

THE INSIGHTS

WHO ARE THE GALLIANO LOVERS?

Who are our target consumers and what are they about? While spreading the word of Galliano, we need to establish whom it is we're actually talking to. Who do we want to reach with dedicated marketing and PR messages? What is their identity and where can we find them. With everything we do, we focus on these three target groups.



IL BARTENDER



Who are they?

These are hospitality professionals: bartenders & hospitality entrepreneurs in, and outside the city. Dedicated people that are working with the Galliano range. They are between 25 and 45 years old and could be male or female. They work in quality hospitality outlets and are passionate and knowledgeable about the products they work with. These experts always stay on top of the latest drink- and culinary trends; they base their choice of product on taste, quality and character. Unique flavours, craftsmanship and heritage are the reasons why they choose to work with Galliano.

WHAT DO THEY DRINK / CREATE?	WHERE DO THEY DRINK GALLIANO?	HOW DO WE REACH THEM?
Own creations with Galliano Tiki drinks Negroni Americano	On trade venues; bars and restaurants that serve the Galliano range	Trade publications (online/ offline) Trade social media Trade events, such as barshows



LA BELLA DONNA & L'UOMO BELLO

Who are they?

They are 35 – 50 years old and more likely female than male. They live in medium sized cities, in residential areas. They live on a moderate to high income and are modern men and women with a career, a family and a busy social life. They love sharing stories with friends and family and to simply enjoy life. The Italian character of Galliano is what makes it their drink of choice.

WHAT DO THEY LOVE TO DRINK?	WHERE DO THEY DRINK GALLIANO?	HOW DO WE REACH THEM?
I'Aperitivo Tonic	On a sunny day on a terrace of one of Galliano's on trade outlets	Lifestyle publications such as ELLE magazine, VOGUE magazine, L'UOMO etc.
Golden Cadillac	At a home party to impress friends	National food publications such as Jamie Magazine, Good Food magazine, ELLE à Table, etc.
Café Amaretto	After dinner	Lifestyle specials in national daily papers
Affogato		Consumer events, such as culinary festivals



LA GIUVENTÙ

Who are they?

These are the young flavourmakers. They are both male and female and between the age of 25 and 40. La giuventù live in larger cities and enjoy the urban life. They are young professionals with a moderate to high income. These sophisticated youngsters are well educated and appreciate quality. For them, staying on top of the latest trends is an essential part of life and they share their finds and interests on Facebook and Instagram. The quality and rich heritage of Galliano is what makes them loyal to this brand.

WHAT DO THEY DRINK / CREATE?	WHERE DO THEY DRINK GALLIANO?	HOW DO WE REACH THEM?
I'Aperitivo Tonic	At the city's hotspots; high quality restaurants with Italian influences	Lifestyle publications; ELLE magazine, Glamour, VICE, etc.
Americano	On trade venues; bars that serve the Galliano range and mix them into their own creations	National men/ gadget/ luxury publications
Negroni	At home with friends on the rooftop terrace or balcony	National lifestyle/ food/ travel blogs & vlogs
Galliano Sour		Lifestyle instagrammers
Espresso Martini		Consumer events: music and lifestyle festivals
Tiki cocktails		