



GREAT  
ITALIAN  
CHEFS

**LAVAZZA**

Lavazza Case Study

## BRAND OBJECTIVE

Lavazza has an on-going relationship with the world of Gastronomy and many of Italy's greatest chefs use Lavazza coffee. The challenge however, is that the coffee market in the UK is increasingly commoditised by retailers and Lavazza wants to build partnerships with brands that understand the premium space and assert its specialist positioning with the right audience. They have done this through partnerships with organisation like Royal Ascot, Wimbledon and World 50 Best Restaurants.

## THE CHALLENGE

Great Italian Chefs was challenged to engage our foodie audience with the story of Lavazza and bring their relationship with the world of Italian Gastronomy to life.

## THE CAMPAIGN

We developed an integrated campaign that revolved around a series of video portraits of Great Italian Chefs who also work closely with Lavazza. This content was amplified through our various marketing channels (digital media, social media, newsletters etc) and brought to life in a series of cook schools in London.



## INSPIRATIONAL VIDEO CONTENT

For this campaign, we are exclusively commissioning a series of films with Top Italian Chefs (the Costardi Brothers and Roberto Petza). We filmed them in their restaurants talking about their style of food, their relationship to their regions and how they choose the finest coffee.



*ASPARAGUS AND CARNAROLI  
BY COSTARDI BROTHERS*



*COFFEE-MARINATED VEAL RIB WITH CREAMED  
POTATOES BY ROBERTO PETZA*

## MEDIA SUPPORT

We then amplified this content to our audience via highly targeted advertising on relevant recipes, sections of the site which would go well with Lavazza (breakfast / brunch) and high traffic areas such as the homepage. In addition, there were a series of weeklong homepage takeovers which included further additionally commissioned videos specifically themed to tie in with the campaign.



## COMMUNITY OUTREACH

To amplify the campaign, we shared the newly commissioned recipe and video content with our community via newsletter features (135,000 subscribers), Facebook posts (166,000), Twitter tweets (66,000) and a Pinterest board (600,000 followers).

## COOK SCHOOLS

We have delivered a series of events and cook schools that have allowed influencers to meet these three great chefs and understand more about Lavazza. The events were widely amplified via social media, coverage on key blogs and through PR outreach.