

Case study: Fernet Branca

November 2016



Communication Strategy

- ▶ The Slogan: „**Life is bitter!**“ has been successfull core communication in Scandinavia since 2007 and the existing slogans are very suited to the German sense of humor.
- ▶ The Goal: new positioning of Fernet Branca in Germany and Austria in November 2016



The right degree of humor

- ▶ Every country has its own sense of humor
- ▶ We have to adapt this campaign to german/ austrian specifics and we have to bear in mind some regional differences, too.
- ▶ Nevertheless, there is also a general sense of humor. Especially in urban target groups (large cities).
- ▶ Recommendation: Balance between selective and individual highlight placements and activities to generate reach, visibility and saturation.



Deine Freundin
steht auf Dein
Auto – so sehr,
dass Du jetzt
Bahn fahren
musst.

Life is bitter



MASSVOLL GENIEßEN
WWW.FERNET-BRANCA.DE

Karlsplatz beim Resselpark (Badner-Bahn)



Parkring Weiskirchnerstraße

Museumsquartier

Mariahilfer Straße

Du wolltest ein kurzes
Nickerchen halten –
und wachst an
der Endhaltestelle
wieder auf.

Life is bitter



Sie kotzt
es an.
Wenn du neben ihr
dein Bier trinkst.

Fahr
fair!

U2 Mariahilfer Straße Museumsquartier Gleis 2



Gerüststelle: Rotenturmstraße



**Deine Freundin hat
endlich Kohle.
Dank ihres Liebhabers.**

Life is bitter



Danke!