

Beer brand identity

VIBE WITH YOUR TRIBE

**Transforming ingredients
into unique experiences**

A project by: Sabina/ Anushka/ Apurva/ Alessia/ Sara

Professor: Margherita Paleari



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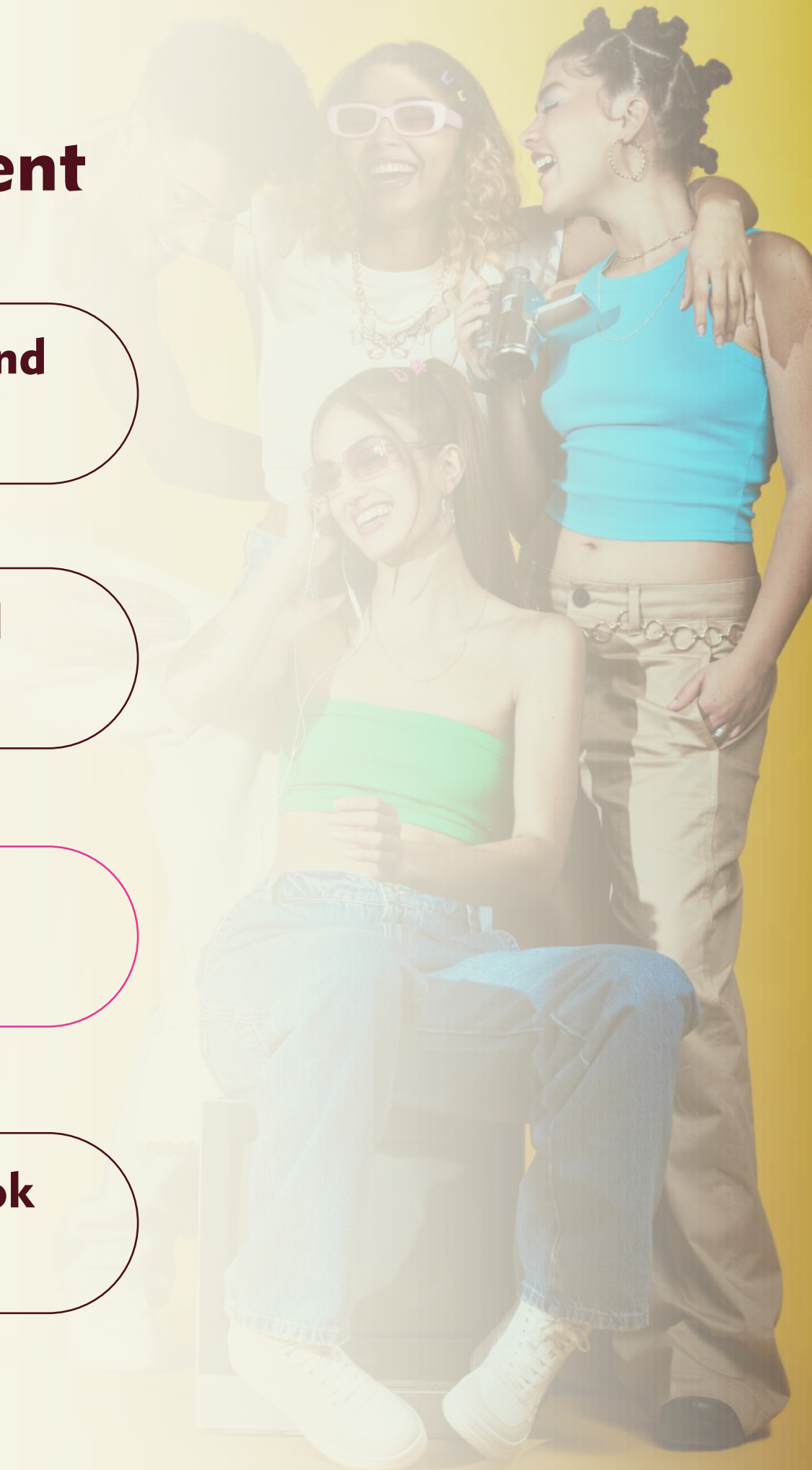
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Promotional outlook for the beer brand



**Beer is proof that good times
are meant to be shared.**



The beer market and everything about it

01/ The beer and Italy connection



Approximately 77% of Italians consume beer, with consumption rates now equal between men and women.

- **Per Capita Consumption**
In 2023, the per capita beer consumption in Italy was approximately 36 liters.
- **Consumption Growth**
According to the 2022 annual report published by Assobirra, an industry body, beer consumption reached 37.8 liters per capita, two liters more than in 2021.

This highlights the increasing popularity of beer as a social and leisure drink.

02/ Understanding consumer trends

Mural market research

CONSUMER TRENDS AND PREFERENCES (desk research)

Health Consciousness: A noticeable shift towards low-calorie, low-alcohol, and even alcohol-free beer options reflects a **growing health trend among beer drinkers**. This change was amplified post-COVID-19 as consumers became more mindful of health and moderation in alcohol consumption. According to IWSR, the **market for low- and non-alcoholic beverages is expected to grow by about 7% per year** between 2022 and 2026, with no-alcohol products making up the majority of this growth. Although Italy's exact percentage shift post-pandemic is not specifically documented, this growth trajectory aligns with the rising interest observed in several European countries.

Craft Beer and Local Preferences: Craft beer continues to hold appeal, especially among **millennials and Gen Z**, who value unique flavors, quality, and often local production. However, the growth of the **craft sector has slowed somewhat in recent years** in Italy due to saturation and competition from other alcoholic beverages. In many markets, small and independent breweries focus on unique, high-quality ingredients to differentiate from mainstream brands, catering to a demographic looking for exclusivity and regional appeal.

Generational Shifts: Younger Italian consumers **lean towards innovative and artisanal brands**, valuing authenticity and supporting small-scale brewers. Older consumers, while sometimes open to trying new brands, tend to remain more loyal to established names. Additionally, preferences for **non-alcoholic options** are more prominent among younger drinkers, while older demographics still often favor traditional beer formats.

II. Competitive Landscape and Brand Positioning
Brand positioning in Italy reflects the blend of local tradition and international influence. For instance, Heineken and Peroni continue to lead in brand recognition and market share, while Italian craft brands leverage their local heritage and artisanal appeal to attract younger and premium-seeking consumers. The on-premise bar and restaurant sector also remains critical for brand exposure, especially as younger demographics favor these settings to explore new beer options. To capitalize on this, established brands are actively promoting variety in their product lines to maintain relevance, while smaller, niche brands appeal to Italy's regional preferences for local and innovative beer choices.

Reasons to Consume Beer

Social Connection and Tradition: Social settings are a strong driver for beer consumption, particularly among younger adults. Beer is often a more affordable, casual alternative to wine for social occasions. Moreover in Italy, aperitivo culture is significant, and beer has become an accepted part of this tradition.

Taste: Taste and the novelty of craft options are major motivators, especially among young adults and millennials. Italy has a growing interest in craft and artisanal beers, reflecting the Italian emphasis on quality and unique flavors. Local microbreweries are increasingly popular.

Affordability Compared to Wine: Many people answered that "beer is cheaper than wine, so it's a good option if I just want something casual." So cost-conscious consumers may opt for beer, especially during casual occasions or among younger adults who prioritize budget.

Lighter option: many highlighted how beer it's lighter than spirits, and they like that they can just have one or two beers without overdoing it.

Reasons Not to Consume Beer
Preference for other beverages: don't like the taste of it. Italy is a wine-centric culture, and many consumers default to wine out of habit or preference, especially in more traditional, formal settings.

Health concerns: beer is often associated with bloating, weight gain, or high calorie content, which can discourage frequent consumption.

Frequency

When it comes to the frequency of consumption respondents can be divided into:
Occasional Drinkers: Many Italians may consume beer only on weekends or in social gatherings, rather than as a daily habit. Beer consumption is often associated with events or outings rather than being routine.

Regular/Enthusiastic Consumers: Craft beer enthusiasts or younger demographics may consume beer more regularly, sometimes multiple times a week. Its consumption is often associated with moments of peace like while watching the tv or when coming back home tired after workday.

Key Needs and Consumer Profiles



The Social Drinker:
Characteristics: Primarily consumes beer in social settings; values affordability and easy access.

Needs: An affordable, accessible option for casual gatherings or aperitivo; prefers classic Italian lager or mainstream brands.



The Craft Beer Enthusiast:
Characteristics: Interested in unique, high-quality, and artisanal products; enjoys exploring different beer styles.

Needs: Access to a variety of craft beers, often from local breweries; values taste and exclusivity.



The casual drinker/health conscious drinker:

Characteristics: Consumes beer occasionally, with a focus on moderation and health considerations.

Needs: Lighter beer options, lower-calorie, or non-alcoholic choices; prefers a small quantity of high-quality options.



The Traditionalist

Characteristics: Values tradition, drinks classic brands (Peroni, Moretti) during meals/social events; prefers lagers and pilsners.

Needs: Familiar, no-nonsense beers; affordable; emphasizes Italian heritage; suited for social, family-oriented settings.



The Foodie Pairing Fan:

Characteristics: Enjoys pairing beer with Italian cuisine; seeks full-bodied, craft beers; values culinary experiences.

Needs: Unique, flavorful beers ideal for food pairing; strong brand stories; premium options for dining out and gourmet exploration.



The Beer Tourist:

Characteristics: International, diverse, seeks authentic beer experiences; interested in local brews and regional specialties while traveling.

Needs: Seasonal or specialty beers with local flavor; brewery tours and tasting events; emphasis on Italian authenticity and cultural experiences.

Beer associations by

1. The Social Drinker:
Nastro Azzurro: A popular choice. An accessible and affordable option.

2. The Craft Beer Enthusiast:
Bellewaerde: Famous for its ingredients.
Birra del Borgo: Offers a unique taste.

3. The Health-Conscious:
Peroni Nastro Azzurro: A non-alcoholic option.

4. The Traditionalist:
Peroni: A classic Italian beer.
Birra Moretti: Known for its taste.

5. The Foodie Pairing Fan:
Birrificio del Duca: A craft beer with a strong brand story.

6. The Beer Tourist:
Ichneumon Pilsener: A local specialty.

1



Health consciousness

2



Craft beer & generational shifts

3



Competitive Landscape

03/ Why consumers choose beer over other drinks?



Social & casual appeal

Beer is deeply embedded in Italy's social culture, fitting effortlessly into aperitivo, casual meetups, and celebrations. Younger consumers value its versatility.

Taste & craft appeal

Millennials & Gen Z seek unique flavors and artisanal quality, favoring locally sourced ingredients like Tuscan chestnuts or Sicilian citrus.

Affordability & accessibility

A budget-friendly, easy alternative to wine and spirits, beer suits casual outings, festivals, and everyday relaxation.

04/ Who are the main consumers

Key user profiles



01/ The craft beer enthusiast

- ✓ **Characteristics:** interested in unique, high-quality, and artisanal products; enjoys exploring different beer styles.
- ✓ **Needs:** access to a variety of craft beers, often from local breweries; values taste and exclusivity.



02/ The health conscious drinker

- ✓ **Characteristics:** consumes beer occasionally, with a focus on moderation and health considerations.
- ✓ **Needs:** lighter beer options, lower-calorie, or non-alcoholic choices; prefers a small quantity of high-quality options.



03/ The social drinker

- ✓ **Characteristics:** primarily consumes beer in social settings; values affordability and easy access.
- ✓ **Needs:** an affordable, accessible option for casual gatherings or aperitivo; prefers classic Italian lager or mainstream brands.

05/ Getting to know our Competitors

Italian market

In this research were taken into account the direct and indirect competitors on the beer market. The conclusions are regarding the top brand's values, ID's, purchasing markets, and the 4 P's. Here are the conclusions and the top competitors on the Italian market:



Some of the most known brands



06/ Detailed analysis on our top pics



1

Peroni Nastro Azzurro

Peroni Nastro Azzurro's brand image is closely tied to its Italian roots, presenting a sense of elegance, style, and refined taste. It's positioned as a premium product, emphasizing the Italian ideals of craftsmanship, quality, and authenticity.



2

Birra Moretti

Established in 1859, Birra Moretti emphasizes its long-standing heritage and traditional brewing techniques, positioning itself as a brand that respects Italy's brewing history and values. The brand image is built around a warm, traditional Italian identity.



3

Ichnusa

Ichnusa is closely associated with Sardinian identity and culture, capturing the pride and independent spirit of the island. This is highlighted in its logo and branding, which appeals to Sardinians and fans of regional authenticity.



4

Heineken

Heineken's brand image is synonymous with global recognition, premium quality, and modernity. As one of the most well-known beer brands in the world, Heineken positions itself as an aspirational, refreshing, and iconic product focused on youth.



07/ Key competitive strengths in the beer market



Quality & Craftsmanship

Top brands like Peroni, Birra Moretti, and Birra del Borgo prioritize premium ingredients and expert brewing techniques.



Heritage & Tradition

Italian brands embrace their regional roots, from Birra Messina's Sicilian influence to Ichnusa's Sardinian legacy, evoking local pride.



Social Connection

Beer is positioned as a drink for shared moments, with brands promoting inclusivity and global unity.



Innovation & Adaptability

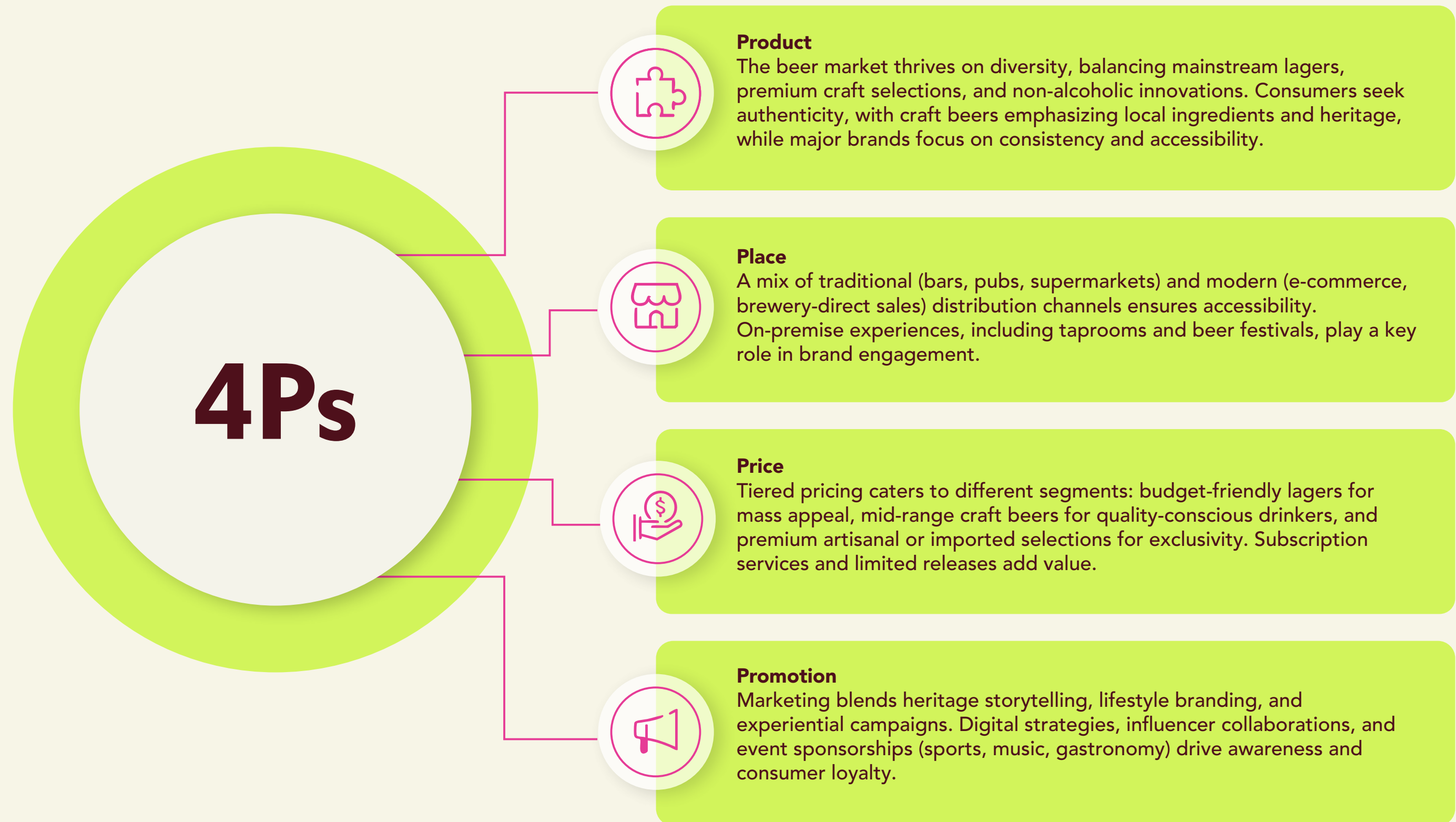
Brands like Birra del Borgo and Heineken stay ahead by experimenting with new styles, ingredients, and brewing techniques.



Sustainability

Many brands, including Heineken and Forst, emphasize eco-friendly practices, local sourcing, and environmental responsibility.

08/ Decoding the 4Ps of the beer market

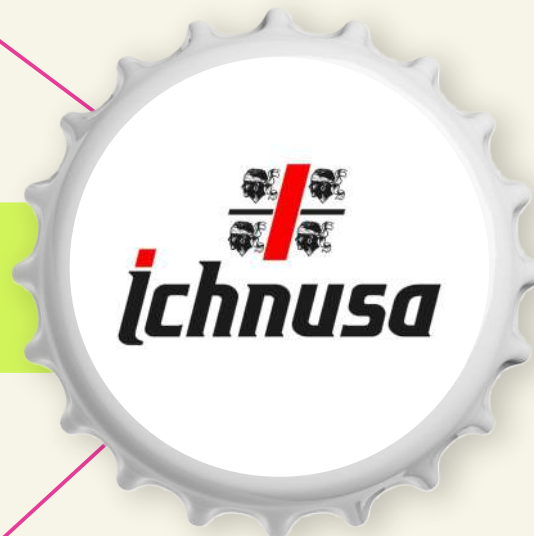


09/ Visual trends



Heritage & Tradition

Local & Artisan aesthetics



Premium aesthetics

Cultural Storytelling



Bold & Minimalist

Sustainability messaging



Playful & Experimental

10/ Copy trends

Heritage & Tradition



Highlights tradition, origins, and craftsmanship (e.g., Peroni's Italian legacy, Guinness' Irish heritage).

Hyper-local focus



Emphasizes regional ingredients and authenticity (e.g., "Crafted with hops from Lombardy").

Sustainability Messaging



Emphasizes eco-friendly brewing and carbon neutrality (e.g., BrewDog's carbon-negative commitment).

Seasonal & Limited editions



Creates urgency with exclusive, time-limited releases (e.g., "Savor the taste of autumn").

Playful & Bold taglines



Uses humor and personality to engage consumers (e.g., "Hoppy days ahead!").

Health & Wellness



Highlights low-calorie, low-alcohol, or alcohol-free options (e.g., "Refreshingly alcohol-free").

Minimalist & Direct copy



Clean, straightforward messaging for clarity (e.g., "Pure, crisp refreshment").

Community & Inclusivity



Uses welcoming language to celebrate diverse consumers (e.g., "For everyone who loves great beer").

11/ Trend mapping



**Non-alcoholic
beers**

**Flavour
innovation**

**Sustainability
and
Eco-Conscious**

Non gender specific

Most beer brands are targeting the male population or the consumption of the product in a family and friends setting. There's almost no one selling the products by targeting non gender specific population. The trends are evolving towards a more inclusive and broader target of beer enjoyers that aim to break the stereotype that this type of drink is only for men.

**A beer that knows no
social boundaries**



Creating our brand proposal

12/ Redefining the beer market



Mission

Shift perceptions of beer, creating a product that every individual feels proud and empowered to choose at social events or enjoying a moment of relaxation, whether he is a beer drinker or not.

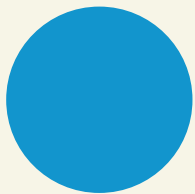
Objectives

Develop a premium beer brand that resonates with the feeling of inclusivity. The goal is to offer a modern alternative that redefines the perception of beer through sophisticated branding, innovative flavors, and a lifestyle-driven appeal.

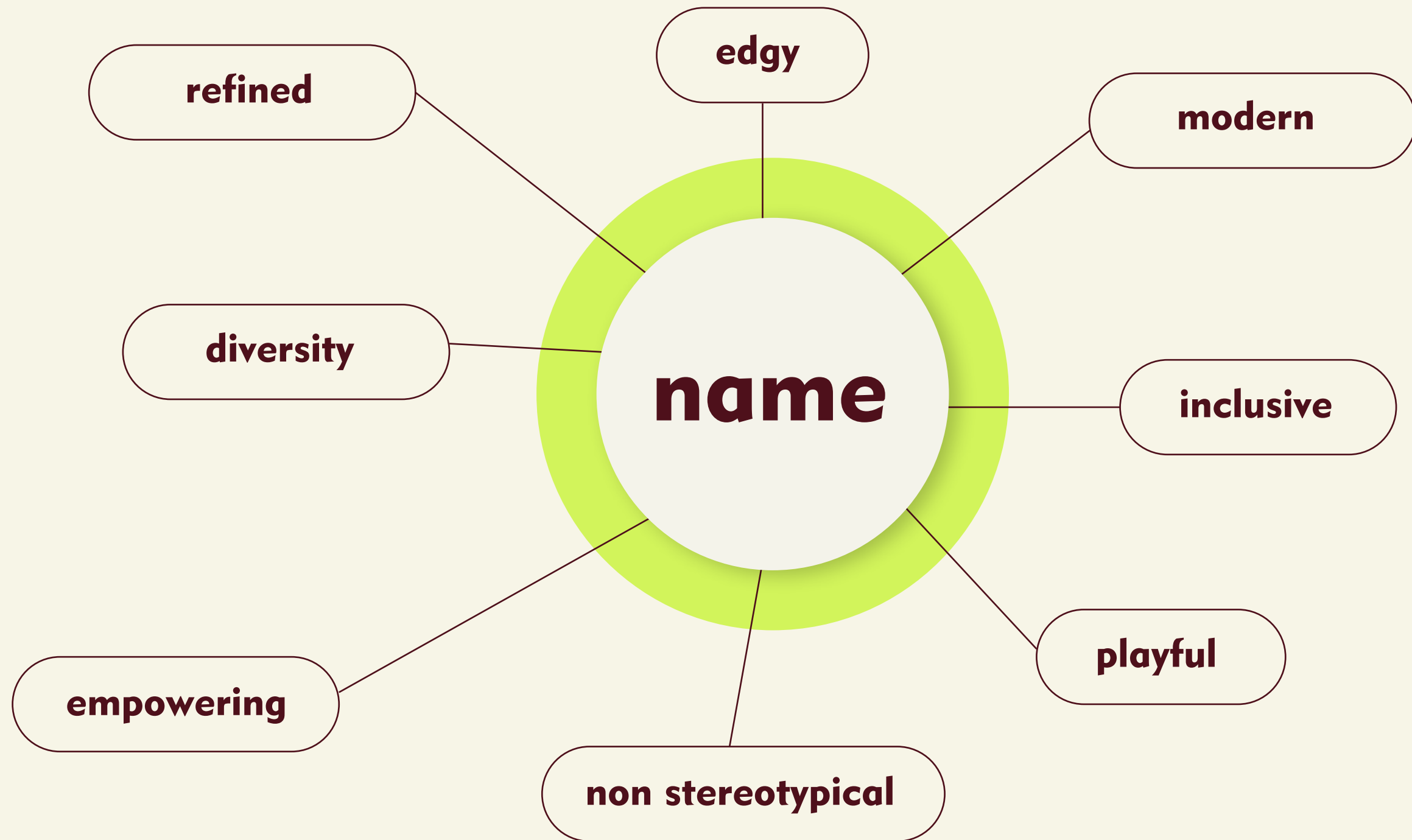
Creating an inclusive, semi-premium beer brand that brings people together through unique flavors, bold branding, and a lifestyle-driven experience..

13/ Inspirational moodboard

Keywords/ Edgy/ Refined/ Non stereotypical/ Inclusive



14/ What's in the name? Everything!



The chosen one:

NINCASI

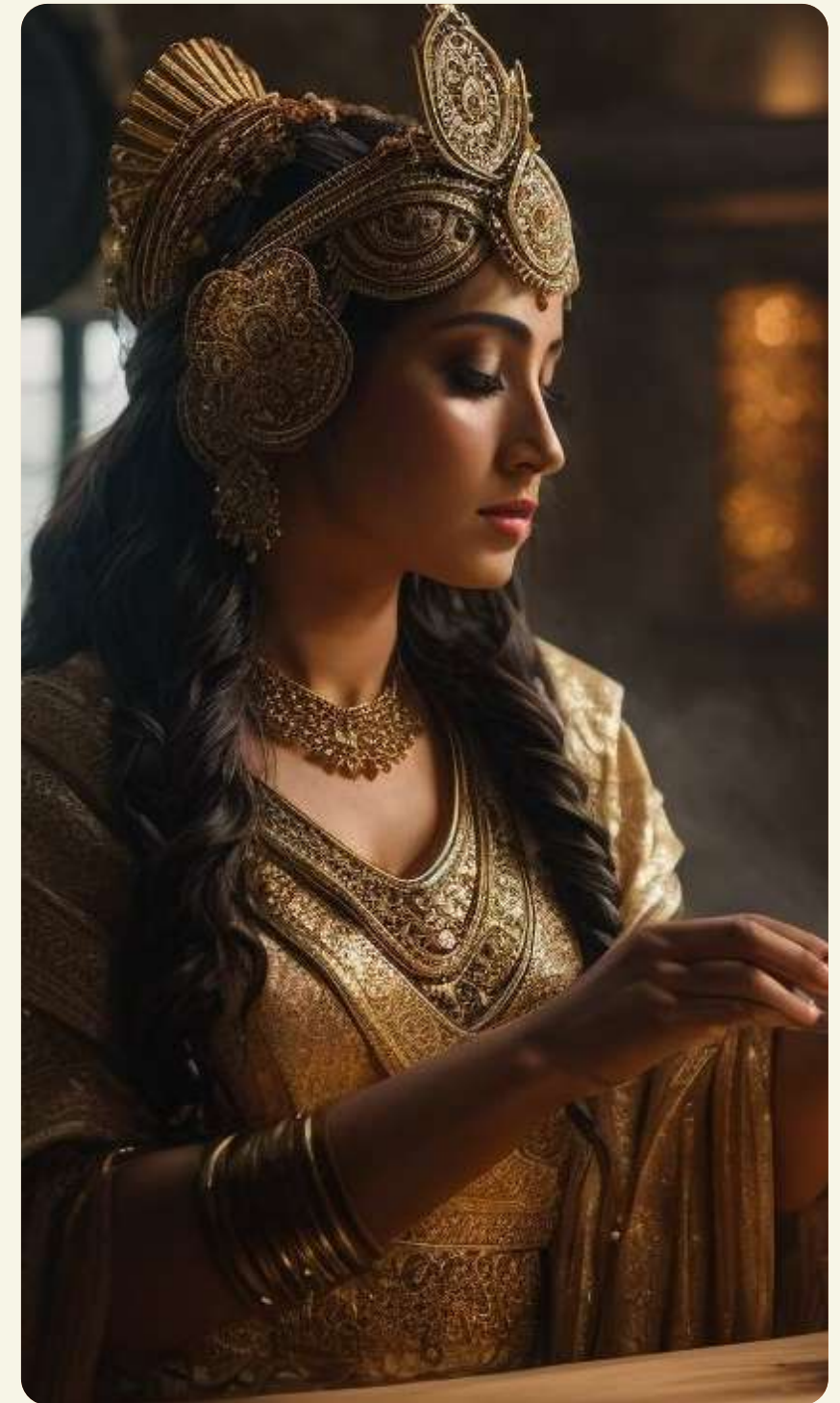
It is a Suggestive or evocative name that indicates the association with the goddess of beer and brewing in ancient history.

15/ Name meaning

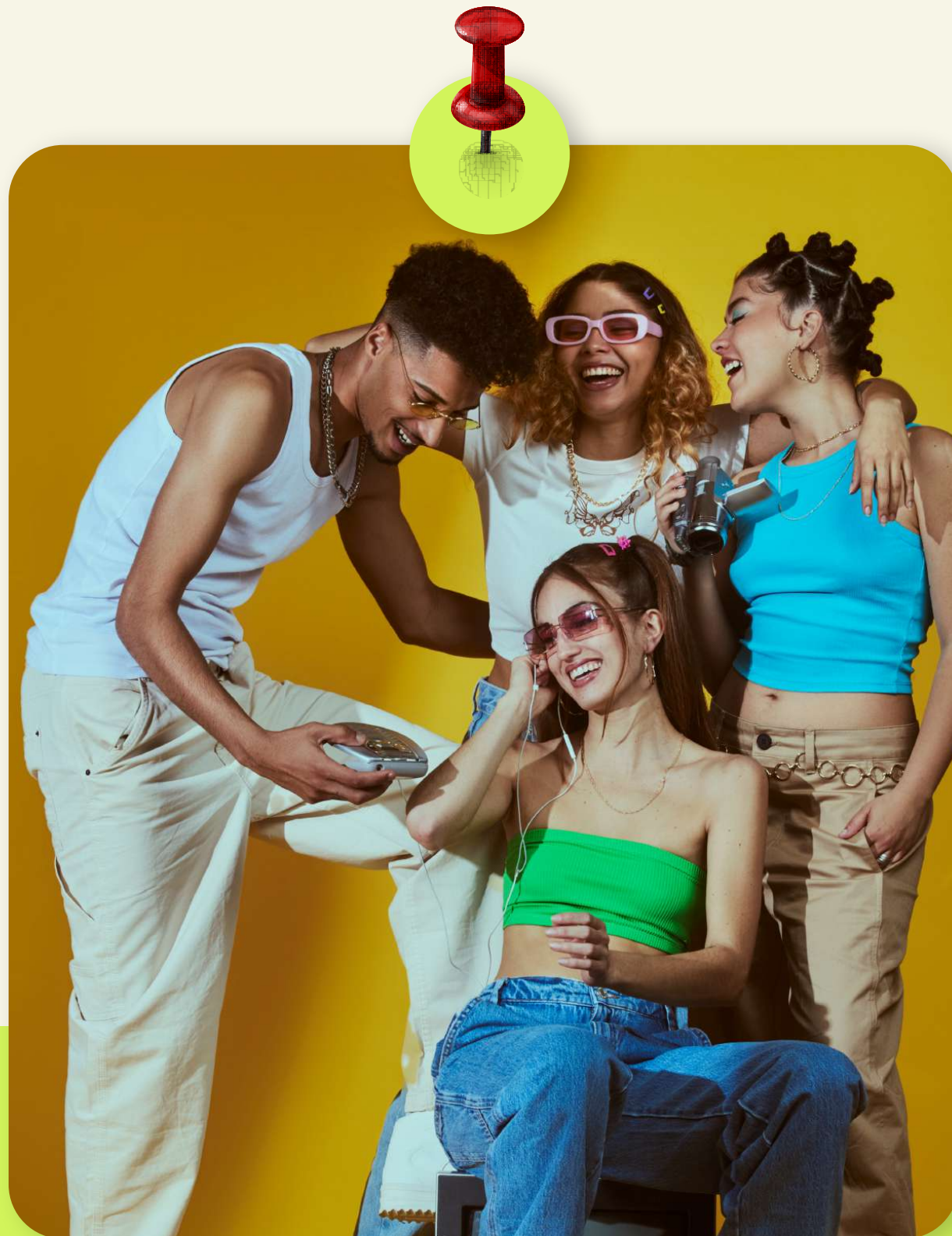


Evoking the legend

- Ninkasi was a fascinating figure in ancient history and mythology, often credited as the goddess of beer and brewing in Sumerian culture. Her story intertwines with the origins of brewing and reflects the important role women played in its invention and development.
- This suggests a shift in perception when it comes to the beer brand, by focusing on the idea of empowering and history importance. It elevates the brand by including the origin of gods and godly taste.



16/ Whom is Nincasi created for?



Target

- Our beer knows no boundaries on gender, feeling or taste. We aim to create a beer for people who prefer wine, cocktails, or non-alcoholic beverages but are open to exploring new experiences.
- Young adults from the age of 18 to 35 (Gen Z and Millennials). Adults that are sick of the same old taste and have a passion for new adventures, going out, having fun people who value being inclusive and the idea of itegration of all genders.
- Individuals looking for lighter, refreshing options with a touch of elegance
- Socially conscious consumers who value high-quality ingredients and stylish packaging.

**An overall image of
our identity and voice**



Revealing the look of the brand

**Mr
CASI**



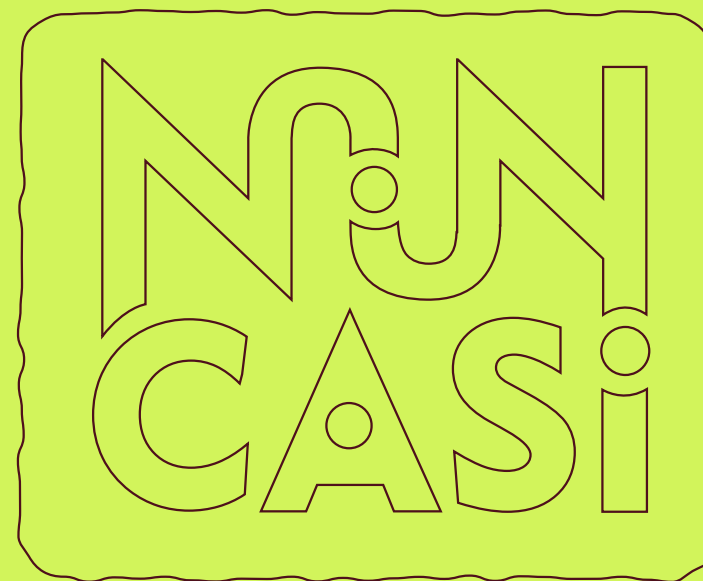
17/ Nincasi logo

Meaning

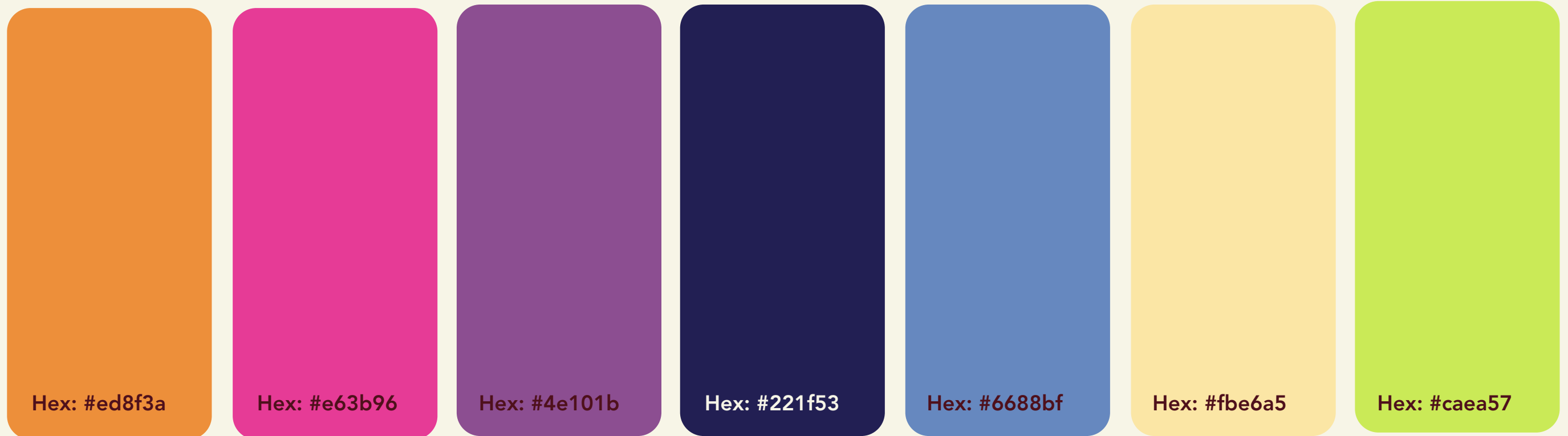
In this proposal we explore more the unique shapes of the letters in a more, huggable, friendly approach for the consumers.

Unity

We used both square shapes and round shapes to motivate the idea of masculinity and feminine sense. The circle in the middle linked to the N-s represents the beer that unites everybody when it comes to social life.



18/ Brand color pallet



19/ Nincasi typeface

Geometr415 Blk BT Black

Aa

Glyph set

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Typeface meaning

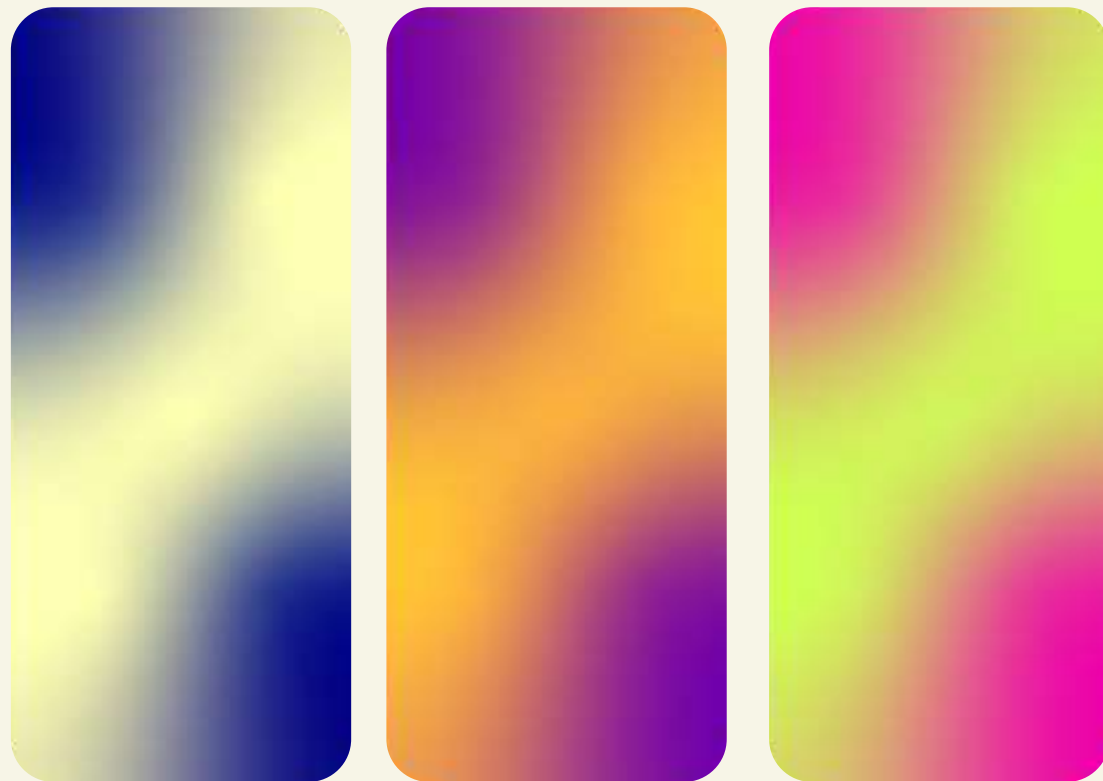
Vision

The chosen font, Geometr415 Blk BT Black, reinforces the brand's modern, bold, and inclusive identity. Its geometric structure conveys a sense of balance and reliability, while the thick, strong letterforms create a confident and approachable presence.

Logotype

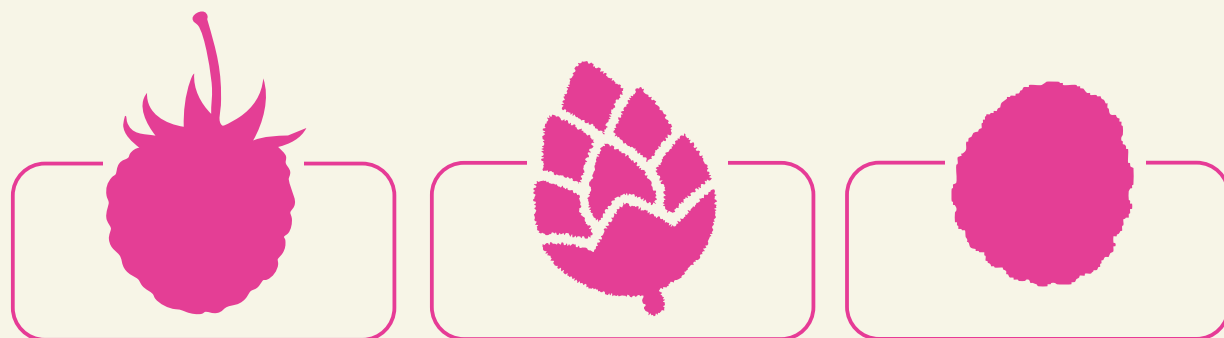
NINCASI

20/ Creating the elements



Gradients

The gradient blends warm and cool tones, symbolizing fluidity, diversity, and a break from traditional beer aesthetics. It adds a sense of movement and energy, making the design feel dynamic and inviting.



Pattern key elements

The organic, hand-drawn elements create a sense of approachability and playfulness, reinforcing the idea that Nincasi is for everyone.



21/ Nincasi label design

Catchphrase

A godly taste for all





Nincasi Orange flavour

Nincasi Blueberry flavour



**Growing the Nincasi
community**



Promotional outlook for the beer brand

22/ Digital content channels

The value of a multi-channel approach

- Audience Diversification
- Enhanced Engagement
- Strengthened Brand Recall
- Flexibility in Content Formats



Instagram



TikTok



Web page

**Growing the Nincasi
community**

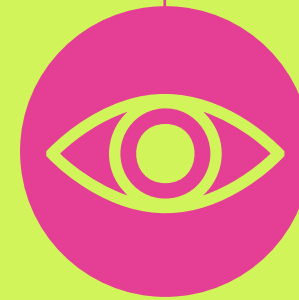


23/ Spreading the word



Tone of voice

- **Energetic & uplifting** – Celebrates life's vibrancy.
- **Empathetic & inclusive** – Speaks to everyone.
- **Confident & contemporary** – Bold yet approachable.
- **Playful & relatable** – Fun, engaging, and interactive.



Visual style

- **Strong photography** – Eye contact for connection.
- **Colour overlays** – Reflect beer flavors.
- **Gradient + Text** – Bold, impactful messaging.
- **Illustrations** – Playful, distinctive branding.

24/ Content strategy

Goal

Increase brand awareness and reach new audiences. To position the beer brand as a symbol of empowerment, individuality, and social connection while driving sales and building a loyal community.

Instagram content focus

Advertising: bold visuals showcasing strength and uniqueness.

Sponsorships: partner with influencers who embody empowerment and confidence.

Product Promotion: reels with beer close-ups, lifestyle shots, ASMR, and influencer collaborations.

IRL Events: live streams, behind-the-scenes content, and pop-up announcements via Stories.

Brand Values: share motivational content promoting empowerment and self-expression.

Trends: participate in viral challenges and memes with relevant hashtags.

Brand Advertising: use carousel posts for engaging, multi-image storytelling.



Content strategy

Goal

This strategy builds a bold, social, and trend-savvy brand through viral challenges, influencers, and creative content. It positions Nincasi as the go-to beer for fun, confident, and memorable moments.

Tik tok content focus

Advertising: quick, bold skit and challenges highlighting Nincasi's social, and empowering vibe

Sponsorships: collaborate with influencers for taste testings, funny sketches, and branded hashtags like #NincasiVibes.

Product Promotion: unboxing videos, brewery tours, creative beer recipes, and user-generated content in fun, fearless ways.

IRL Events: teasers, countdowns, and live recaps with viral-friendly editing

Brand Values: engaging videos with trending sounds and motivating music to showcase empowerment and confidence.

Trends: creating viral challenges using Nincasi beer as a centerpiece for fun, social experiences.

Brand Advertising: influencers to create short, punchy skits that highlight Nincasi's bold identity.

#Nincasivibes



COMING SOON

This photo contains something
you may find exciting.



25/ Defining the launch campaign

Building and diverse and inclusive community

Our launch campaign creates buzz through cryptic visuals, short videos, and out-of-home media. Instead of just selling a product, we sell an experience.

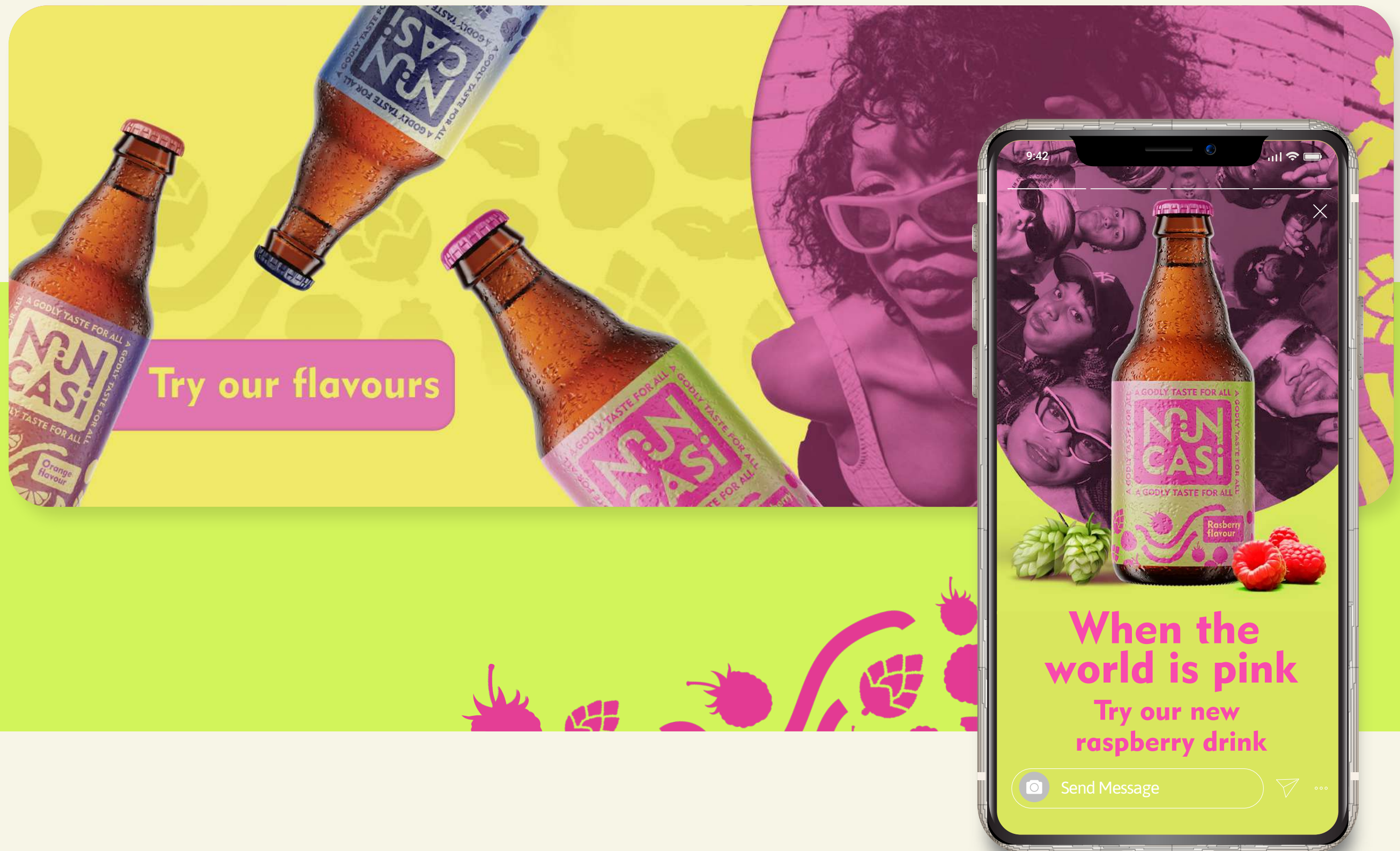
The traditional media channels and Out of Home outlets reflect bold refreshing colour pop, attracting the viewers with catchy phrases that instantly create a feeling of wanting to be a part of the community.



Billboard content visuals

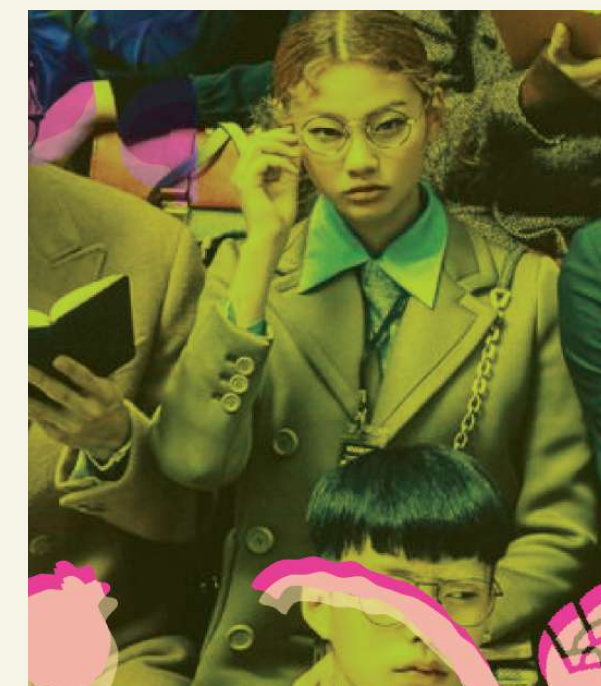
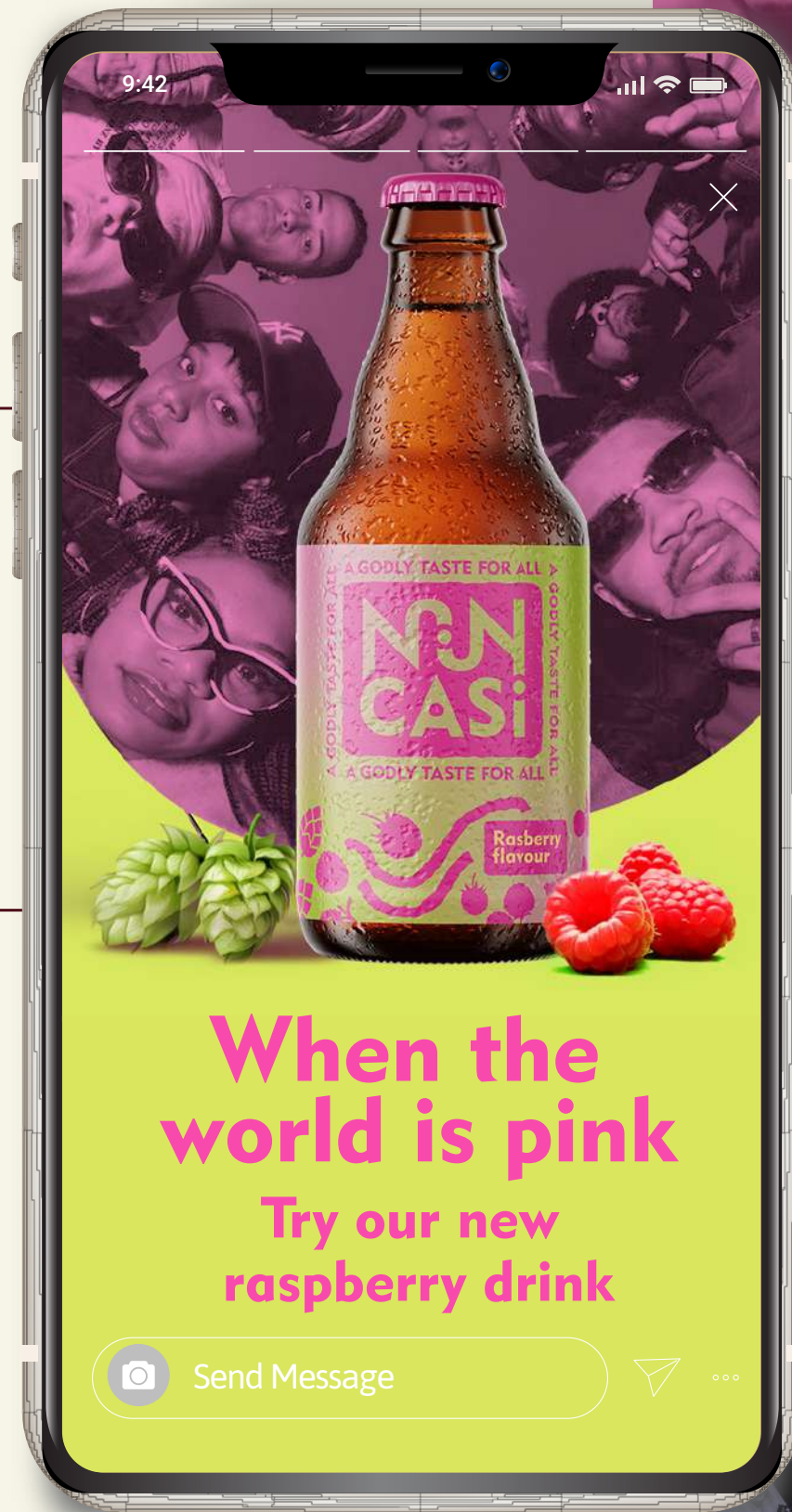


Media content visuals



**Media content visuals
for the launch campaign**

The visuals are meant to express the idea of inclusivity and community while maintaining the beer as a key feature.



Print content visuals

Magazine page
As part of paid promotion we delivered a combination of magazine pages to spread awarness about our brand values and tone of voice.

07

Raise a Glass:
Nincasi
Redefines the
Beer Experience!

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26/ Campaign strategy



"The Unexpected" experience

Instagram & TikTok:

High-quality beer visuals, flavor explorations, brewing process, unique ingredients, and blind taste tests.

Paid ads: Engaging Reels, interactive IG stories, trend-driven in-feed ads, and sponsored hashtags.

"Break Free" from the ordinary

UGC & Influencers:

Encourage adventure-driven content, user challenges, and partnerships with creators.

Paid Ads: Showcase empowerment, diversity, and bold experiences.

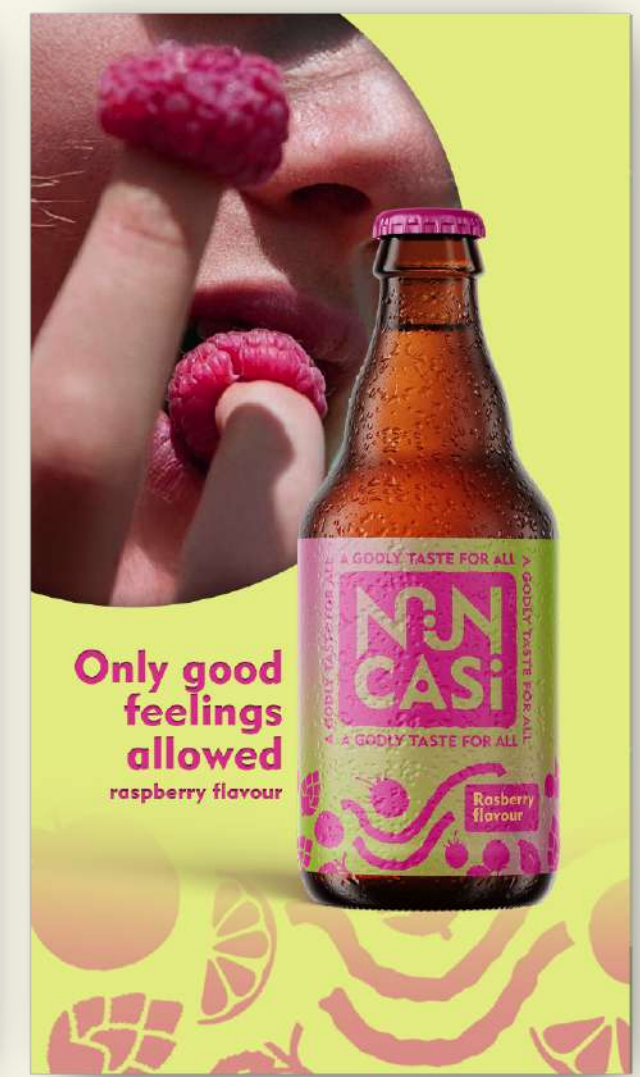
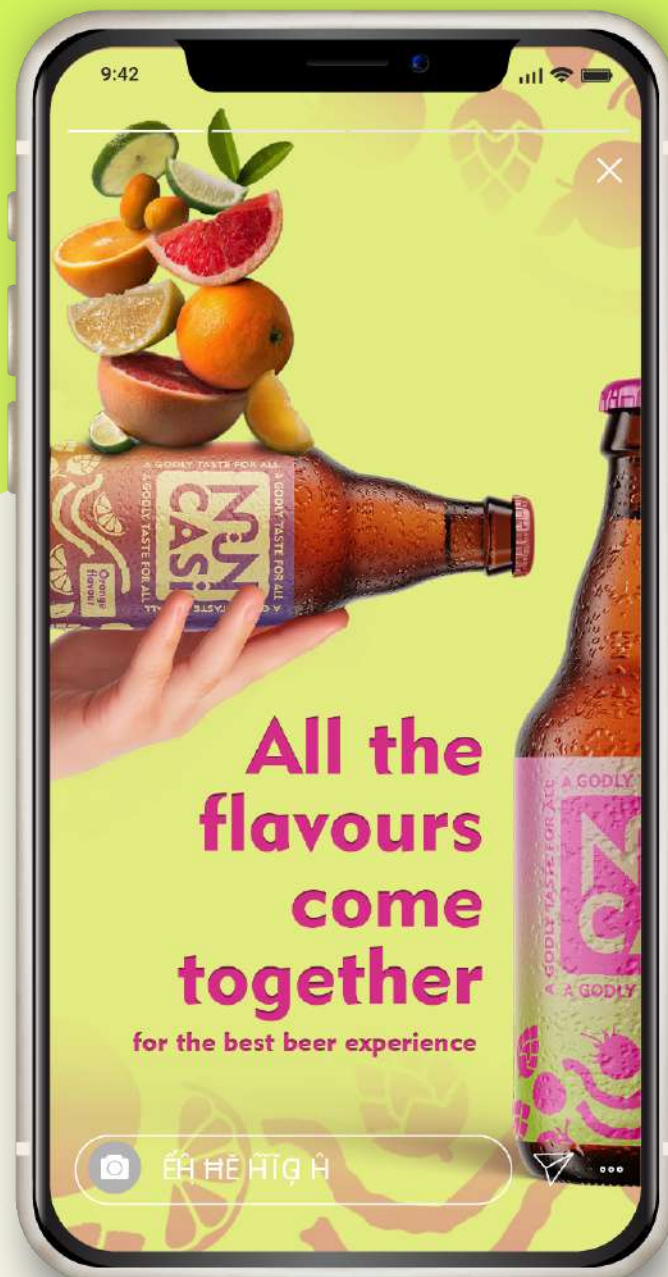
Inclusive & diverse community

Content: Feature diverse groups, LGBTQ+ collaborations, and inclusivity-driven campaigns.

Paid Ads: Authentic representation targeting diverse audiences.

"The Unexpected" experience visuals

The instagrams stories and posts campaigns feature the focus on the beer ingredients making them pop and capture attention in a fun, edgy way.



Billboards visuals



Billboards visuals



27/ Nincasi Neon Riot- a campaign experience

Campaign

A neon-lit celebration of self-expression, community, and creativity in one of Italy's top venues. Guests enjoy Nincasi brews, temporary tattoos, live art, and music, creating unforgettable moments.

Venue & Collaboration

- Modern Club: Trendy, high-energy venue attracting influencers & media.
- Live Graffiti Wall: Guests project their artwork in real-time.
- Music: A fusion of uplifting beats.

A night of bold creativity, connection, and unforgettable moments—powered by Nincasi.

1

Strengthening Community

Fake tattoos & graffiti art foster self-expression & brand affiliation.

2

Expanding Brand Reach

Influencers introduce Nincasi to new audiences.

3

Building a Loyal Network

Event registrants gain exclusive access to future Nincasi gatherings.



Neon party venue





Nincasi X ARCA NINCASI NEON RIOT

Tattoos + Drinks and
An electrifying night!



Friday, 7th February
Arca Milano,
8:30-11:30 pm

Billboards and posters



Nincasi X ARCA NINCASI NEON RIOT

Tattoos + Drinks and
An electrifying night!

Friday, 7th February
Arca Milano,
8:30-11:30 pm





Glow sticks & fake pattern tattoos
We offer branded glow sticks packaging to spread the fun vibes and to raise interest in the brand.

Nincasi entry bracelets

These are the gifts that people receive upon entering the Nincasi Neon Riot event.



28/ A comedy night powered by Nincasi

Campaign

A bold partnership where Nincasi sponsors a comedy event, seamlessly blending into the high-energy atmosphere as audiences enjoy ice-cold brews while top comedians perform.

Venue & Collaboration

- Comedy venue partnership: a well-known club featuring the best comedians.
- Nincasi-branded experience: subtle yet immersive brand presence without forced promotion.
- Organic integration: comedians casually drink Nincasi in between their sets, weaving it into the night's humor.

A night of bold humor, refreshing drinks, and effortless brand immersion—powered by Nincasi.

1

Casual yet strong brand presence

Seamlessly integrates Nincasi into social drinking culture.

2

Enhanced brand affiliation

Ties Nincasi to fun, bold, and unfiltered moments.

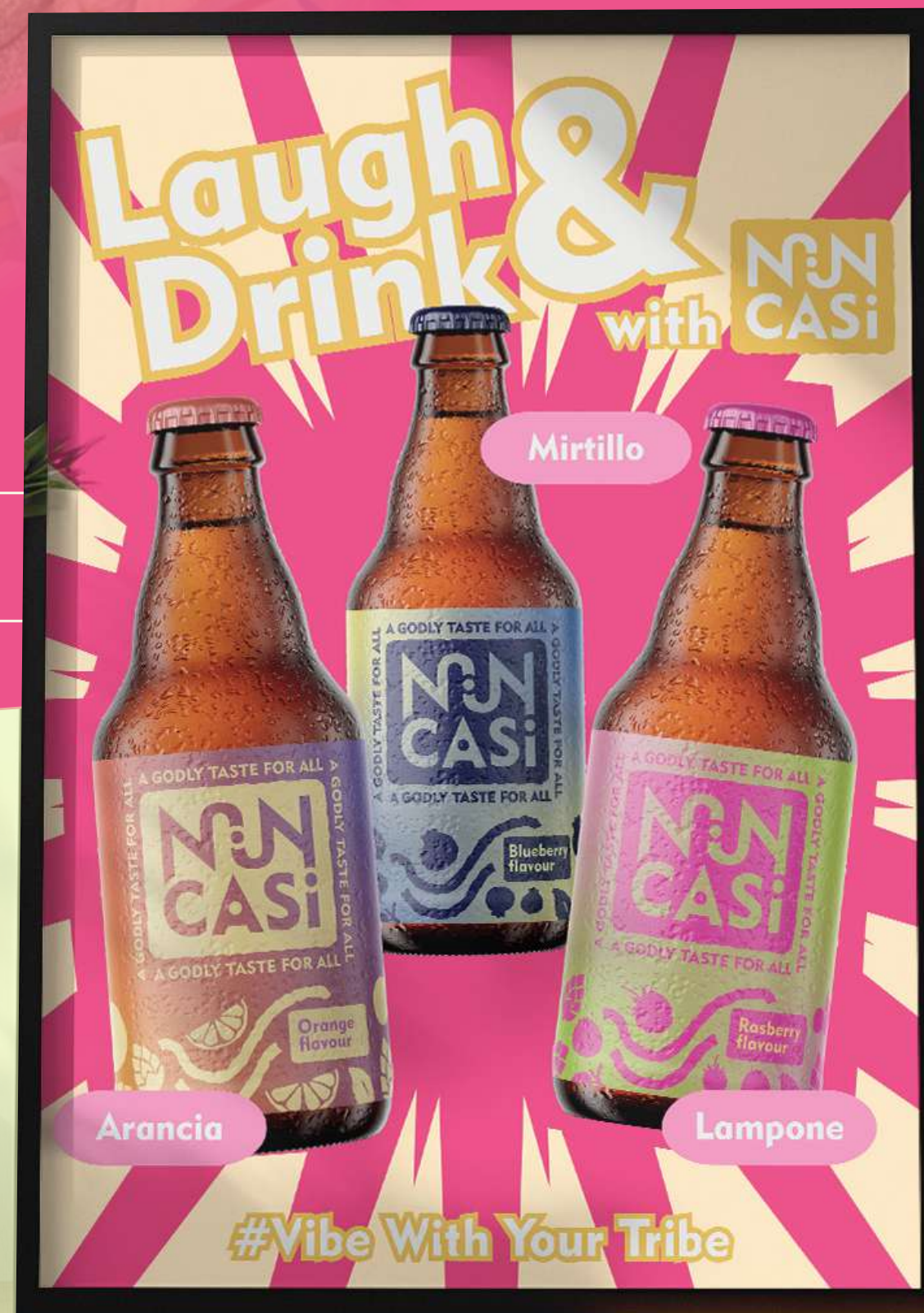
3

Building a comedy-driven community

Attendees who associate laughter with Nincasi become brand loyalists.



Venue menu posters



Instagram story



Nincasi beer menu





Nincasi merch

Introducing the Nincasi staff equipment for the barista's, the bartenders, etc. With the brand colors fitted for each event and venue, these products assure the consumers that Nincasi beer is an established and serious new brand on the market.

Meet the people behind this branding project



Sara

*Inspired by art, enriched
by community, and fueled
by creativity.*



Sabina

*Design shapes dreams
into beautiful reality.*



Anushka

*I don't make typos.
I create unexpected
design elements.*



Apurva

*Exploring the art of
design, one pixel at a
time.*



Alessia

*Shaping your
imagination through
creativity*

**So that was our proposal and
the people behind it**



Cheers to finding your tribe

Thank you for your time!