



## Brand objectives

Barilla is the number one pasta brand in Italy and America but had limited presence in the UK. In 2016, Barilla decided to break into the UK market and challenge inauthentic brands posing as real Italian brands. However, the UK pasta market is highly competitive and increasingly commoditised. Most consumers do not see pasta as something special and as a result purchase retailer own brand products.

Great British Chefs were asked to help Barilla carve out a premium positioning and convince consumers that it was worth spending a little more money to get great pasta.

## Our campaign

Great British Chefs / Great Italian Chefs developed an integrated 12 month rolling campaign that has been designed to help Barilla own premium pasta, inspire more people to cook special pasta dishes and help foodies understand that not all pasta is the same. The results have been impressive.



## Inspirational recipes

For this campaign, we exclusively commissioned Britain's greatest chefs and bloggers to produce recipes in which Barilla pasta was the hero ingredient. These recipes used specific Barilla pasta products available in the UK and were created to inspire Britain's committed and weekend foodies to cook more inspiring pasta dishes. The content was from a wide range of chefs and bloggers including Galton Blackiston, Robert Thompson, the Galvin brothers, Paul Ainsworth, Rachel Phipps, Rosanna McPhee and Valeria Necchio.



## Editorial

Great British Chefs is the destination for committed and weekend foodies looking for advice and inspiration. In order to place Barilla at the heart of a range of key search terms, we created a range of 'how to cooks' on topics like How to make Lasagne.

We also created some engaging features about this history of Barilla, the company's role in in some of Italy's most famous pasta shapes and supported them in promoting the World Pasta Championship.

## High impact advertising

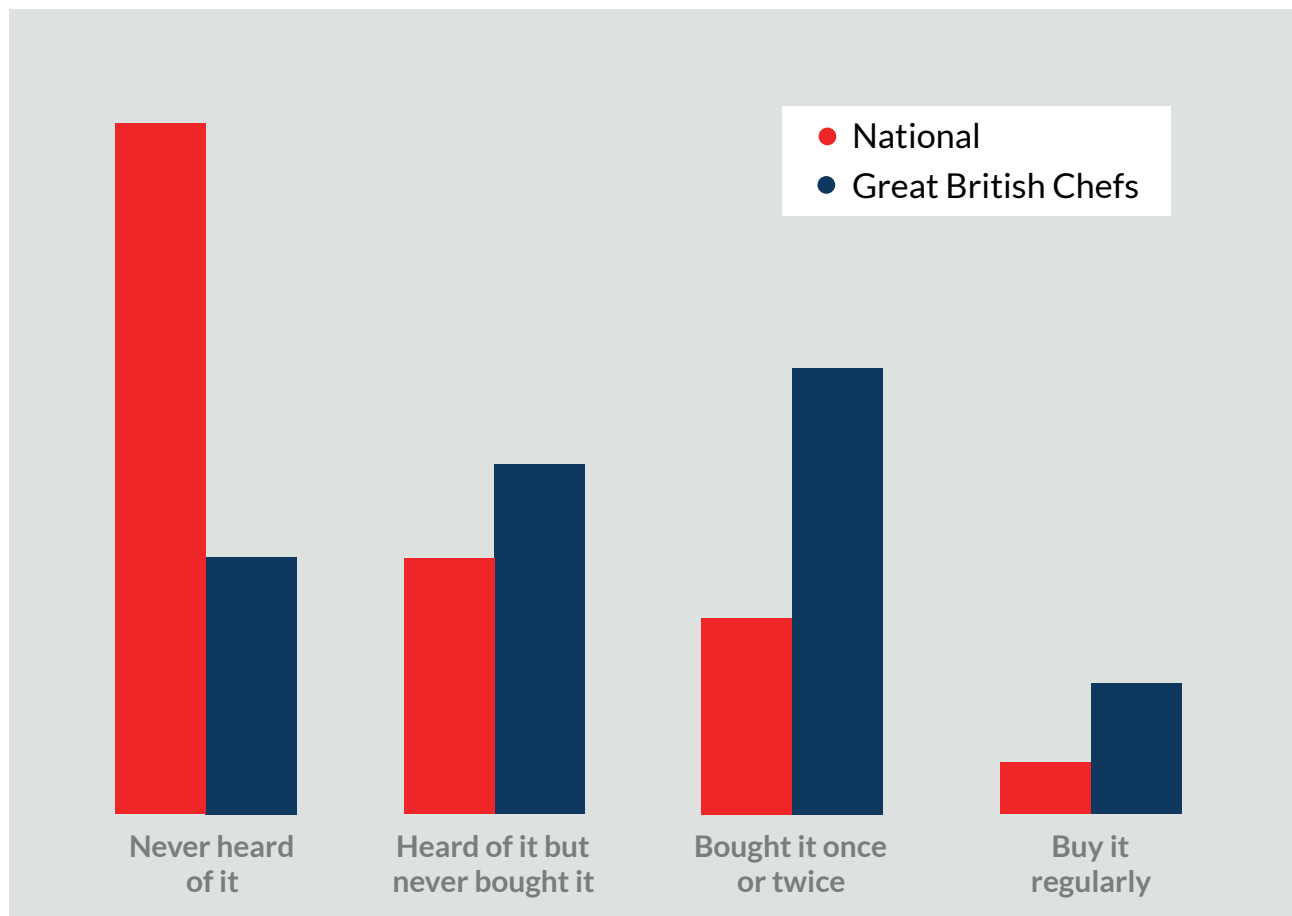
In order to place Barilla at the heart of the most premium pasta content online, we tenanted Barilla advertising on all Great British Chefs pasta content and on all newly commissioned Barilla content. We also delivered a series of tenanted Home Page Takeovers. In addition, we have run an integrated social media campaign across Facebook, Twitter and Pinterest. We broadcast an exclusive cook school live on Facebook to our 200,000 fans.



## Results

The Great British Chefs and Barilla partnership is an ongoing relationship that started in December 2015. The campaign's impact has been measured by comparing the results of a national survey delivered via a third party and a similar piece of research conducted with the Great British Chefs audience.

By comparing the results of the two surveys, it is clear that Great British Chefs audience is buying Barilla significantly more regularly than the national audience. In addition, awareness of the Barilla brand is significantly higher amongst Great British Chefs audience than it is nationally.



Source: National food survey (SSI), Great British Chefs Research (April 2017)



Autumn pumpkin and whole wheat fusilli pasta salad  
with kale, feta and almonds



Lamb ragù lasagna