

THE BRAND

Brand: Birra Moretti
Opco: Ireland
Marketing Director: Fiona Curtin

Brand In A Bottle:

BIAB



Brand Idea: ENJOY LIFE'S SIMPLE PLEASURES: In this hectic, complicated world, life runs away with us and we forget to make time for what really matters. Welcome to Birra Moretti's Italy, where we know the best things in life aren't over-engineered or elaborate. The best things in life are simple: good food, good company, and a Birra Moretti.

Market Context: Birra Moretti leads the premium lager category in Ireland in both volume and value, having shaped the segment over the past decade. In the past year new entrants have led to, intensifying competition and choice. To maintain momentum and stand out, Moretti needed to elevate out of the crowd, driving true "Difference" in the market.

THE CAMPAIGN

Campaign name: Sale Di Mare Launch – Role of Influencers
Launch date: March 2025
Formats: OOH, DIGITAL, AUDIO, CONTENT CREATORS (PARTNERSHIPS & INFLUENCERS).

Job To Be Done:
Get 136,000 24–35-year-old (Gen Y) beer drinkers to choose Birra Moretti over other premium beer options by driving meaningful (From 119 to 122) & difference (From 112 to 115) overcoming their belief that premium beers are interchangeable

Communications objective:
1. Drive high-impact awareness and encourage trial of Sale DiMare
2. Position Sale DiMare as a distinctive, innovative extension that elevates Birra Moretti above competitors. helping boost equity scores & command a premium price for L'Autentica.

Insight:
I want to try something new and exciting every once in a while, but I'm not willing to take a big risk that might diminish my night. I wish there was a brand I trust to help me discover something new.

Campaign strategy: We launched with a challenger mindset aiming to disrupt and reinforce Birra Moretti's leadership. Acting like a small, agile brand, we leaned into influencers to cut through, anchoring the brand in the "sharing a meal" occasion and elevating its lifestyle appeal. Through influencer-driven and playful content around the name, we made the launch unmissable for our target audience.
Campaign Idea: "Make Waves at the Table". Sale DiMare adds a bold twist to premium lager, brought to life by influencers turning everyday meals into Italian masterpieces and shareable moments. Playful content and authentic dining occasions cooked for friends and family hero the crisp, full flavour that sets Sale DiMare apart.

MWBs:
MWB3; MWB 4; MWB 6 & 7

Demand Space: Sharing a Meal

Creative Commitment: Put an 'x' in the appropriate boxes for the campaign

1A (for strategic brands) Total reach among target consumers	1B (for game-changer brands) Total reach among target consumers	2 (for all brands) Overall campaign duration	3 (for all brands) Total number of channels
<div><div></div><div></div><div>X</div></div> <div><30%30%-50%>50%</div>	<div><div></div><div></div><div></div></div> <div><30%30%-60%>60%</div>	<div><div>X</div><div></div><div></div></div> <div><12wks12wks - 2yrs>2yrs</div>	<div><div>X</div><div></div><div></div></div> <div><55-10>10</div>

Campaign assets: OOH, Digital Audio, Programmatic Digital, Content Creators, Off-Trade & On-Trade activations.

TESTING & RESULTS

Kantar pre-/during-campaign testing

N/A:

	Pre Launch vs Post Launch		
	Q4 2026	Q2 2025	Increase
Power	5.8	6.7	15.5%
Meaningful	126	131	4.0%
Different	107	111	3.7%
Salient	79	84	6.3%

Post-campaign results:
Campaign KPIs: The influencer campaign has significantly exceeded KPI for the reach objective. Content Creators achieved on average 3.2x the expected reach and cumulatively have reached 1.7mil unique users, covering 60+% of the total ROI 25-65 Meta audience.
Equity: Campaign halo effect aiding a 3.7% increase in Different scores (a score that is hard to move on our market) also driving Meaningful, salience.
Commercial: 27% above target sales.