



IT'S TIME TO CHANGE

Communication proposal for the production of organic wine

CSR IN CLASS Strategic Partnership n. 2017-1-IT02-KA201-036535 ERASMUS PLUS programme 03-CSR contest for secondary schools

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The concept of social responsibility involves a vast field of sectors, such as workplace safety, employment stability and respect for workers' rights, prevention or restoration of environmental degradation.

CSR is divided into three dimensions:







Perlage is part of the B Corporation, which includes all those companies that have social and environmental sustainability at heart

GOAL OF THE PROPOSAL AND MESSAGE WE WANT TO BROADCAST

Advantages for:

- health
- the environment



Promoting organic wine

Spreading the beneficial effects of organic products, thus encouraging customers to buy them

TARGET ANALYSIS

I CLUSTER DEL CONSUMATORE BIO

NEW ENTRY 59% FEDELI

7% Segmento 3 ETICI 24%

DURATA

Novizi del bio (hanno iniziato ad acquistare negli ultimi 2 anni) FREQUENZA

Consumano qualche volta al mese

CANALE

Soprattutto nella GDO; attratti dalle promozioni

PROFILO

Classe età prevalente 45-50 CARRELLO BIO

Concentrato su un numero limitato di categoria (non più di 5)

DURATA

Appassionati del bio (acquistano da oltre 5 anni)

FREQUENZA

Consuma quasi ogni giorno; alta la quota di consuma anche fuori casa

CANALE

Soprattutto in negozi specializzati
MOTIVA ZIONE

Bio è un prodotto sicuro per la salute

PROFILO

Figli <6anni Classe prevalente 30-40 anni CARRELLO BIO

Completo con referenze acq. in oltre 10 categorie di prodotto

DURATA

Interessati al bio (acquistano 2-3 anni)

FREQUENZA

Consumano ogni settimana CANALE

Soprattutto negozi specializzati e acquisti diretti MOTIVA ZIONE

Bio è un prodotto rispettoso dell'ambiente

PROFILO

Single senza figli; classe età media 20-30 anni

CARRELLO BIO

Paniere vario (referenze acquistate appartenenti a 5-10 categorie)

COMMUNICATION PROPOSAL

TWO POP-UP STORES

MILAN

ROME



IN COLLABORATION WITH EATALY





WITH THE PARTICIPATION OF

CARLO CRACCO







ANTONINO CANNAVACCIUOLO



ADVERTISING

LEAFLETS





SOCIAL MEDIA



ANALYSIS OF THE ADVANTAGES AND PRODUCTION COSTS

MILAN:

• RENT	1.350 €
• STAFF	5.700 €
• RESOURCES	4.700 €
CHEE	5 500 £

TOTAL

17.250 €

ROME:

• RENT	1.350 €
• STAFF	5.700 €
• RESOUCES	4.700 €
• CHEF	5.700 €
CHEF	3.700 €
TOTAI.	17 450 €



BUDGETARY OUTCOMES 2018-2022







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THE FOLKS

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