



**Connettersi con i Millennials:  
il caso «Aperol Spritz»**

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# CONNECT WITH MILLENNIALS: APEROL SPRITZ CASE



## AGENDA



# E XPERIENCE





# OPENESS



MYTH

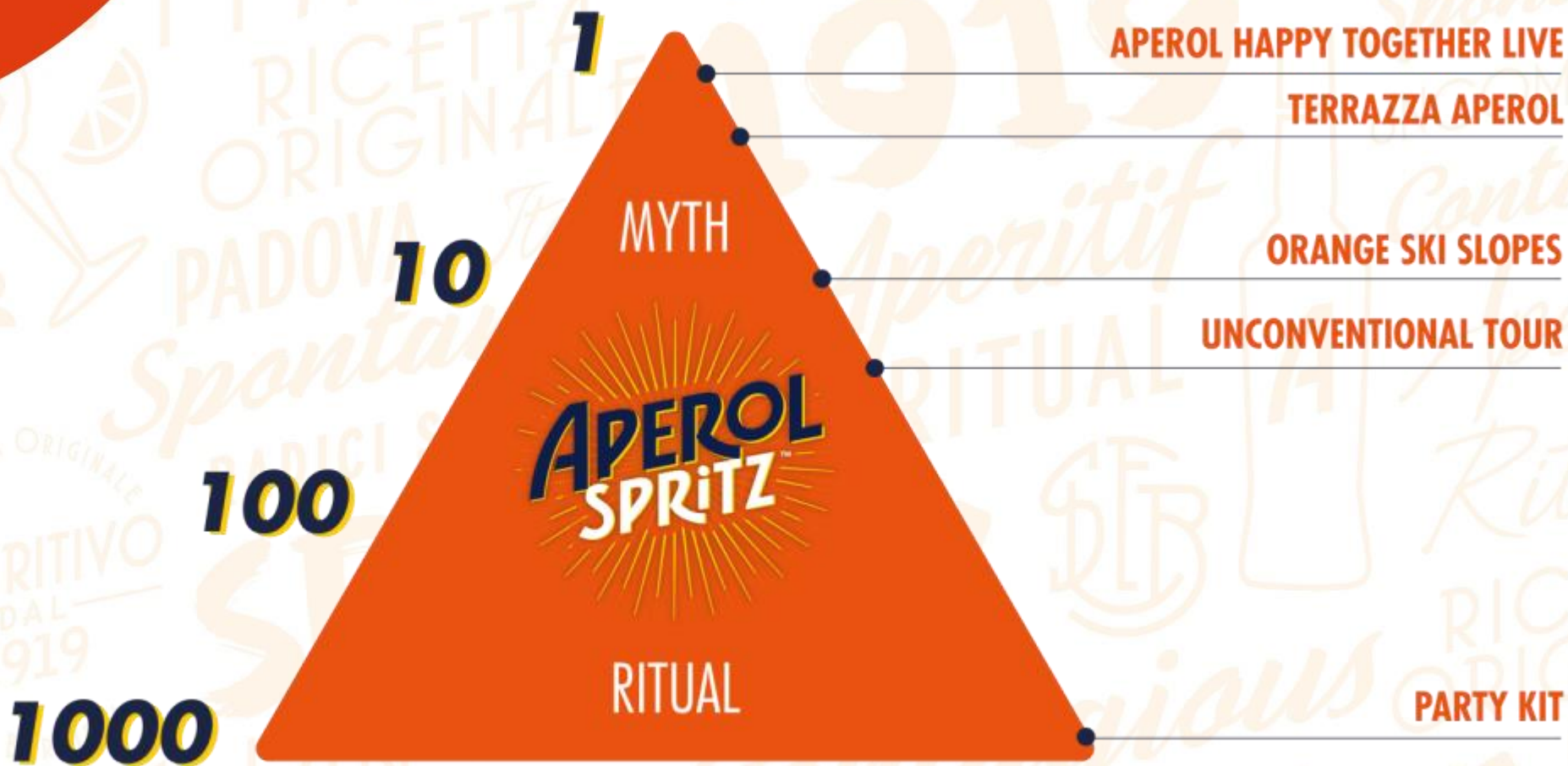


RITUAL





# ACTION





**CTION**

MYTH

**APEROL  
SPRITZ**

RITUAL

**MORE THAN 1750 EVENTS**



# QUALITY

**PENETRATION**



**NORTH**



**FREQUENCY**



**SOUTH**



# CONNECT WITH MILLENNIALS



## FINAL SCORE

+ 5% ( cagr 3 years)

**APEROL WAY**

**ACTION**

Relevance

**RITUAL**

LONG-LASTING CONNECTION

EMOTIONAL

**EVENT SCHEDULE EXPERIENCE**

EFFECTIVE

**ITALIAN RITUAL**

**RIGHT PLACE OPENESS QUALITY**

MILLENNIALS

ACTIVITIES

**coverage**

MYTH  
STRENGTH