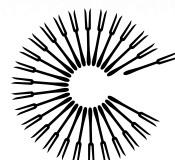




GREAT
BRITISH
CHEFS



GREAT
ITALIAN
CHEFS

Barilla Case Study

BRAND OBJECTIVE

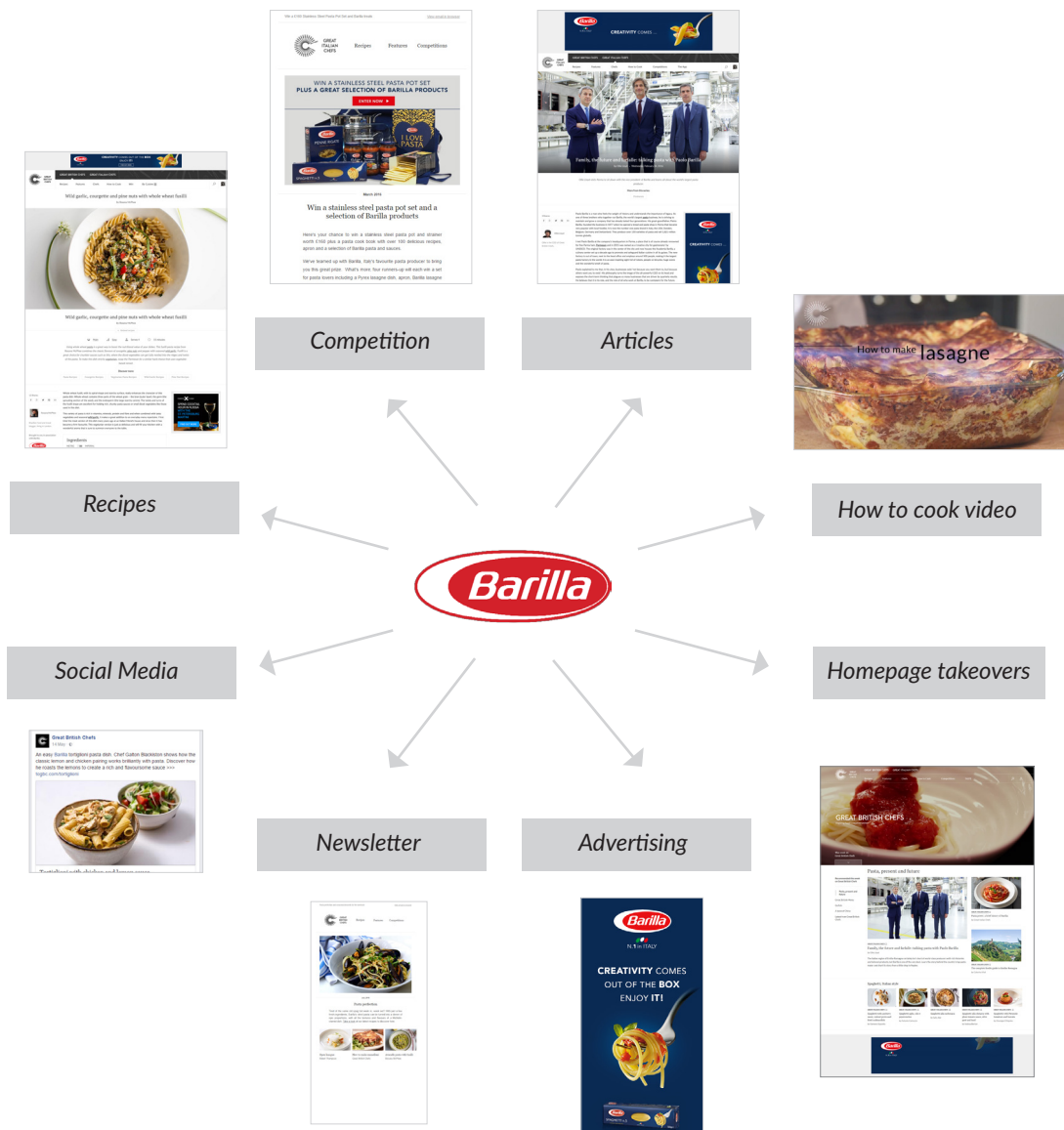
Barilla is the number one pasta brand in Italy, and has incredible presence across the world particularly in the US and many European countries. However, Barilla had limited presence in the UK and wanted to break into the UK market and challenge inauthentic brands posing as real Italian brands.

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.



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 TOMIĆ



SPAGHETTI WITH MUSSELS
BY RACHEL PHIPPS



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