

# #2

# PERONI

**Story highlighted:** *Feel the passion inside with Peroni Nastro Azzurro 0.0%  
& Aston Martin Aramco Cognizant Formula One™ Team*

## **Overview:**

*Sharing the same devotion to connect people around their passions, we built a communication campaign together with Peroni Nastro Azzurro 0.00% alcohol, designed to bring the experience of car racing closer to Romanian fans.*

***Influencers, journalists, fans, all united by the same passion, were invited to a multisensory challenge called „IL PITSTOP“.***

*Racing enthusiasts had the great opportunity to meet the Aston Martin Aramco Cognizant Formula 1 car in the parking lot of the Băneasa Shopping Center in Bucharest and in the VIVO mall! Shopping City from Cluj. The complete sensory experience from the "IL PITSTOP" stand activated the racing enthusiasts' 5 senses (sight, hearing, smell, taste and touch). The innovative & multi-sensory experience was highly appreciated and generated buzz in social media.*

## **Outcome:**

- > Important presence of journalists, influencers and racing enthusiasts at the event*
- > Visibility around social media platforms via relevant influencers*
- > Influencers Marketing Campaign - Total Reach: 200K - Pushing the campaign products to a specific audience to generate buzz about it, through the use of persistent Instagram stories exposure.*
- > Content created by influencers present at the event generated: 70K reach*

