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Final Marketing Presentation: Chin8Neri

For our marketing presentation we decided on the company Chin8Neri. This company needs an entire new marketing strategy. Looking at the background of this company, they haven't had huge successes in quite awhile. Chin8Neri is an Italian soda brand that is known for their very unique flavors, specifically the Chin8Neri. They have other flavors as well but this one is the most famous. The original 'chinotto' flavor was created in 1949 by Pietro Neri. He had amazing success with this drink from 1949-1965 and quickly became one of the richest men in Italy. He built multiple factories in Naples, Bologna and Capranica. Pietro then had a political fall out and was forced to give his factories away. Even though he had to give his factories away he did not give away his recipes. The factories were then bought by a new family. The new owners were not having great success because they lacked Pietro's special recipe. They eventually had to close up. Then in the 2000's Chin8Neri reopened. It was very difficult to recover the brand because of being closed for such a long period of time. Soon after reopening they came out with a new release of the Chinottissimo and they were very successful again. Because of the Neri family's success the city of Rome awarded the Neri family the title of Cavaliere del Commercio. This is the merit of having re-proposed a historic recipe that helped to revive the fate of Rome. Despite the success of the Chinottissimo release, Chin8Neri has struggled to maintain their market share in recent years. They face stiff competition from other soda brands, both domestic and international, and have not been able to keep up with changing consumer tastes and preferences.

To reinvent their marketing strategy, Chin8Neri needs to focus on several key areas. Firstly, they need to leverage their unique flavors and the brand's rich history to differentiate

themselves from competitors. This could involve highlighting the story of Pietro Neri and his recipe, as well as emphasizing the unique taste and quality of their products. Another important aspect of Chin8Neri's marketing strategy should be to target younger consumers. The brand has a somewhat old-fashioned image, and many younger consumers may not be familiar with the products. By utilizing social media and other digital platforms, Chin8Neri can engage with younger audiences and create a more modern and relevant brand image. Chin8Neri should consider expanding their product line to include other beverages and snacks that complement their existing soda offerings. This could help to broaden their appeal and attract new customers.

Chin8Neri's flavors are very unique. The most famous one being Chinotto. It is a fruit of the citrus family. It has a perfect balance of herbs and traditional sugar. There are 20 selected herbs, a few of them being rhubarb, gentian, cinchona, cinnamon, cloves, sweet and sour orange, thyme and many other herbs. All of the herbs are extracted with the classic method of typical digestive bitters, accompanied in mixing with the latest generation of technological methods. This flavor is offered in 5 different bottles such as ranging from 1.5 L all the way to just a few ounces. Limoncedro and Aranciosa are the two other flavors Chin8Neri offers. Limoncedro is a combination of orange, lemon, natural citron extract and a natural flavoring with safflower. It is a bright yellow color. There are other top quality ingredients in this bottle as well. Aranciosa is a top quality orange juice type of soda and the natural flavors are extracted directly from the elements in which it comes from. Such as fresh citrus fruits. Last but not least is the gassosa. It is quite simply carbonated water with a hint of lemon. It is a classic without synthetic sweeteners and preservatives, only containing sucrose sugar. All of these sodas are non-alcoholic, carbonated, caffeine-free and gluten-free. Which makes them the perfect drink for anyone.

The market in which we are in is classified as the soft-drinks segment which is water-based beverages with flavored additives. This includes cola drinks, lemonades, energy drinks, fruit nectars and flavored water. Because our market is so huge it can be easy to market to people but a downfall is that it is difficult to differentiate yourself from other soda producers. The soft-drinks segment brings in about 7.4 billion Euro annually. In global comparison, most revenue is created in the United States at about 326.10 billion USD. There is a projected growth in the soda market at a rate of +0.71% in the next year. Which means the soda market has a good outlook looking into the future. This creates many opportunities for us. The average cost of a soda in Italy is 2.50 Euro and Chin8Neri is on the lower end of that being 2.10 Euro for a 0.50 L soda. The average consumer of soda is around the ages of 35-55 years old and that consists of being almost 50% of the soda drinking population. Each soda drinker drinks approximately 50.12 L a year. The odds of people decreasing their soda intake is very low so we know that the consumption of soda will either stay the same or increase. If it does decrease it will not be by very much.

After analyzing our market we can then conduct a SWOT analysis. A few of our strengths include being one of the few soda brands in Italy. There isn't a ton of competition for soda brands throughout Italy. Many of the brands are smaller which doesn't create a huge competition. Although Coca-Cola exists and is incredibly popular we can differentiate ourselves by having flavors that only come from certain fruits in certain areas. Our flavors being very unique is one of our greatest strengths. Our product is also very high quality. We only take fruits from the best plants in the area. Not only do we pride ourselves on having high quality products but we also use eco-sustainable practices to produce our soda. We are aware that respect for people is the only way that allows a modern company to evolve, prosper and remain a significant

trace of its passage over time. We have placed environmental responsibility at the center of our activities despite their various roles. We work everyday to ensure the safety, health and well-being of consumers, workers and protection of the environment. Getting into our weaknesses includes a damaged reputation from when the original owner closed the shop. Although that was a long time ago and we have recovered since some people in Italy still hold grudges against that because they have deep traditional roots. Because of our damaged reputation we believe it is a perfect company to rebrand. Another weakness we have is that it is difficult to obtain the fruit for our soda. It is only produced in certain parts of Italy and if we don't have that fruit available we cannot produce our sodas. Despite our weaknesses we have many opportunities open for us. There are limited soda brands in Italy so it doesn't create a lot of competition for us, besides as we stated earlier, coca-cola. We also only have a few flavors, which sounds like a weakness but by only having a limited amount of flavors it opens the door for us to experiment with other fruits to create other unique flavors. Not only can we create other unique flavors but we can create other products as well. A product we had in mind was an alcoholic beverage such as a seltzer. They are very popular in other countries so it would be a fun idea to experiment with. Along with all opportunities comes threats. Unfortunately there are bigger soda companies that have more of an international face. We are hoping eventually to be more international, especially in the United States based on the market analysis. Bad weather is also a threat to our products because if we have bad weather and our fruit dies we can't produce our sodas. We would have to come up with an alternative way to produce our sodas if that were to ever happen.

Looking at Chin8Neri's website gives a lot of insight on what their current mission is. They are all over the place talking about many different things. That can get confusing for the consumer.

They are semi-focused on tradition. Really the only thing they take pride in is their original recipe which makes sense given that it was a very successful recipe. They also focus on high quality - Italy is known for having high quality products, many of which have labels such as DOC and DOCG. In our case soda does not have a quality label but we can still make it known to our consumer that we care about it. The unique flavors the soda offers is also a huge part of their mission to communicate to the consumers. They also touch lightly on being eco-sustainable. There is lots of potential to market if we can get more information. As you can see their mission is a little chaotic, being all over the board. Here is where we come in to clean a lot of that up. What we see is a business that can be marketed as a high quality unique Italian soda that is great for all ages. We see where the traditional aspect comes into play which is why we would keep the original recipe and name but change everything else. Modernizing would be a step in the right direction for this company.

Taking a look at Chin8Neri's original bottle, it is very practical which is why we would keep that the same. The only flavor that is offered in a can is the Chinotto flavor, we would add the can version to all flavors just because we can. We really want to focus on the glass bottle version of our soda. It is a unique shape that you don't normally get to drink out of. It differentiates ourselves from other brands as well. Being a specialty soda and having a glass bottle is special so when you drink our soda it feels as though you are drinking something special. The original logo of Chin8Neri is outdated and desperately needing an upgrade. Same with the tagline: 'If you drink Neri... you drink it again'. We aren't sure exactly what this tagline is supposed to be hinting at which is why we needed to come up with something else.

Our updated product tagline is the new face of our product. 'A Neri a day keeps the doctor away!' is a fun yet simple tagline that the consumer will remember. It doesn't say a lot besides

that you should drink our product everyday because it's just that good. On the logo we have doctor along with the original name and our tagline. The colors of our logo are the same as the Italian flag: red, green and white which also keeps the traditional Italian core involved. Our logo caters to young and old crowds but in a more fun and innovative way. There are lots of potential routes we can take this marketing wise.

Our persona is that we are a specialty soda with a unique flavor. We don't sell in everyday supermarkets such as CONAD or Pam. We sell our products only to certain places such as higher Italian specialty product stores. Either of which could be targeted at tourists or Italians who really enjoy the flavor of our sodas. We want our sodas to be something special to our consumer therefore we don't sell them everywhere. Our target customer can be anyone who is young or old. As long as they have appreciation for our unique flavors and where they come from that is who we want to drink them.

Marketing ourselves to the public is very important especially when changing logos, taglines and product design. We want to come off as unique and not your average soda drink. Any day that you drink Chin8Neri should feel like a special day and we want everyday to be a special day for our consumers. A short-term goal is to market ourselves on social media really well, using TikTok, Instagram, etc. Focusing on promotional advertisements and posting regularly will most definitely help to boost sales. We also want to talk to influencers to help get our product out to people. Offering incentives or discounts for our product can also help to create some buzz for us. After we've successfully rebranded we can evaluate to see what needs to be fixed or changed. Looking into the future there are a lot of fun things we can think about. We want to expand into the alcoholic beverages market. Opening a bar/restaurant that focuses on using our sodas to make fun mixed drinks would be a step in the right direction. People would get to try our unique

sodas in a fun environment. This creates a whole new customer base for us as well, focusing more on the college crowds. We can then also think about creating a seltzer with our soda as they are one of the most popular drinks today in other countries. Another idea would be to find other unique fruits to use to make new soda flavors as well.

Depending on our successes we want to be able to export to other countries. Our flavors are so unique we would love to share them with an even larger audience. With the United States having the lead in soda consumption that would be one of the first countries we would want to export to. Considering all of this information we believe that our vision could help Chin8Neri become an even more successful company.

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