

# YOU ARE WORTH A BRAVO!

## MARKETING OBJECTIVE

People tend to slide easily through life, and mark the most important moments by posting a photo on Instagram or Facebook. But how about stopping for an instant and taking a look at those things or people who changed our lives?

When Barilla, the #1 pasta maker in Italy, launched worldwide their new campaign, "The Italians", the brief was to raise awareness in Romania about the brand's main messages and core values. This is how the "Meriti un BRAVO/ You are worth a bravo", tagline came to life.

## SOLUTION

We came up with the idea to bring together 3 italians who live in Romania and have done amazing things, so they got a big "BRAVO" for that. So we created a platform where people can get inspired from their stories and could share their own.

We've contacted and filmed 3 italians with a solid an impressive track record in Romania, asking them to talk about their life experience and the italian culture, and explain what determined them to start over in a foreign country and motivated them to become better and better.

Presuming that as any true italian, each of them has at least one favorite traditional dish, we got them to share tips and tricks on how to prepare authentic antipasti dishes, with Barilla Products.

To create a truly meaningful story, we developed the meritiunbravo.ro platform, where the videos and all the recipes were hosted, which consolidated quality and dynamic content from the public at large. The created community of customers shared their own recipes and culinary secrets, incentivized also by the big prize - which was a 7 days' trip to Barilla Academy, in Italy, together with 2 of the finalists of MasterChef TV Show.



## RESULTS

### REACH:

**1.1M**

(Media Reach)

**4.85M**

(Social Media Impressions)

### ENGAGEMENT:

**875k**

(Video views on Facebook)

**88k**

(Video views on Youtube)

### CONVERSION:

**CTR: 0.9%**

(948 contest registrations)

Campaign Duration: August 9<sup>th</sup> - September 25<sup>th</sup>