

# CASE STUDY//SNAPSHOT

## CASE STUDY # 19

THE CATEGORY// FMCG

THE PRODUCT // PASTA

THE CLIENT// BARILLA

## THE STATS

READERSHIP // 7,238,000

REACH//4,307,000MAINGROCERYBUYERS

CORETARGET//MAINGROCERYBUYERS

CHANNELS // MAGAZINE, DIGITAL

### THE DELIVERY

MAGAZINE

delicious. ABC

super **foodideas** Australia's top-selling food magazine

donna hay magazine

sunday **style**

taste COM AU **magazine**



WEB

Best Recipes .com.au

taste COM AU

## THE CHALLENGE

While Barilla has recorded continual growth in its pasta products in Australia, in a competitive, well established market, Barilla was looking to increase its market share and brand awareness.

## THE SOLUTION

Tying in with the core messaging of Barilla's TVC, and key objectives, 'From Italy to Your Table', the partnership focused on creating engaging content targeting active seekers looking for meal solutions and showing these consumers how they can make every day special using Barilla.

## THE RESULTS

The campaign had strong shifts in key brand health measures for Barilla as well as a 23% increase in actual purchase of Barilla pasta products.

# A LITTLE BIT MORE...

## THE CHALLENGE

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## THE SOLUTION

Tying in with Barilla's core messaging, 'From Italy to Your Table', the partnership focused on creating engaging content targeting active seekers looking for meal solutions and showing these consumers how they can make every day special using Barilla.

A bespoke editorial content destination was the centre of the campaign, driving users between content including weekly cooking tips from Barilla, a fully interactive consumer promotion and reviews driven by our 'Taste Testers' panel.

The consumer promotion was designed to bring to life the authenticity and heritage of Barilla Pasta via an interactive map of Italy.

This regional focus was carried over into print with a seven page advertorial flipbook on the launch issue of [taste.com.au](http://taste.com.au) magazine and a seven page section in *delicious*.

## THE RESULTS

There have been strong shifts in key brand health measures following the Barilla campaign:

- A 22% increase in likelihood to purchase Barilla pasta and 45% increase in likelihood to purchase Barilla pasta sauces
- A 23% increase in actual purchase of Barilla pasta products.