations, promoting the contest.

PLATFORMS

Retail, Media, Influencers, E-com

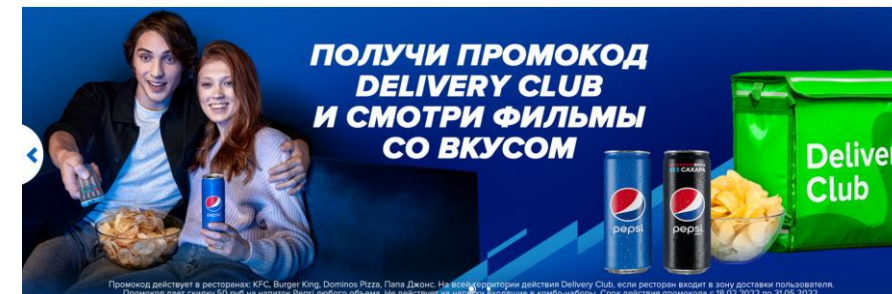
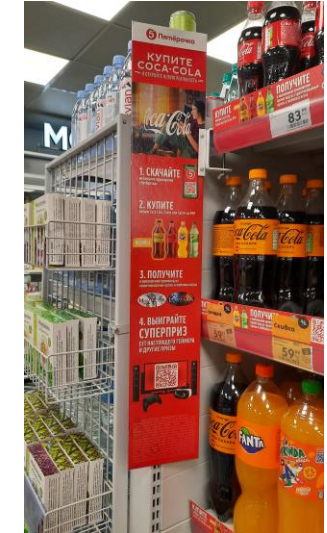
TIMING&WD

After 90% of target WD, duration – 2 months

BUDGET

20 Million RUB

References



Total	63 000 000
Digital	17 000 000
Macro-influencers	2 500 000
Micro-influencers	4 500 000
Instagram media campaign	4 000 000
Tik-tok media campaign	1 000 000
Youtube media campaign	4 000 000
Paid Search	1 000 000
E-com	4 000 000
Ozon&Yandex Market	1 500 000
Samokat and Yandex-Lavka	2 500 000
Out-of-Home	6 000 000
Retail	36 000 000
Shelf-takers	15 000 000
Stellas	5 000 000
Standard displays	10 000 000
Tastings	6 000000

**Total budget:
63 MLN.RUR**

**Digital budget: 17 MLN.RUR
E-com budget: 4 MLN.RUR
OOH budget: 6 MLN.RUR
Retail budget: 36 MLN.RUR**

**Creative works:
5 MLN.RUR**

+ Logistic and warehouse costs