

Afstudeervraagstuk ALMA Limoncello: brand awareness campaign

Context

ALMA Limoncello is a unique Mexican limoncello, crafted with limes instead of lemons. After launching in the Netherlands, our next step is to enter the foodservice sector (horeca), with a focus on bars and restaurants in Amsterdam.

The Challenge

Your task is to design and execute a creative campaign that builds brand awareness of ALMA among decision makers in the horeca sector. The campaign should aim to position ALMA as a distinctive, high-quality product that stands out in the competitive liqueur and cocktail market.

Objectives

- Develop a campaign concept that fits ALMA's brand identity (fresh, green, modern, rooted in Mexico).
- Identify effective channels and touchpoints to reach bar and restaurant owners/managers in Amsterdam.
- Propose and test creative ideas (activations, digital campaigns, partnerships, events, sampling, etc.).
- Measure the impact of your campaign on brand awareness and potential customer engagement.

Deliverables:

- A clear campaign strategy with target group insights.
- A creative campaign concept, supported by visuals and messaging.
- An execution plan (timeline, budget estimate, resources needed).
- Evaluation method (how success will be measured).