



FILIPPO BERIO®

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OBJECTIVE

Storm was appointed by Filippo Berio, the world's leading olive oil brand, to implement a programme of activity that looked to not only generate awareness of the company's wide range of products, including its new Spray Oils, but also educate consumers on the benefits of eating olive oil as part of a healthy balanced diet. In addition, it aimed to demonstrate the versatility of olive oil by challenging perceptions of how it can be used in non-traditional cooking methods, such as baking.

SOLUTION

Storm launched a pro-active media relations programme that targeted the food news and recipe pages, testing columns and healthy eating features.

Spearheading the campaign was a series of one-to-one cookery briefings with the key food and lifestyle publications to educate them on olive oil in general, and inspire them to use it as a versatile cooking ingredient in their own recipe development. Publications visited included Delicious, Sainsbury's Magazine, BBC Good Food magazine and Olive.

Food nutritionists were also targeted alongside their cookery counterparts through an event with the Guild of Food Writers, where an educational olive oil masterclass and cookery demonstration was held for over 20 influential members.



- ▶ These direct activities were then complemented by a continuous programme of product news, harvest visits, testing features and seasonal recipes to maximise coverage throughout the year.

RESULTS

The campaign successfully introduced the new Spray Oils range to consumers and contributed to the product being included within the 'top 100 must stock' items list within The Grocer.

Over 170 pieces of consumer coverage were generated during the course of the 12-month campaign in key national and women's press, reaching over 32 million consumers. Highlights included a four page feature on Filippo Berio in Fresh Magazine, a full page on olive oils including the new Spray Oils in Delicious Magazine, a product taste test in Taste Italia in which its olive oils were voted top, and a recipe feature in Woman magazine promoting three different ways to use olive oil within cooking.

In total, the campaign delivered a 12-times return on investment, and resulted in coverage with an EAV in the region of £270,000.

