



Campaign Book

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Campaign Proposal

Client: Martini & Rossi



Business Challenge:

Martini & Rossi aims to connect with a younger demographic of 21-40-year-olds who prioritize quality time spent with friends and loved ones and position their brand as a catalyst for creating meaningful connections.

Target Audience:

The target audience for promoting Martini & Rossi is 21-40-year-olds. This demographic is more likely to meet up with their friends for a drink, providing an opportunity to escape, laugh, share, and open up to people they are closest to. We are targeting a generation more connected than ever but equally more prone to loneliness than before.

Strategy:

Advice

Campaign Proposal

Big Idea:

"Cheers to Connection: Elevate Your Friend Gatherings with Martini & Rossi"

The concept is to position Martini & Rossi as a brand that helps people connect with friends and loved ones and prioritize quality time spent together. The campaign would focus on promoting the brand's products as a key element of social gatherings and creating memorable experiences with those closest to us.

Why and How Our Big Idea Works:

Our "Cheers to Connection" campaign positions Martini & Rossi as a brand that helps people connect and prioritize quality time spent with friends and loved ones. By showcasing the versatility of the brand's products and providing inspiration for creative cocktails, we can drive loyalty and sales among our target audience.

The logo features a large red circle in the background. Overlaid on the bottom half of the circle is a black horizontal rectangle. Inside this rectangle, the words "MARTINI & ROSSI" are written in a bold, white, sans-serif font. A small registered trademark symbol (®) is located at the bottom right of the black rectangle.

MARTINI & ROSSI®

Billboard Ad



Print Ad



Social Media Ad



 **Martini&Rossi**
Turin, Italy



12,347 likes

Martini&Rossi Join us in celebrating with Martini & Rossi!
#Let'sMakeTime

View all 29 comments

janedoe I liked the post John. Thanks for sharing.

johnniedoe 🍷🍷🍷

2 MINUTES AGO

Video Ad

