

CASE STUDY: Barilla Pasta

CHALLENGE

On the verge of losing distribution to Metro NY supermarkets because the product wasn't selling, Barilla hired our brand-building team.

SOLUTION

Our focus groups indicated that consumers blame themselves (rather than the pasta) when pasta sticks to the bottom of the pot or fails to cook "al dente." This led to our brand promise: Barilla. Italy's Number One Pasta. Doesn't Stick, Doesn't Clump, Cooks Just Right. To hold distribution, we couponed heavily in-store while formulating an integrated marketing program to educate consumers, build the brand, and move product. Ads were placed in epicurean books to reach "foodies" and ethnic magazines because Barilla had an unbelievable 35% share in the pasta category in Italy. Radio, outdoor and public relations were added to the mix.

RESULTS

In only 10 months, Barilla pasta in Metro New York soared from #138 in sales to #2. Today, Barilla is the #1 pasta nationally.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



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