

imbibe & CAMPARI.

NEGRONI WEEK

JUNE
1 to 7

a drink for your cause
NEGRONIWEEK.COM



2015

IN NUMBERS



\$321,634.82

Total amount raised

3,533

Number of participating venues

1,714

Number of charities that benefited

44



Number of countries involved



TOP 5 COUNTRIES



By amount raised

- ~ USA ~
- ~ Germany ~
- ~ Australia ~
- ~ Canada ~
- ~ Italy ~



By participating venues

- ~ USA ~
- ~ Germany ~
- ~ Australia ~
- ~ Canada ~
- ~ Belgium ~

#NEGRONIWEEK



159 million

Approximate impressions on Twitter over the campaign*



24,712

Total Twitter conversation around Negroni Week

Top 5 countries which used #NegroniWeek:
USA, Brazil, Italy, Germany, Canada

*March 1 to June 30, 2015

~ Enjoy Campari Responsibly ~