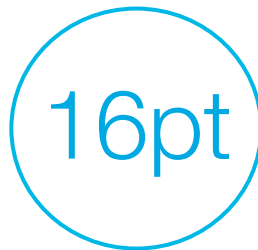
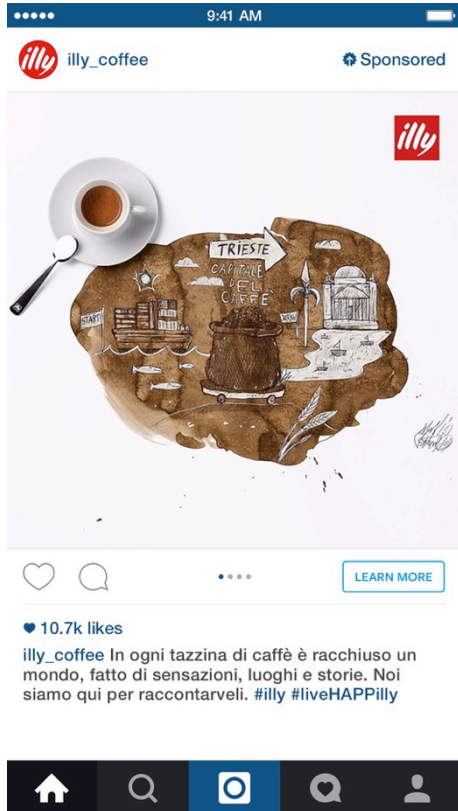




A Vision Of The Future

Italian coffee company, illy, has been manufacturing and marketing world-class espresso for over 80-years. And when the company wanted to reach a new audience it worked with Instagram on a cool, creative campaign that used carousel ads.



lift in ad recall



lift in ad recall
among 25-35
year-olds

STORY

Mission, passion, obsession

Founded in 1933 by Francesco Illy, the company is the leading brand in top quality coffee. From selecting to preserving, and of course serving, illy are true coffee masters.

GOAL

Quality and excellence

With a strong existing customer base in the 35+ audiences, illy wanted to raise awareness of the brand and its products amongst a younger audience.

SOLUTION

Fresh, fun and creative

With a history of innovation and creativity, illy embraced the opportunity to use the new Instagram ad formats, in this case carousel, in its new campaign aimed at a millennial and late millennial audience.

Embracing the Instagram ethos of creativity and discovery, illy commissioned artist and illustrator, Max Petrone, to create a series of ads that tell the illy story using coffee as his medium.

These fun and thumb-stopping images proved a hit with the discerning Instagram audience. A Nielsen brand effect study showed that the ads received brilliant 16pt uplift in ad recall, which rose to 21pts in the targeted 25-to-35 year-old group.

“ We were looking for the best way to talk to a young audience. We’ve found the right creative answer in the artist Max Petrone, and created images and videos dedicated to digital. In particular we’ve found in Instagram the right media platform to reach the desired target audience, with results above expectations.

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