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Froneri

L'avventura di un lancio: qualità, storytelling e media mix. Entrare in un mercato affollato con un posizionamento distintivo.

The launch of a **new brand**



The launch of a **new brand**



Market ruled by
well-known
and historical
competitors

Seasonal
market

Massive marketing
and **advertising**
investments

Market with
strong **demand**
for innovation

The launch of a **new brand**



Gaining a foothold in this market through a

Distinctive creative approach

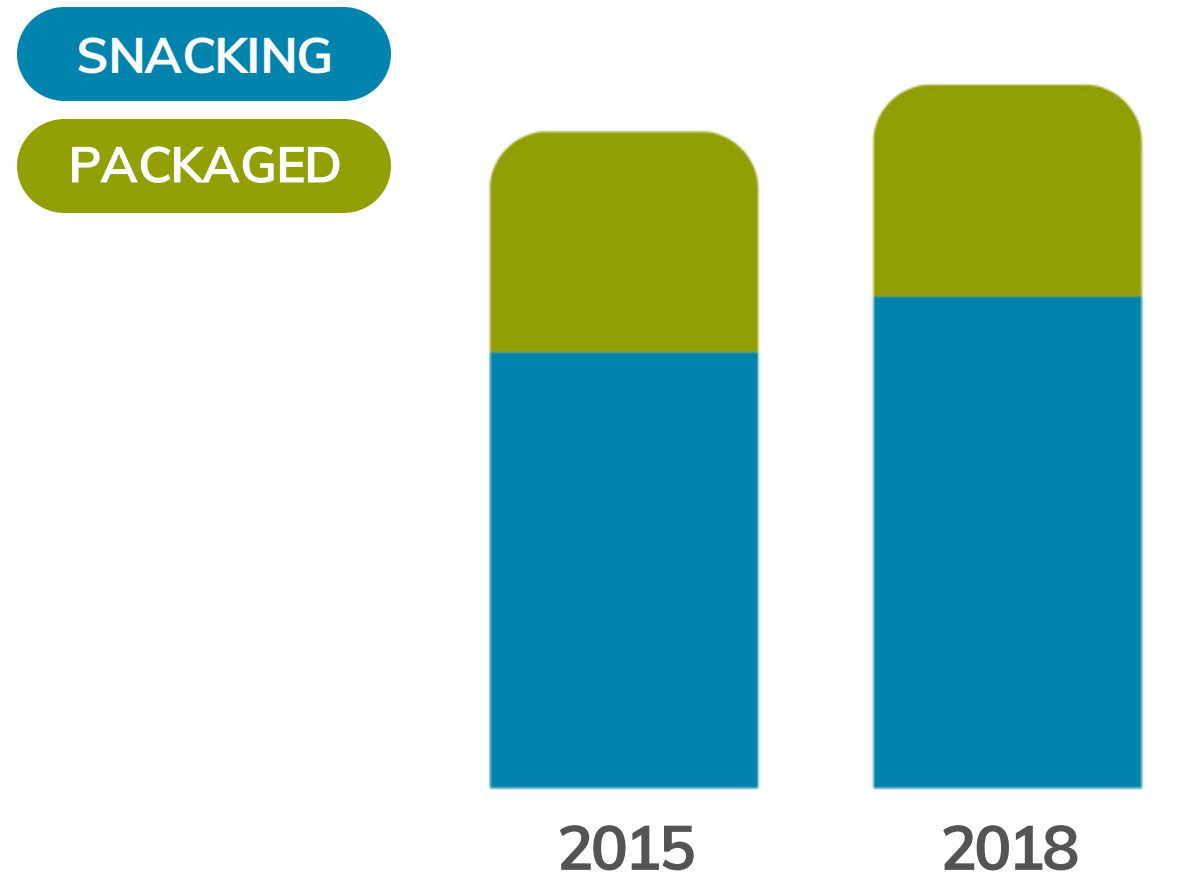
Efficient media strategy

The launch of a **new brand**



To build **awareness** and
distinctive brand **positioning**

Ice-cream market evolution



+4.1% CAGR Snacking

-1.4% CAGR Packaged

TRENDS

Culinary Hedonism
63%

crave bold,
unexpected
flavors

Experimentation

71%

of Italian
households tried
new products

NEED

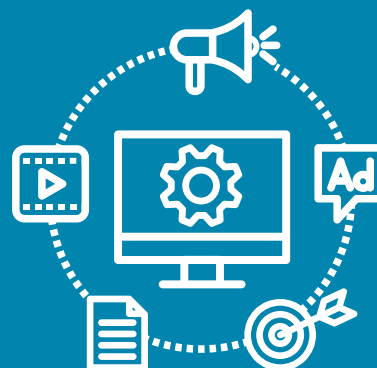
DELICIOUS AND UNIQUE REWARD



WHAT WE DID TO SUPPORT THE LAUNCH AND GROWTH



A **communication strategy** aimed at building a distinctive positioning



Diverse investments and media strategies across different countries



Targeted **trade marketing** activities

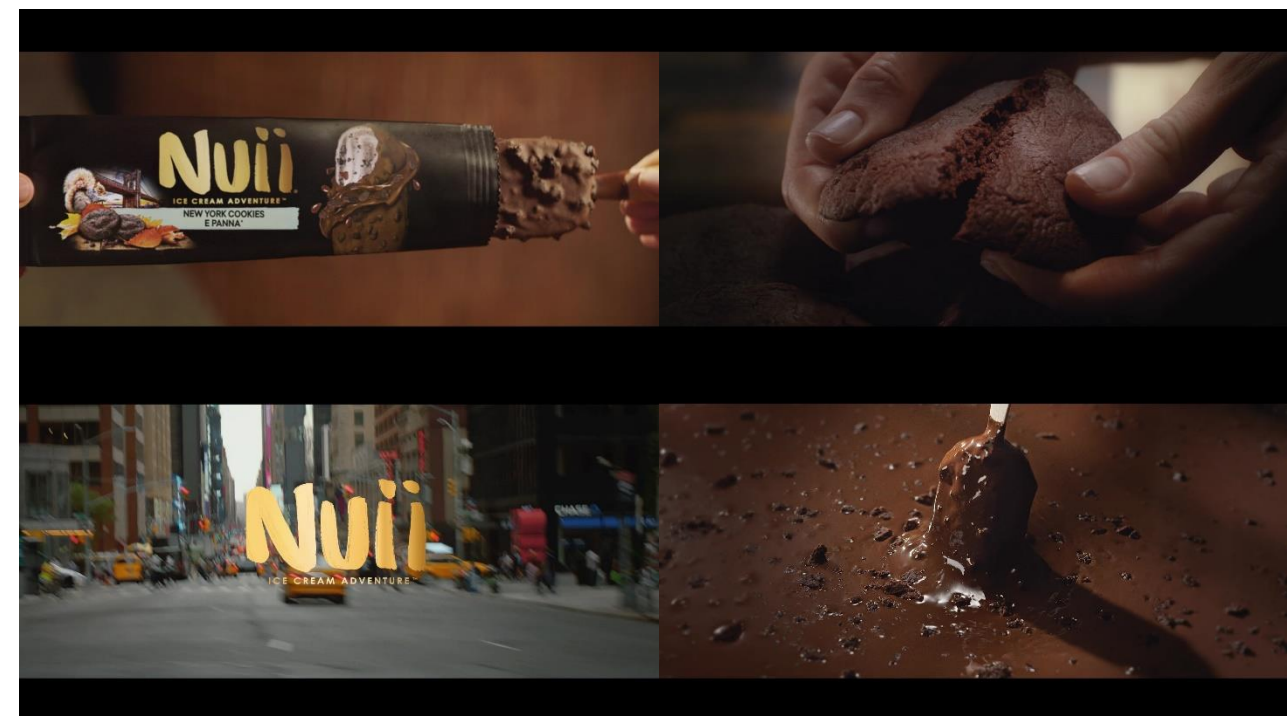
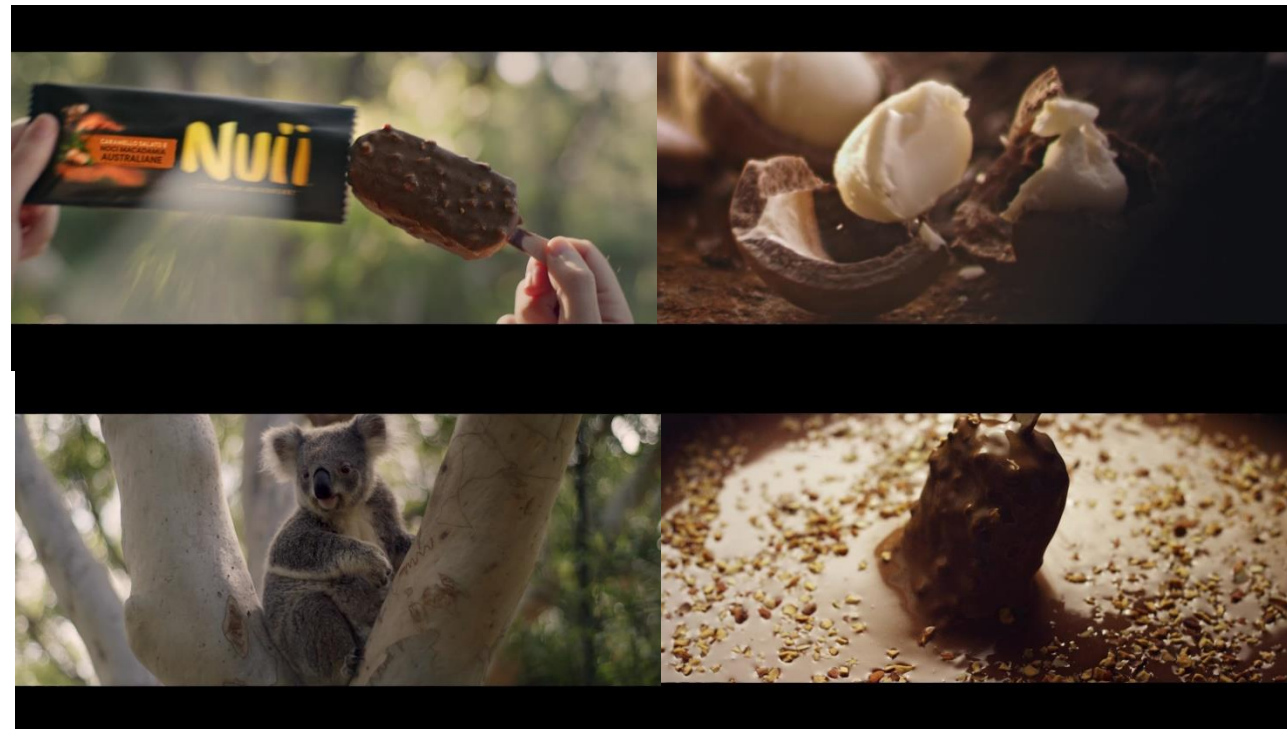
STRONG MEDIA INVESTMENTS



+126%
vs 2019



SINCE THE BEGINNING NUII FOLLOWED ITS OWN COMMUNICATION RECIPE...





AND THE COPY STRATEGY CONVEYED THE RIGHT MESSAGES AND WAS FIT TO TELL NUI'S STORY

FRONERI



Tastiness



Selected ingredients



Genuineness



Adventure



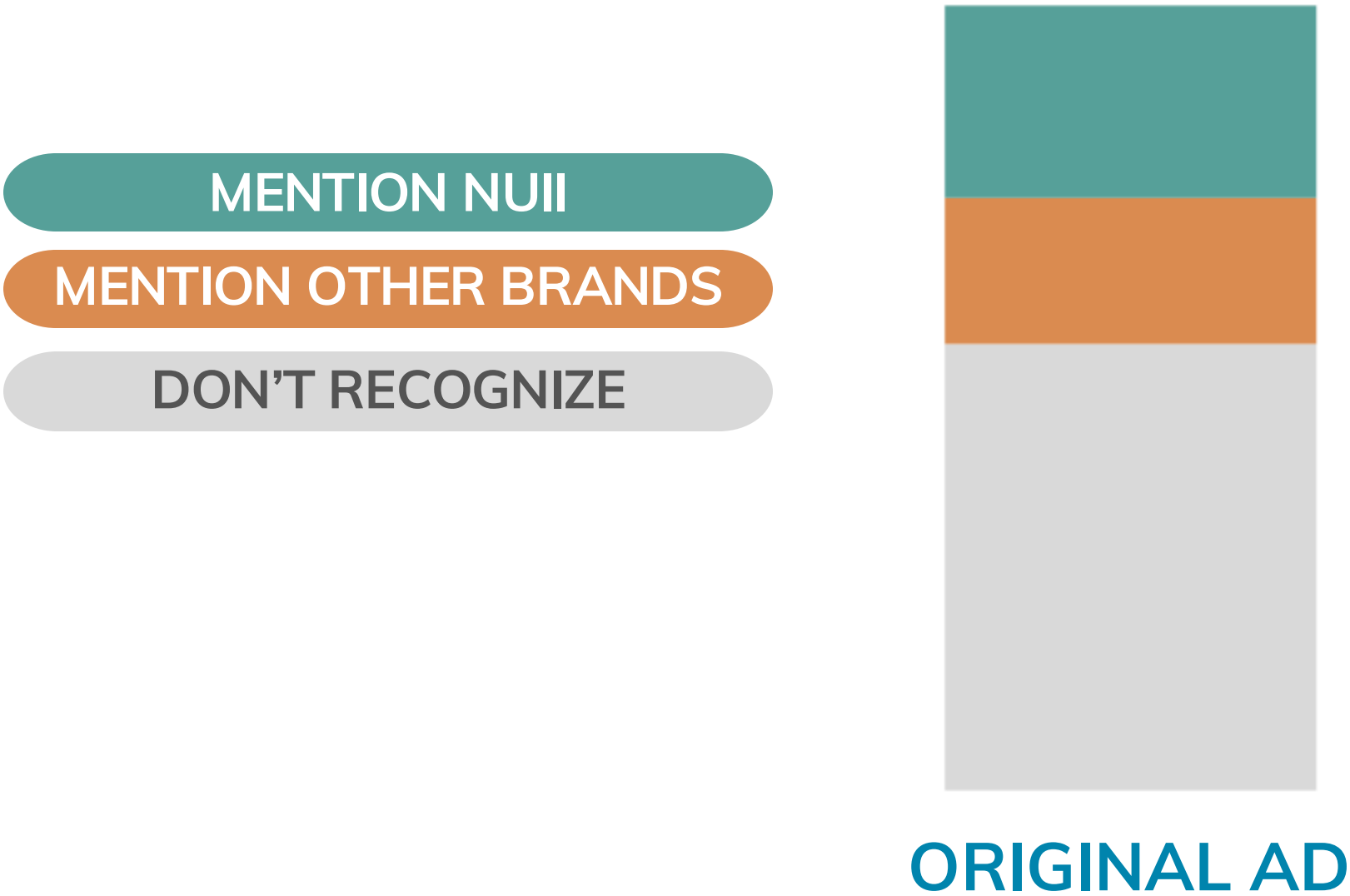
TOP 4
MESSAGES



MEMORABILITY WAS GOOD FOR A NEW BRAND, BUT WE
WANTED MORE...



UNBRANDED RECOGNITION
2023 NUII TVC





AND THAT'S WHY WE CHOSE...

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Hawaii Identification Card







JASON MOMOA
HONOLULU, HAWAII, USA
AUG 1 1979
ACTOR & MODEL



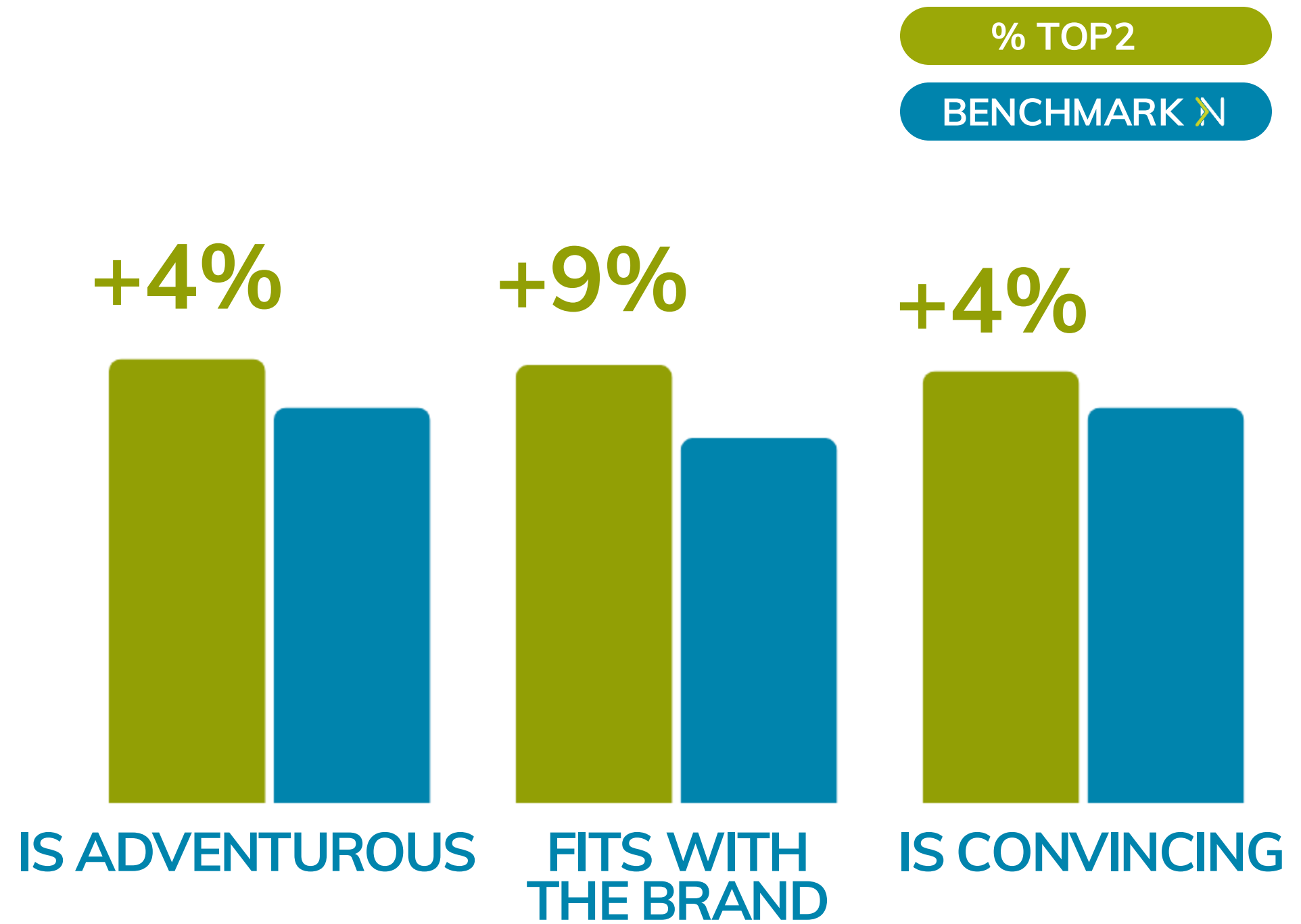
ADVENTUROUS
EXOTIC
FAMOUS

ALSO KNOWN AS:
KHAL DROGO (GAME OF THRONES)
AQUAMAN (DC UNIVERSE)



MOMOA PROMISED TO ALIGN WITH NUI'S VALUES

FRONERI



A man with long, wavy brown hair and a full beard is walking towards the camera in a sunlit field. He is wearing a white short-sleeved polo shirt and light-colored trousers. The background features a large, dark, rocky mountain under a blue sky with scattered white clouds. To the left, there are some trees and bushes. The overall scene is bright and natural.

Nviii

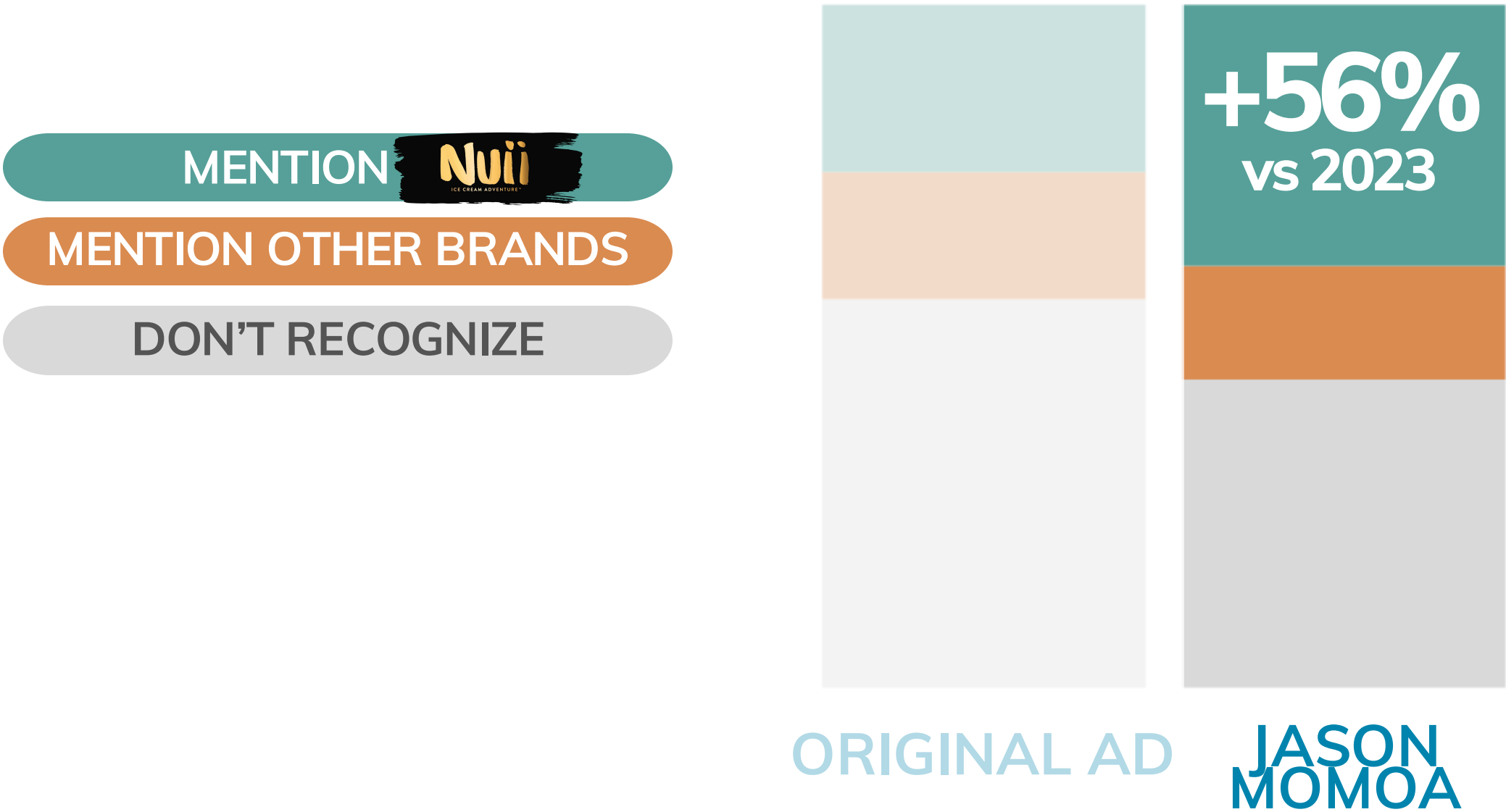
ICE CREAM ADVENTURE™



MOMOA AIDED OUTSTANDING BRAND VISIBILITY



UNBRANDED RECOGNITION TVC 2024 WITH JASON MOMOA





HE STRENGTHENS RECALL, CONVEYS ADVENTURE AND PROVES TO BE A PERFECT MATCH FOR NUII



JASON MOMOA RECOGNITION



- RECOGNIZE
- DOESN'T RECOGNIZE

45% BK



Tastiness



Novelty



Adventure



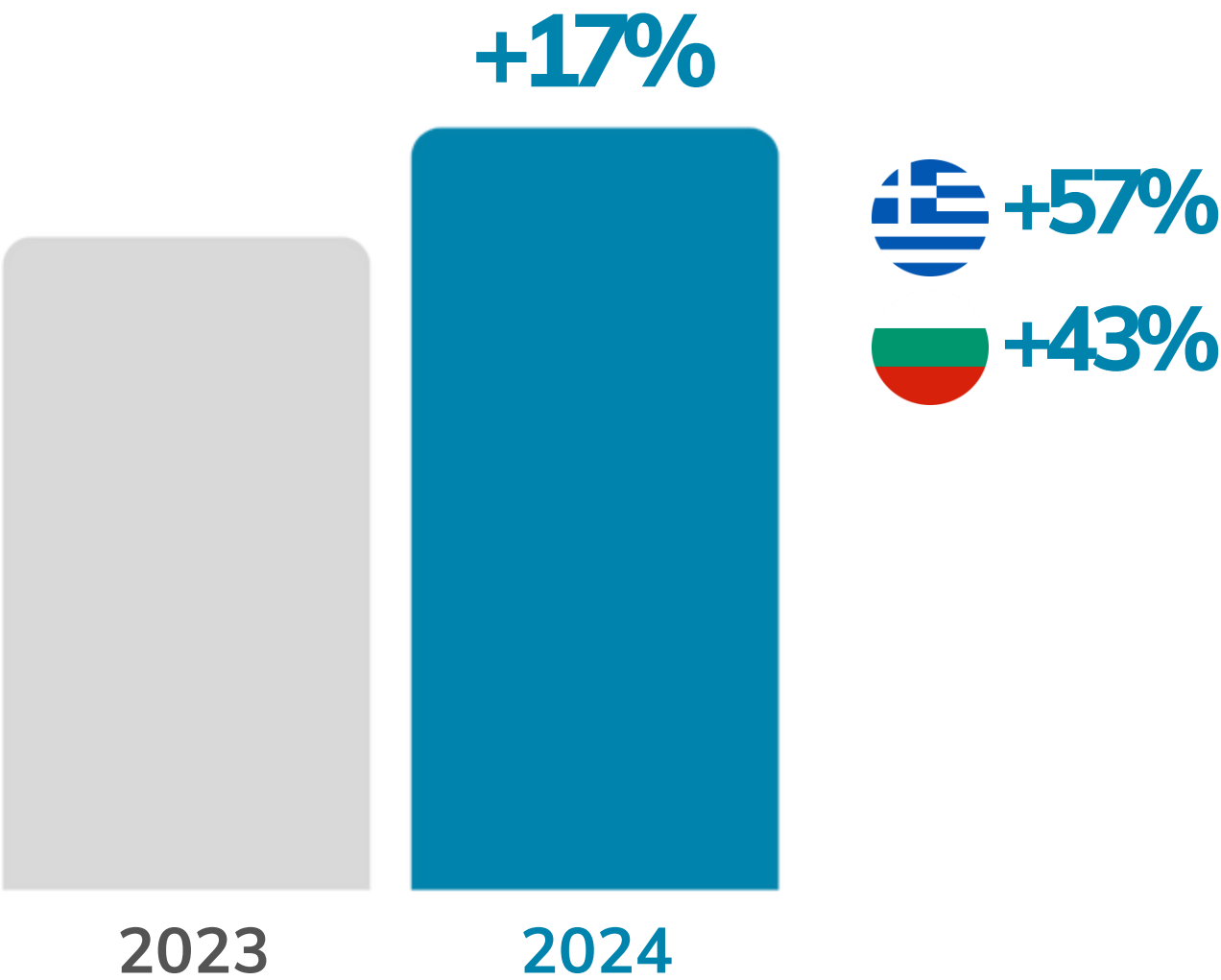
TOP 3
MESSAGES



JASON MOMOA STRENGTHENS ADV RECALL AND BRAND POSITIONING THANKS TO ITS IMAGE PERFECTLY FITTING TO THE BRAND



Related Recall **49%**



RELATED RECALL
PRE VS POST MOMOA



THE FRAMEWORK WAS COMPLEX: DIFFERENT MEDIA MIX FOR DIFFERENT COUNTRIES

FRONERI

9
COUNTRIES



LINEAR TV



DIGITAL



SOCIAL



INFLUENCERS



OOH



DIFFERENT MEDIA IMPACT ON DIFFERENT LEVELS OF THE BRAND FUNNEL



Total Brand Awareness

Trial

Repurchase

EXPOSED

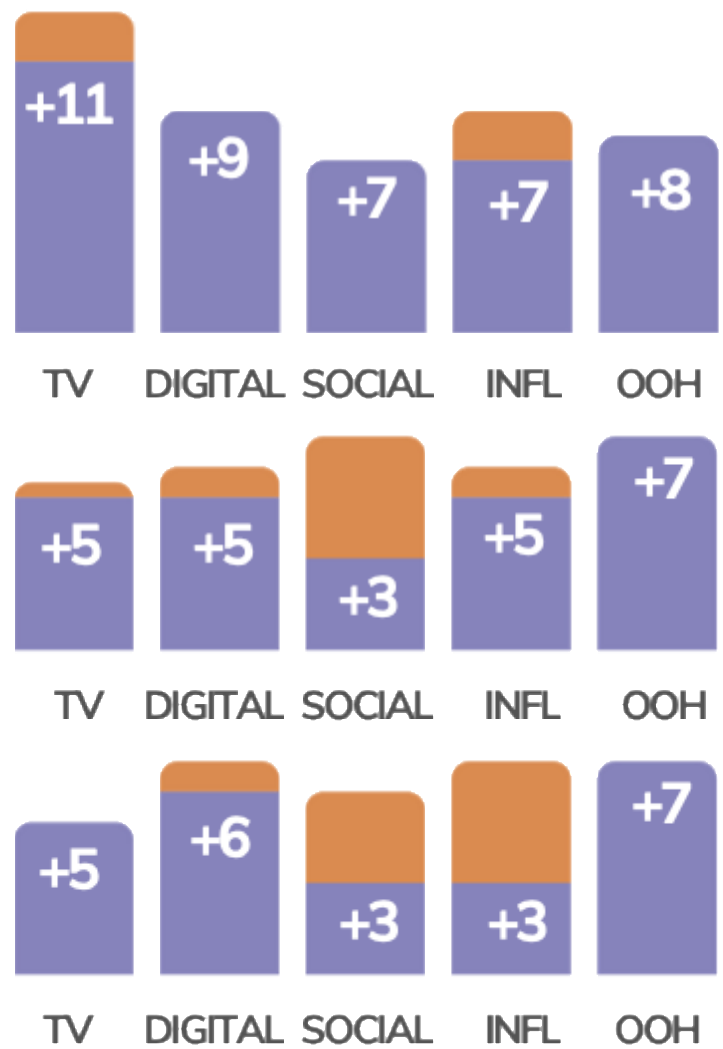
+9pp

+4pp

+5pp

SYNERGISTIC EXPOSED

EXCLUSIVE EXPOSED





RADIO AND INFLUENCERS INTEGRATE THE MEDIA MIX IN ITALY



RADIO

+17pp Total Brand Awareness
+13pp Consideration

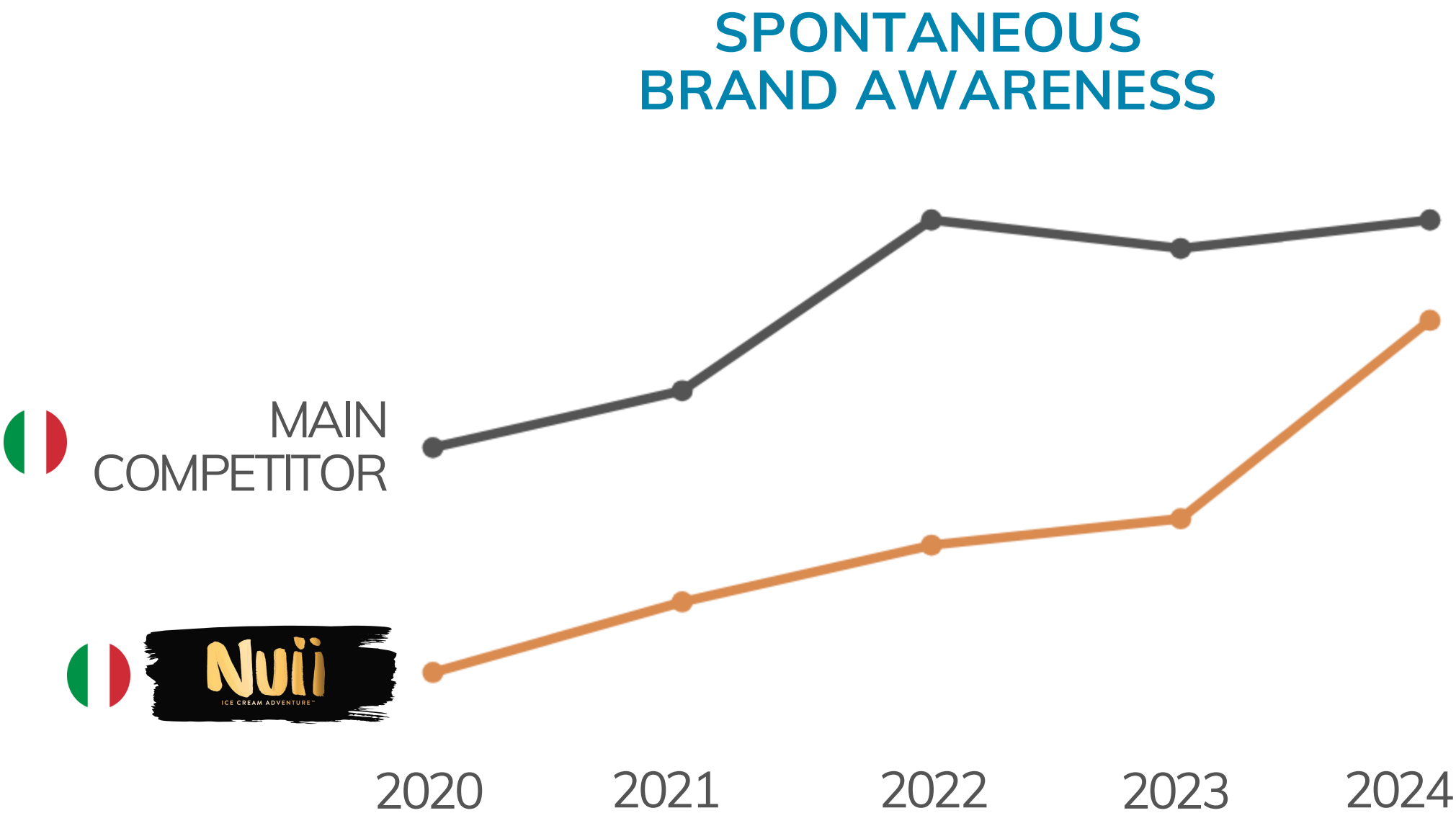


INFLUENCERS

+12pp Total Brand Awareness
+13pp Consideration
+4pp Trial

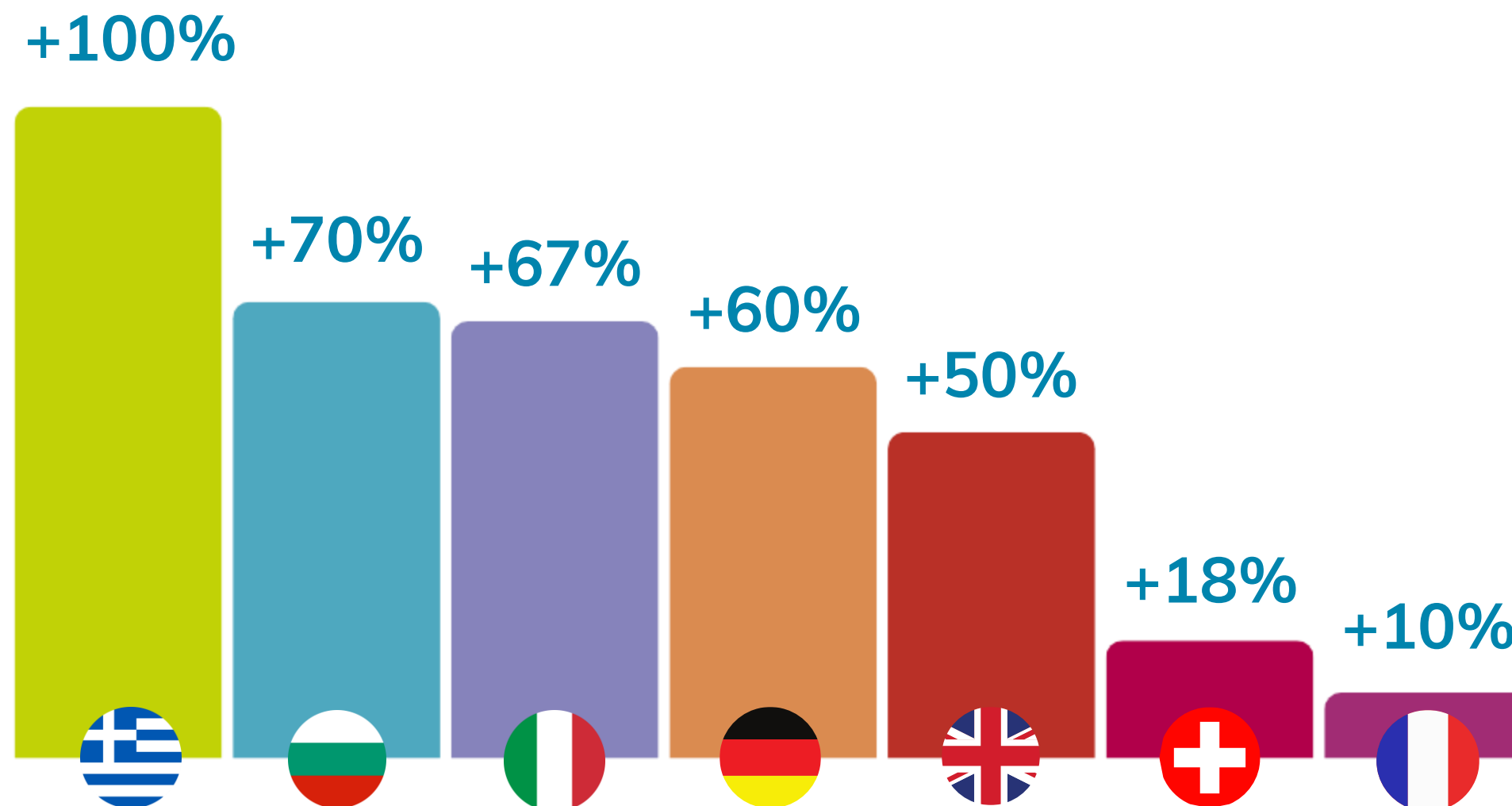


NUII CLOSES THE GAP WITH ITS MAIN COMPETITOR IN ITALY



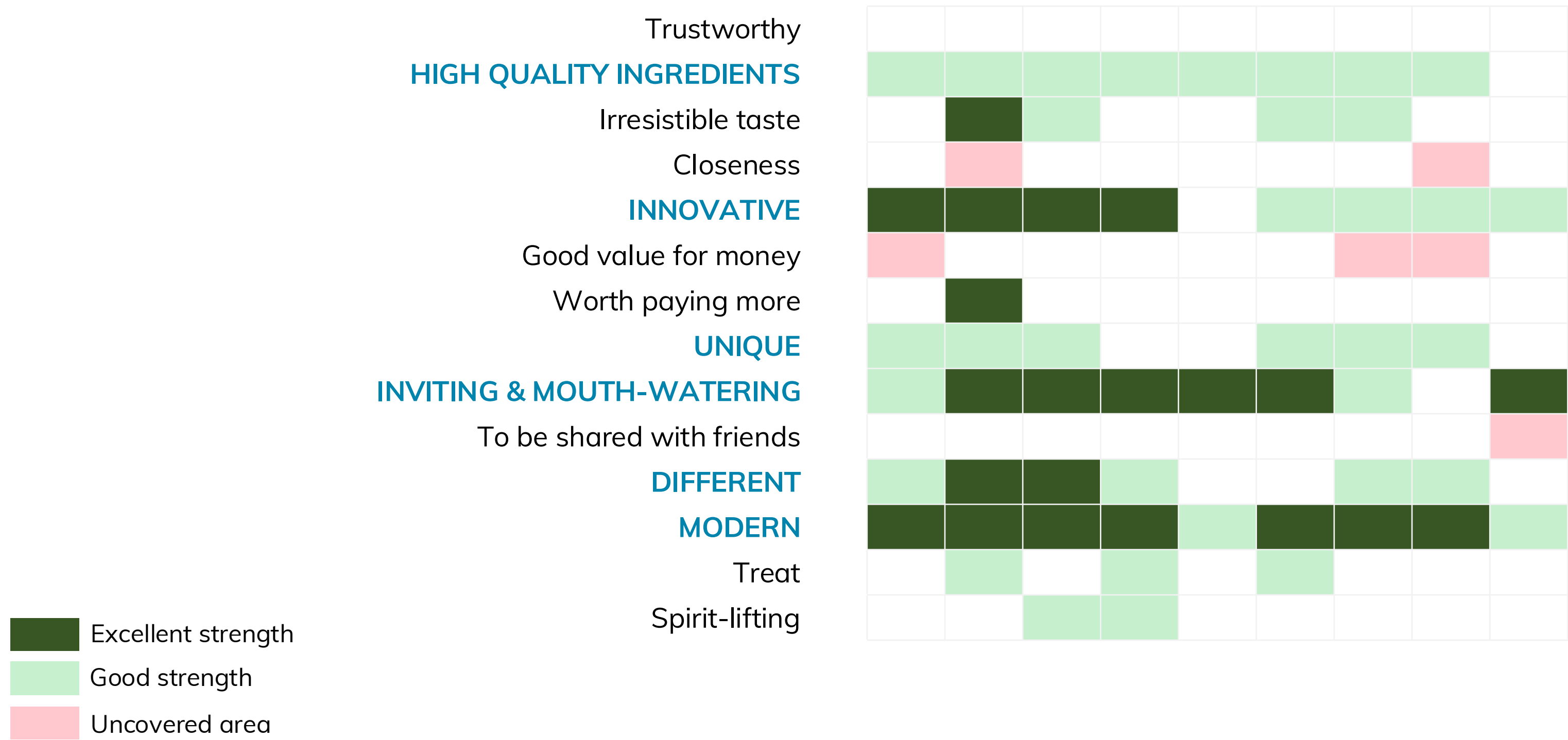
N ... BUT ALSO GROWS IN EVERY COUNTRY

INCREASE IN SPONTANEOUS BRAND AWARENESS 2024 VS 2023

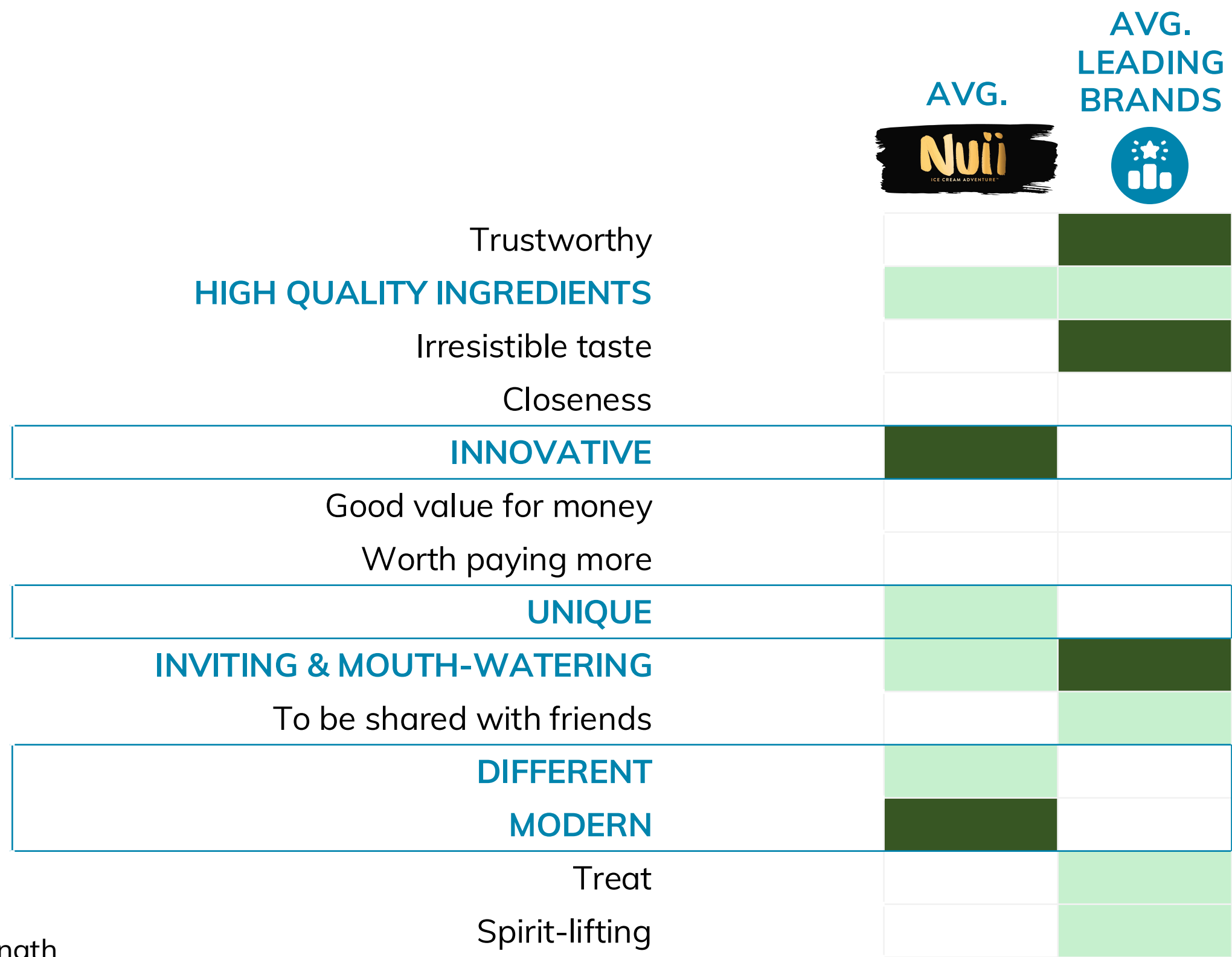




NUII IS BUILDING A STRONG AND DISTINCTIVE POSITIONING ACROSS COUNTRIES...



N ...AND COMPARED TO MAIN COMPETITORS



- Excellent strength
- Good strength
- Uncovered area



THE BRAND WINS THE HEART OF CONSUMERS SOME KEY-RESULTS ON ITALIAN MARKET

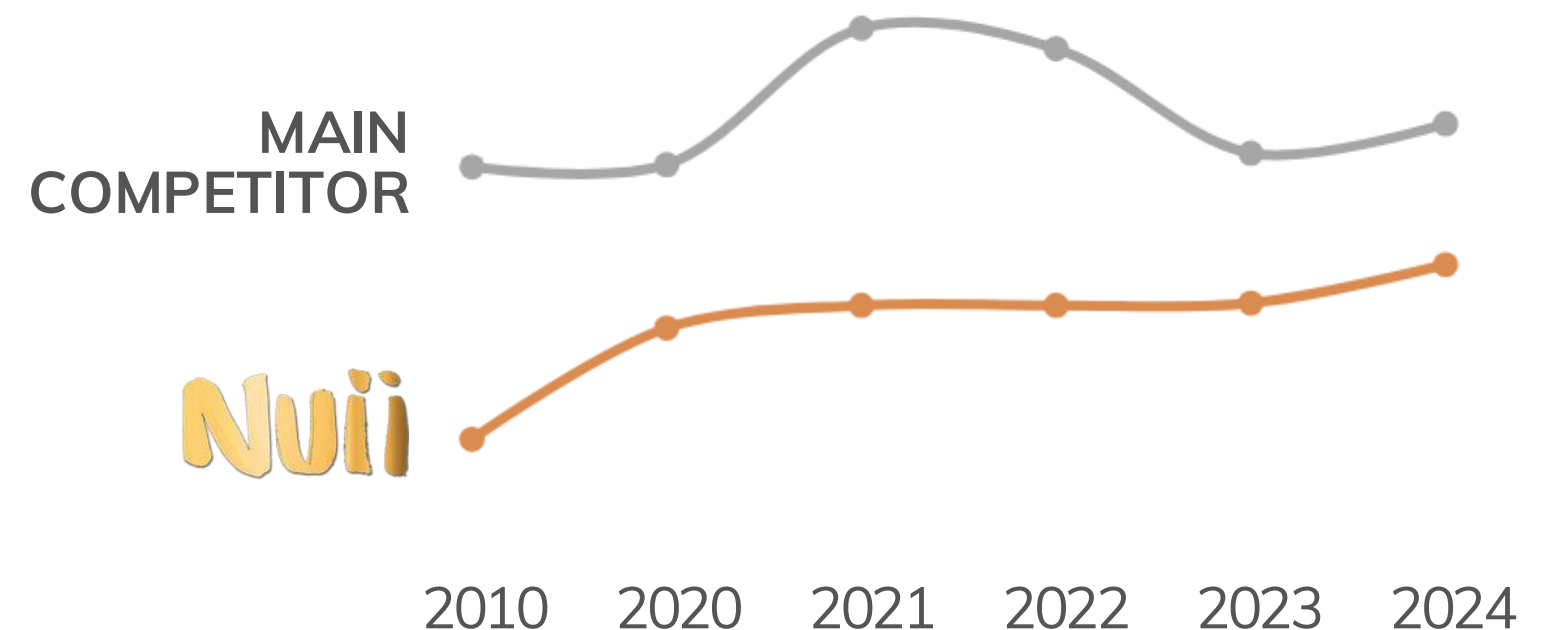


+94% in sell-out sales
in just 4 years!

+20pp brand awareness
vs 2020

3.5M of Italian families
choose NUll

STICK ICE CREAM MARKET PENETRATION



Tested and launched
2 new flavors
in 4 countries in 2024



GRAZIE!