

Agency
INC

Client
Pan di Stelle

HOW WE WON (ON THE MEDIA)

THE COOKIES WAR

NOW, MAY THE BEST ONE WIN ON THE MARKET!



★ THE SPARK ★

A PREVIEW TASTING OF BISCOCREMA, THE NEW HAZELNUT CREAM-FILLED BISCUIT FOR 40 SELECTED MEDIA AND INFLUENCER

Italian media reported the "cookies war" story



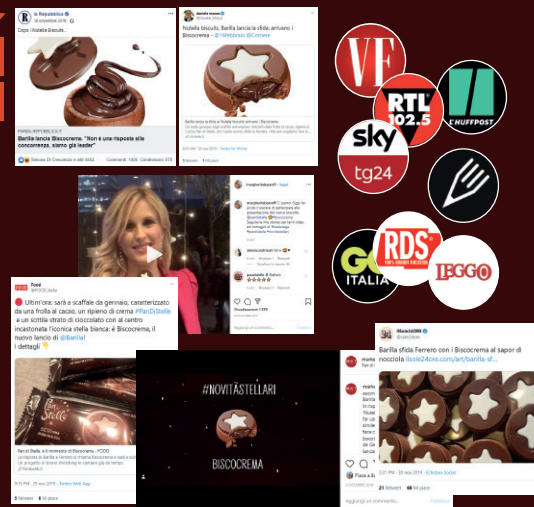
The news got a global impact: the NYT published it as the 24th December cover story



The 2 most Italian influential comedians talked about the "cookies war" during two of the most viewed public television shows



The news went viral



and also politicians joined the conversation



in one month

215 media hits | 900 social hits | 300 mio impression/OTS

ISSUE

In Italy the biscuits market is worth 2 billion Euros and Barilla is the market leader (37% market share). In November 2019 Ferrero decides to enter the market and launches with a massive communication campaign a new Nutella-based biscuit. Barilla responds by launching Biscocrema, a new biscuit filled with Crema Pan di Stelle, the first spreadable hazelnut cream of the brand, launched in early 2019.

STRATEGY

To face the launch of the competitor product we implemented a PR action capable to compete raising the interest of media in the new biscuit and creating a mediatic hype while waiting for the launch of Biscocrema. An exclusive preview event was held on 29th November 2019 to present the product to 40 journalists making them taste it before the launch on the market (January 2020).

RESULTS

With over 180 media hits and 80 million impressions in just 2 weeks in December, Biscocrema PR launch overshadowed the competitor promotional campaign creating big expectations and craving for its arrival on the market in January 2020.

WATCH THE CASE STUDY VIDEO

