

Sanpellegrino Rediscovered Wandering

Nestle Waters brand expands its 'The Life Deliziosa' with Delightways mobile app

By April Miller

STAMFORD, CONN. — Nestle Waters North America's Sanpellegrino debuted its Delightways mobile application in June to encourage consumers to "rediscover the joy of wandering" – and find a shop along the way to purchase its sparkling fruit beverages.

The app launch effort, which ran through September, served as a way to enhance Sanpellegrino's "The Life Deliziosa" campaign, which began in 2015. The "Deliziosa manifesto" is that there are delightful moments all around us, if we know where to look. "Our

mission [with the app] was to come up with a clever way to help consumers find these special moments," says Tony Vizioli, marketing manager, Italian brands, Nestle Waters.

The app is aimed at Millennials ages 25-34 whom the brand dubs the Discerning Curious Optimist – "they have weekend-long bucket lists instead of lifelong," Vizioli says.

Created by **Ogilvy & Mather**, New York, the app allows users to enter a destination. And instead of providing the most direct route, it shows one that encourages wandering. "It's a digital experience that

rethinks web mapping with a new algorithm that factors in human emotion to design delightful walking and biking routes," says Vizioli.

Along the route, spots such as donut shops, secret thrift stores and a hidden waterfall in



The Delightways app debuted in June. Events in New York and elsewhere supported the launch.

a garden are featured as well as the retailers that carry Sanpellegrino products. The store locator plus flavor descriptions are meant to increase trial and brand consideration.

The app was fully interactive in New York, San Francisco and Chicago. In Los Angeles, Miami, Seattle, Atlanta, Washington, D.C., and Austin, Texas, the brand partnered with local influencers to create their own path options that app users could follow within these locales. Cities were chosen mainly for the high concentrations of the target consumer.

A June VIP launch event in New York included celebrity endorser Shay Mitchell, who supported Delightways on her social platforms throughout the summer. Sanpellegrino also used its own Facebook, Twitter and Instagram accounts to push the program. Sampling events in New York, Chicago and San Francisco included a branded Italian fruit truck stocked with the sparkling beverages as well as free bike share weekends done in partnership with New York-based **Motivate**. Vending machines positioned at bike-share docking stations prompted consumers to download the app and rewarded them with a free beverage.

"We wanted consumers to enjoy the ride and the product simultaneously – creating an authentic moment of connection between consumers and Sanpellegrino," says Mike Corrigan, vice president, executive creative director, **Epsilon**. The agency handled sampling and events.

The vending machines combined with free rides drove awareness, app downloads and "a quality sampling experience all in one engagement," Corrigan says.

Throughout the program, sampling efforts took place in more than 3,000 national retail locations. Other in-store materials included pallet bookends, pallet display wraps, case stacker displays, premiums such as wood-framed sunglasses and fedoras, and in-store sampling coupons.

Additional partners for the program included **Revelry Agency**, Portland, Oregon; **Team N**, Boston; **Deep Focus**, New York; and **MetaVision Media**, New York.

Vizioli says they will look to app downloads, increased awareness and trial plus lift in penetration to measure success. Sanpellegrino had a 20% to 25% increased investment this year compared to 2015, when "The Life Deliziosa" campaign began. **SM**

BRAND: Sanpellegrino

KEY INSIGHT: Wandering, a key pastime of the Italian lifestyle, is a lost art. Encouraging consumers to wander ties in to the heritage of the brand and also pairs trial with an authentic experience.

ACTIVATION: A mobile application that – instead of the most direct route from Point A to B – provides users with unexpected "delights." A store locator within the app and free samples spur trial and consideration. A social push and free bike share in key markets supplements the activity.