

Building Barilla Buzz Through Consumer Dialogue

While consumers are aware and "have a positive perception" of Barilla, one product, Barilla Tortellini, was not well known in the US market. Research had shown that once consumers tried Barilla Tortellini, they were very likely to buy it again; however, there were several barriers to initial trial, including low awareness. Consumers simply did not know Barilla made tortellini and if they did know, they often didn't know it was sold in the dry pasta aisle.

Barilla turned to BzzAgent to drive trial of its tortellini. The campaign was designed to influence consumers purchase decisions and impact sales. As part of the core strategy, Barilla targeted moms because the product has a healthy appeal for the whole family.

Launched in the fall of 2007, the Barilla word-of-mouth campaign engaged 4,000 unpaid, unscripted consumer volunteers. The campaign was specifically targeted to reach Barilla's core consumers - moms.

After opting in to the campaign, participating moms received a kit in the mail containing two bags of the Barilla Tortellini, coupons for the Tortellini, a recipe card, a Barilla potholder and a customer designed booklet with facts and background information about the product.

Results

- * Nearly 410,000 communications were captured throughout the campaign
- * 82 percent of participants became promoters of the product
- * Trial and education increased the favorable opinion of the product by 50 percent during the campaign
- * 98 percent of respondents tried the tortellini and 94 percent answered they were likely to purchase Barilla Tortellini in the future
- * Three months after the campaign ended participants purchased three bags of tortellini on average
- * 61 percent of participants said they tried Barilla products (other than tortellini) that they wouldn't have sampled otherwise

Case Study Library



Client: Barilla

Agency: BzzAgent, Inc.

Budget: Undisclosed

Date of Campaign: 9.27.07-12.6.07