

CASE STUDY: CYNAR APERITIVO

Revitalizing Brand Presence in A Key Market in Limited Timeframe

THE CHALLENGE:

In 2010, while other Italian amaros began to gain favor with the trade and media, Cynar, an obscure brand made from artichokes, remained in the shadows. B&B was tasked to create a two-month program that would immediately increase brand awareness amongst the New York market mixology community as well as gain trade media coverage.

THE SOLUTION:

To target the desired audience, B&B partnered with the well-established and active local chapter of the U.S. Bartenders Guild to create the Cynar Cocktail Competition that would culminate in a branded event. To create added entertainment and draw, as well as underscore the brand's identity, the agency combined a bocce tournament into the event and created an array of artichoke-themed design elements. At the event, guests were able to celebrate the flavor of Cynar through the classic brand cocktails, including the simplest Cynar Spritz as well as the Cynar variation on the Negroni, the Berloni. In addition, competition finalists were asked to present their drink to an audience of their peers, who then voted for the winner.

THE RESULTS:

More than 30 contestants entered recipes in the competition, resulting in 5 finalists who presented their drinks to an audience of more than 80 industry and media attendees at the finale event. As a result of this initiative, the brand reports a **12% increase in sales in the New York market within six months** of the program's completion, and has rolled out similar activities in other cities across the country.

