

Barilla Case Study







# **BRAND OBJECTIVE**

Barilla is the number one pasta brand in Italy, and has incredible presence across the world particularly in the US and many European countries. However, Barilla had limited presence in the UK and wanted to break into the UK market and challenge inauthentic brands posing as real Italian brands.

# THE CHALLENGE

Great British Chefs / Great Italian Chefs were challenged to help Barilla own premium pasta, inspire more people to cook special pasta dishes and help our audience understand that not all pasta is the same.

# THE CAMPAIGN

We developed an integrated 12 month campaign that revolved around inspirational recipes using Barilla pasta, how to cook videos and articles telling the authentic story of Barilla. This branded content was then amplified through our various marketing channels including advertising, social media and newsletter inclusions.









# **DELIVERABLES**

## INSPIRATIONAL RECIPE CONTENT

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 the GBC & GIC audiences to try at home. The content was from a wide range of chefs and bloggers including Galton Blackiston, Robert Thompson, Rachel Phipps and Rosanna McPhee. Recipes included Tortiglioni with chicken and lemon sauce, Cacio e Pepe, Conchiglie frutti di mare, open lasagne with crab, Mezze penne tricolore with roasted summer vegetables and many others.

## **HOW TO COOK**

A series of classic How to Cooks were commissioned that linked to Barilla including: How to make Cannelloni; How to make Lasagne; How to make Carbonara.





## **BRAND RELEVANT EDITORIAL**

In order to inspire our community of passionate foodies to think differently about pasta we created a series of engaging editorial about pasta. The campaign included range of articles including one about the Barilla family and their philosophy as well as one about Famous pasta shapes, their stories and Barilla's role in creating them. We also support Barilla in promoting their 5th World Pasta Championship.



TALKING PASTA WITH PAOLO BARILLA



FAMOUS PASTA SHAPES AND THEIR STORIES

# **MEDIA SUPPORT**

As part of the campaign, Great British Chefs and Great Italian Chefs delivered significant targeted advertising optimised around pasta dishes. Tenanted advertising was placed on all existing pasta content on the site, newly commissioned Barilla content and high traffic pages. The advertising campaign also included a series of tenanted Home Page Takeovers themed around pasta.

# **COMMUNITY OUTREACH**

To amplify the campaign, we shared the commissioned content via Newsletter features (144,000 subscribers), Facebook posts (178,000 likes), Tweets (72,000 followers) and Pinterest boards (620,000).

## **RESULTS**

Barilla's first year of launch has delivered very strong results with brand awareness, purchase intent and distribution all growing.







# **CAMPAIGN RECIPES**



CACIO E PEPE BY ROSANA MCPHEE



CONCHIGLIE FRUTTI DI MARE – MIXED SEAFOOD PASTA BAKE BY GALTON BLACKISTON



TORTIGLIONI WITH CHICKEN AND LEMON SAUCE BY GALTON BLACKISTON



WHOLE WHEAT FUSILLI WITH COURGETTE AND GOAT'S CHEESE BY JURE TOMIČ



SPAGHETTI WITH MUSSELS BY RACHEL PHIPPS



MEZZE PENNE TRICOLOUR WITH ROASTED SUMMER VEGETABLES AND WALNUTS BY RACHEL PHIPPS