

RECIPE FOR SUCCESS

MARKETING OBJECTIVE

Barilla's objective was to effectively communicate their pesto sauces and create a **deep connection** with their target audience. It was about **raising awareness** and about **boosting users' engagement rate** by encouraging them to watch the brand's videos.

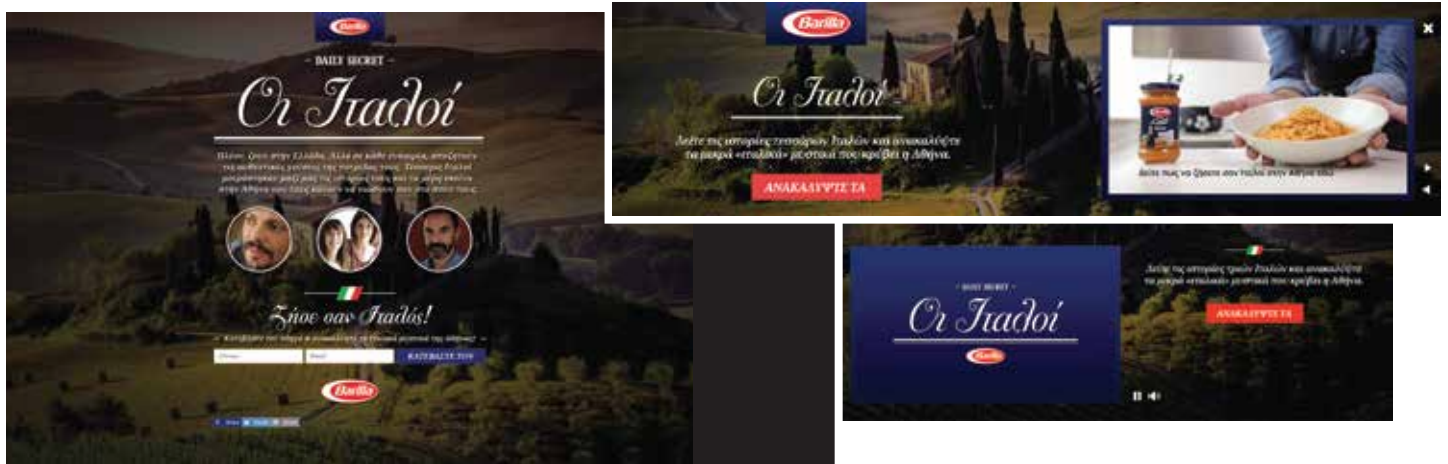
SOLUTION

We created a one-month, **content campaign**, which consisted of 3 documentary style videos presenting bon vivant Italians, who live permanently in Athens. They shared secrets and places on how one can live the authentic Italian lifestyle in Athens. They gave us tips and tricks on how to make the best Italian pasta or how to prepare authentic Italian antipasti dishes.

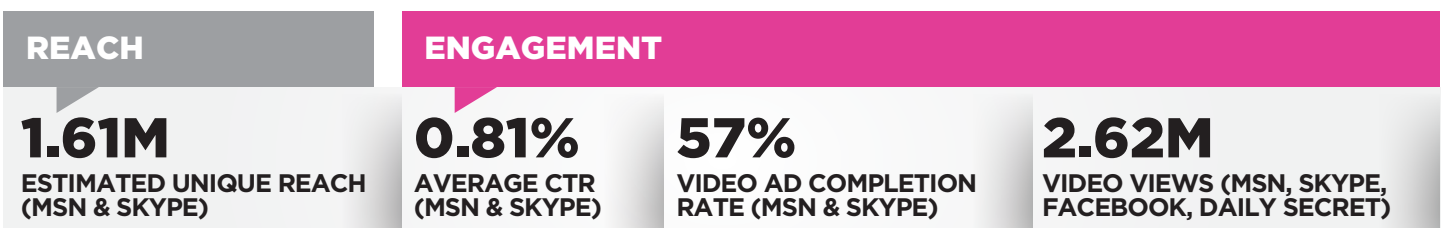
The videos and all respective articles were placed in a **dedicated microsite** within **Daily Secret**, where users had the opportunity to download a Barilla branded City Guide with secret places and spots around Athens, revealing the authentic Italian lifestyle.

The campaign was amplified with engaging rich media formats, such as the Custom Header in **MSN** and the Masthead in **Skype**, resulting in reach and traffic increase for the branded microsite.

Additional social media were utilized for further targeted reach & engagement.



RESULTS



THE QUOTES

“Content marketing is for us a strategic marketing approach in the digital era, which is focused on creating content that has value for the consumer and also adds value to the brand. It absolutely fits with the high standards we follow in the communication of our brand.”

Thanos Athanasopoulos,
Marketing Manager BARILLA Hellas

“Client, agency and publisher brilliant cooperation bring in life “the Italians” campaign of Barilla sauces. It is a great example of communicating brand values and attributes through personal stories. High quality videos along with efficient planning resulted in a very successful content marketing campaign.”

Georgia Zacharaki,
Digital Account Director, TEMPO OMD Hellas