

CASE STUDY: Medaglia D'Oro Espresso

CHALLENGE

Medaglia D'Oro was America's leading Italian-style espresso, but had seen its sales slowing when it came to Block & DeCorso.

SOLUTION

Block & DeCorso reintroduced the brand to a new generation of American consumers with an ad campaign, outdoor, radio and website that showed how Medaglia D'Oro was always a part of family traditions. A key component of the campaign was the **Elegant Espresso Expressions** recipe booklet filled with scrumptious espresso dessert recipes and delicious drink recipes as well as money-saving coupons.

RESULTS

Nearly 10,000 recipe booklets have been ordered at \$1.50 each, and Medaglia D'Oro sales have exceed all expectations, rising by triple digits.

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



BLOCK & DECORSO

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