

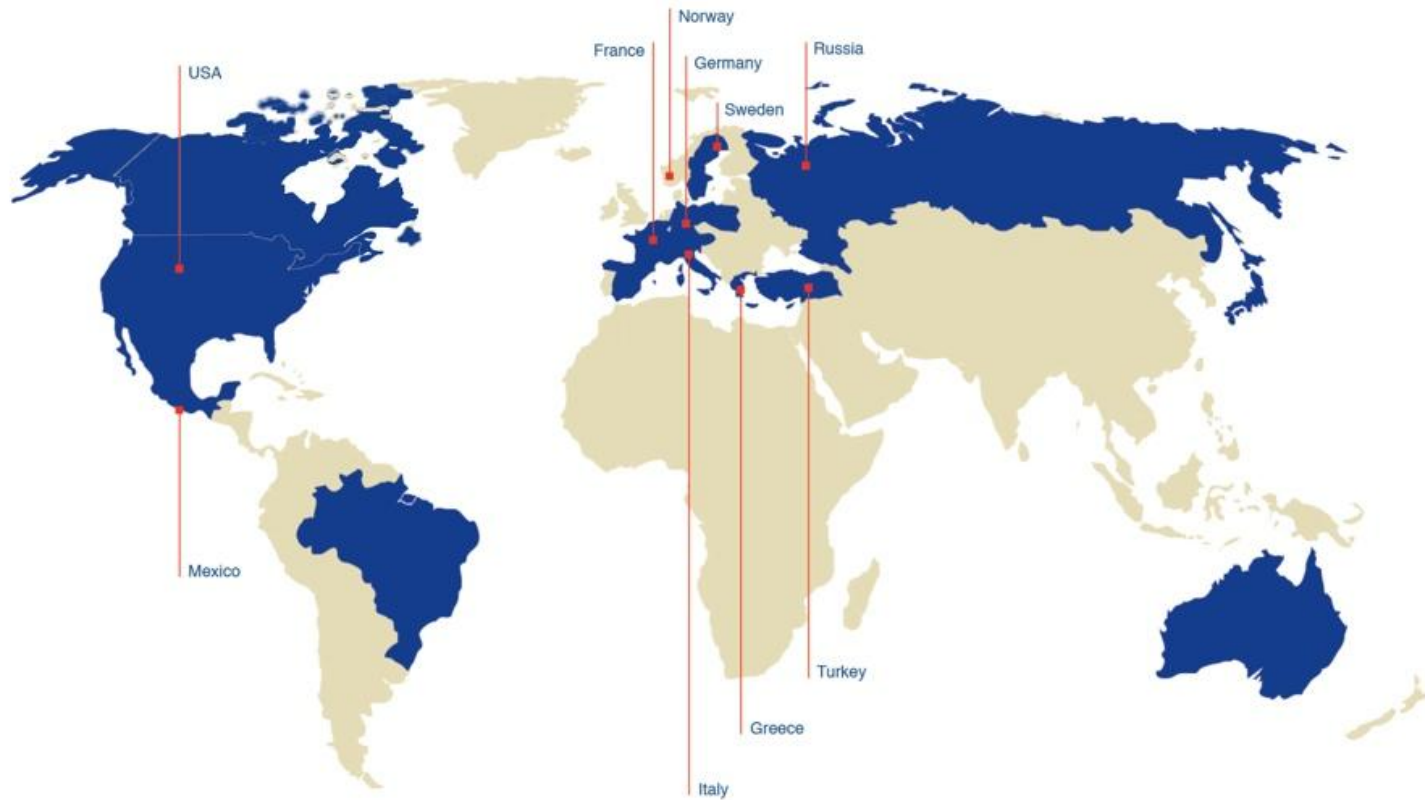


Using Digital Coupons to Monetize Earned, Owned, & Paid Media

- Introductions
- What is Paid, Owned and Earned Media?
- What are the benefits of each?
- How can brands monetize these assets?
- Barilla case study

- Barilla was founded in 1877 in Parma, Italy, by Pietro Barilla Senior in a little shop selling bread and pasta.
- Today Barilla is the largest Italian food products group, best selling brand of pasta in Italy and around the world, the largest producer of baked goods in Italy and the third largest in Europe.





- The industry's first self-service secure Couponing Management System
- Provides print-at-home and mobile couponing solutions
- Works with 100+ top brands and retailers in the US and Canada
- Was incubated from Rockfish Interactive; is privately owned

Design how your coupon will look when it's printed

Prints on 8.5" X 11"



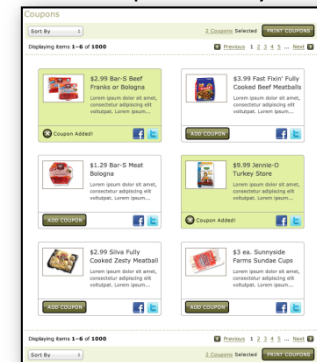
Promote your coupon experience anyway you like

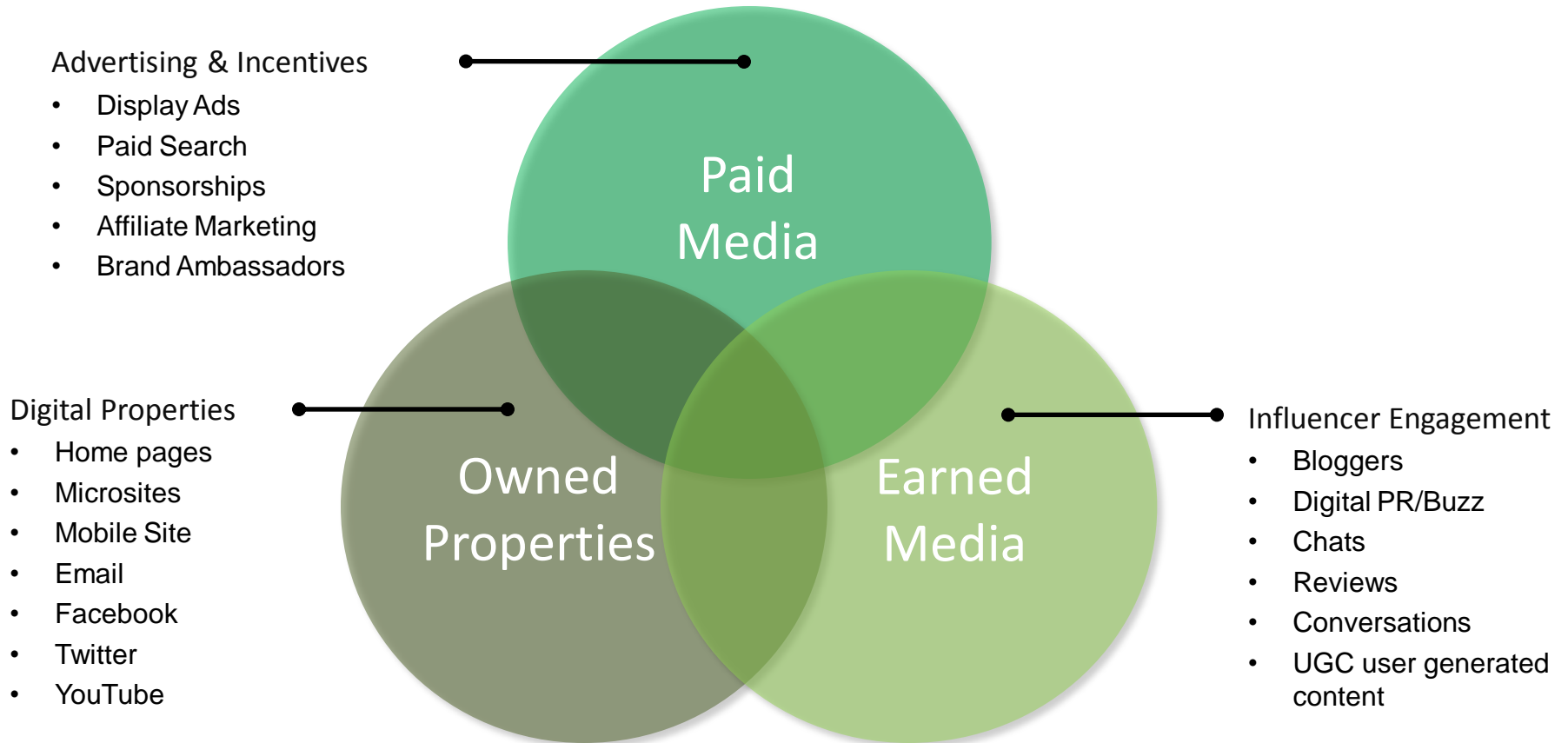
Single Coupon Experience

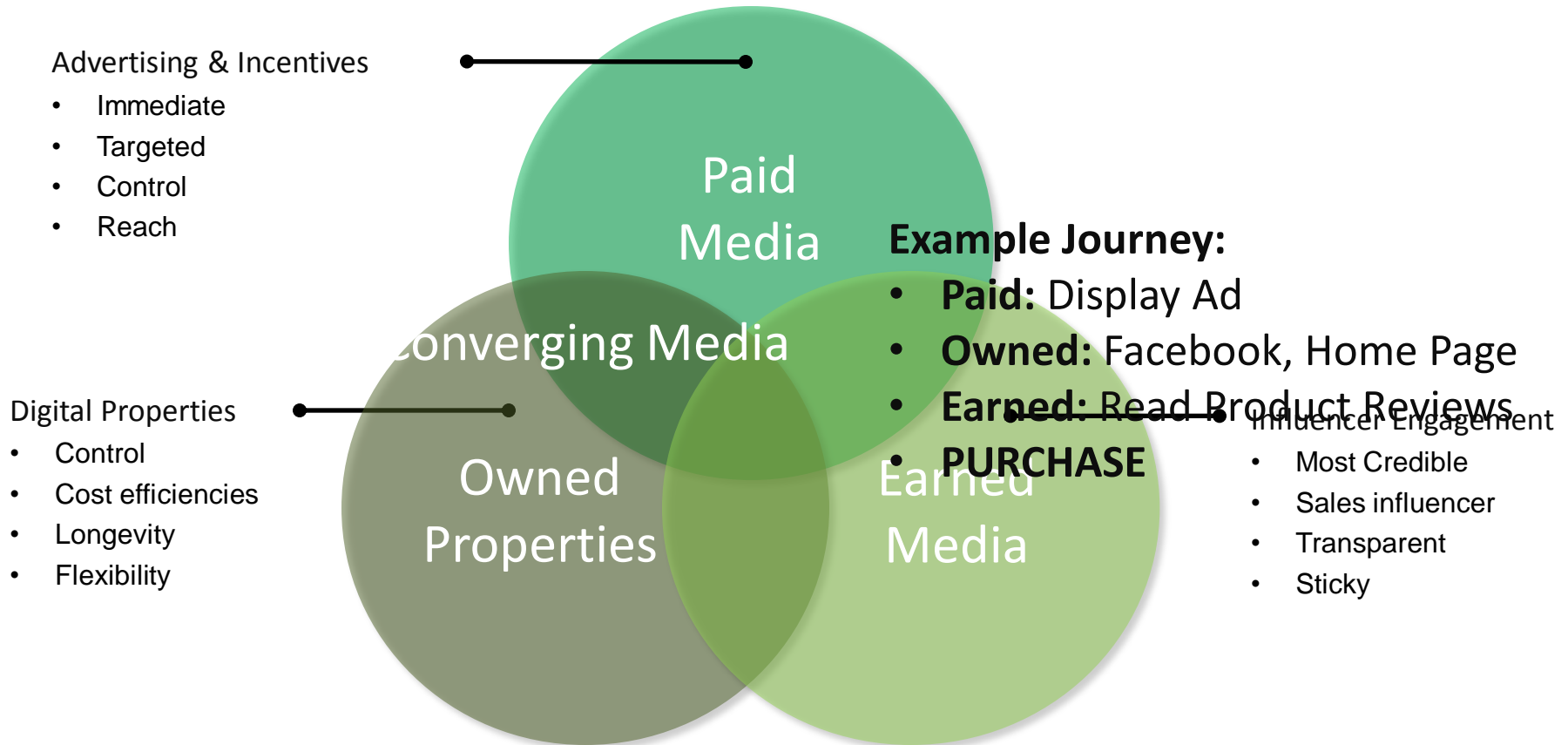


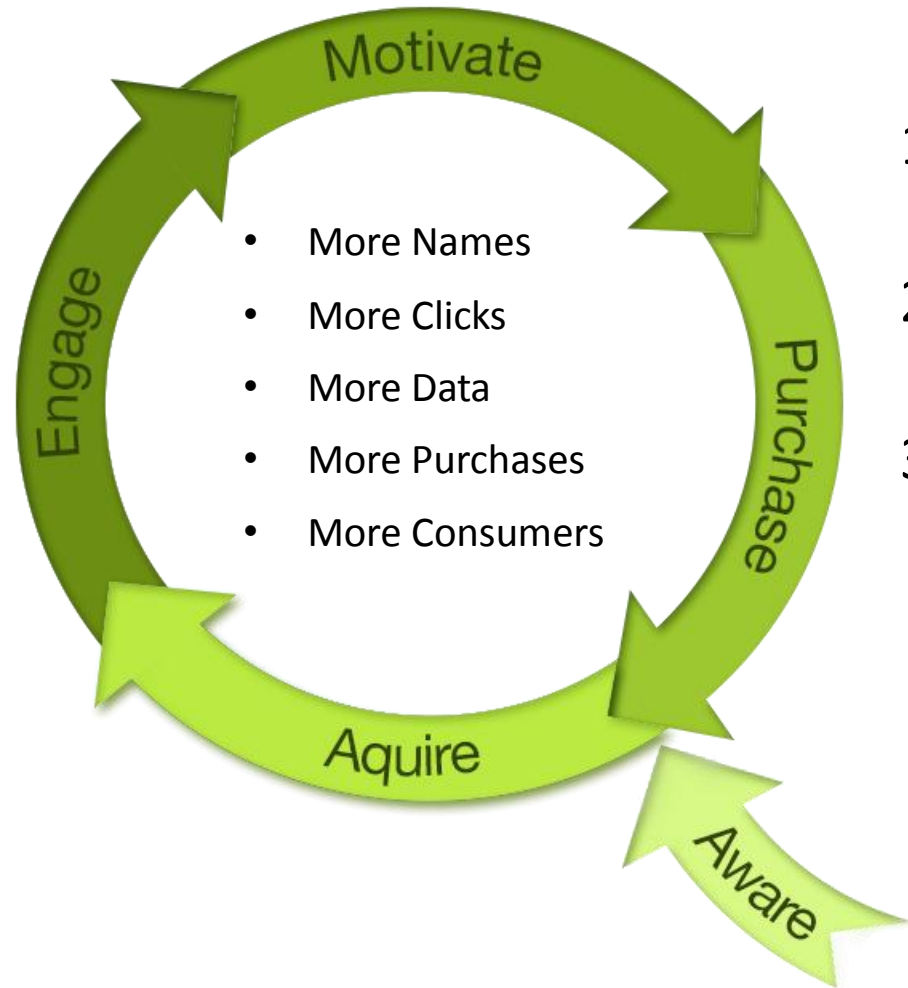
OR

Coupon Gallery









1. Deliver on expectations (customers want a deal)
 - Coupons, Promotions, Sweepstakes, Contests
2. Capture customer data in exchange
 - Name, Email, Zip, etc.
3. Incentives your advocate by rewarding their actions
 - “Share and Save” Offers

Why do your customers visit a brand's owned/earned digital properties?

Reason to visit	Owned	Earned
Information about the brand	74%	34%
Coupons and Promotions	73%	37%
Recipes, tips, advice	70%	37%
Suggest new products	60%	41%
Share opinions	50%	57%
Connect with other consumers	48%	54%

BIGGEST MOTIVATORS IN LIKING A BRAND ON FACEBOOK ARE...



TOP 3 WAYS CONSUMERS INTERACT WITH BRANDS ON FACEBOOK...



<http://mashable.com/2012/09/24/facebook-brand-page-value/>



3. Track and Report:

- Impressions
- Clicks & Prints
- Referring URLs
- Lead data
- Redemptions



1. Login and Create:

- Brand & Product Images
- Legal, T&Cs & Coupon Copy
- Barcodes & Expiration Dates
- Multi-tiered secure login access

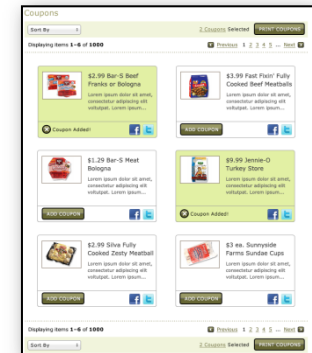
COUPONFACTORY
Coupon Management System

Single Coupon Experience

OR



Coupon Gallery



2. Distribute Your Offer:

- Microsite/Websites
- Social Networks
- Blogs and Email
- Ad Networks



Barilla

The Italian Food Company. Since 1877.



Challenge

Promote trial of Barilla Whole Grain.

“Try it. If you don’t like it, we will send you a replacement Blue Box.”



Solution

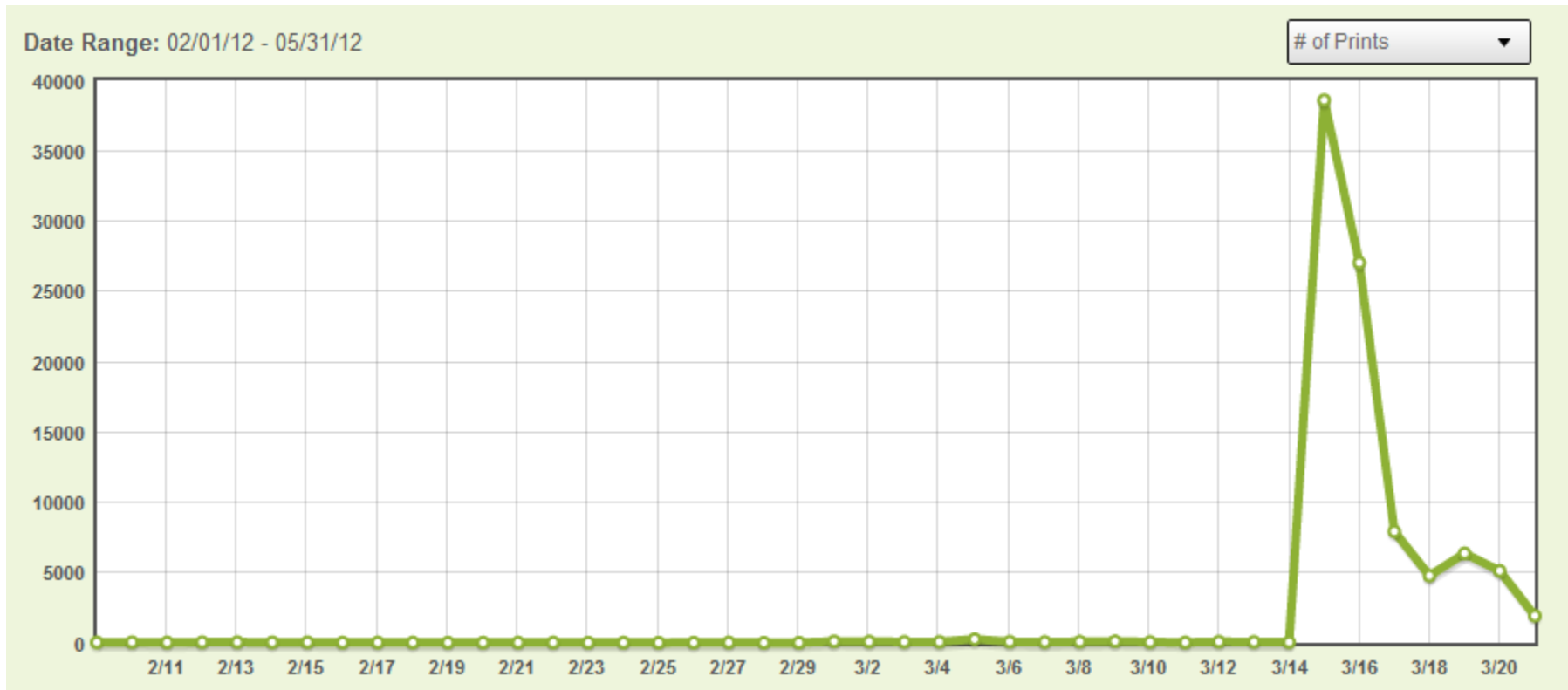
- Provided Facebook audience with a **volume-boosting coupon** (\$1/2 boxes) when they shared a coupon (\$1/1 box) with two friends
- **In banner coupon** (Test call to action leading to website for more Whole Grain content vs. coupon)



Results

- Coupon in banner placements reached the max **90K** coupon prints after a blogger spread the word
- In-banner coupon redemption **60%**
- Facebook advocate coupon had **64K** prints (max limit), tracking toward **58%** redemption rate
- Facebook share coupon had **130K** prints (max limit), tracking toward **60%** redemption rate





Challenge

To drive awareness and trial of new Barilla sauces.

“Only one sauce knows how to hug your pasta and create a complete meal.”



Solution

Barilla created an event and an app on Facebook inviting people to send a hug to their friends.

For every virtual hug Facebook users sent their friends, Barilla donated one Italian pasta and sauce meal to Feeding America. In addition the user were allowed to download a **\$1 off coupon on Barilla sauces**.

The “hugs” were tracked nationally by the Facebook app

The Send a Hug Day run for 24 hours on October 13th, 2011



Results

- **96.2k** app visits
- **18k** people sent hugs
- **52.7k** hugs sent (average of 3 hugs shared per person)
- The Barilla fan base by **45%** increased
- **48k** coupons printed
- Over **1,500 Barilla Sauce related mentions** across the social web

Barilla Send A Hug Day

Lorem ipsum dolor / sit amet



WELCOME TO THE BARILLA FAN PAGE

- Wall
- Info
- Photos (8,779)
- Welcome
- Products
- Hugs Day

About
Lorem ipsum dane dome
More

8,463,261
people like this

About
Welcome to the Facebook home of Barilla! Join us here in celebrating the li...
More

14,807
people like this



SEND A HUG DAY

Send a virtual hug and feed someone in need.



8 DAYS 10 HOURS 30 MINUTES 7 SECONDS
until the hugging starts...

[RSVP to Barilla Send a Hug Day](#)

October 13, 2011

For every virtual hug Facebook users send their friends, Barilla will donate one Italian pasta and sauce meal to Feeding America.



Only Barilla thick, rich sauces were designed to hug our pasta to perfection.



You and BarillaUS



3 friends like this.

Friends' Photo Albums



Profile Pictures
by June Bae



reunion with friends
by Alexandra Fajardo



disney
by Alexandra Fajardo



David'S Studio pictures
by Alexandra Fajardo



alexandra
by Alexandra Fajardo

Hug Day Email Blast

SEND A HUG DAY
Send a virtual hug and Barilla will donate to Feeding America.*

Today is the day!

SEND MY HUGS

Share virtual hugs and help feed someone in need. Visit Barilla on Facebook. For every virtual hug you send your friends, Barilla will donate to Feeding America (Up to 40,000 meals). Then we'll hug you back with a special offer to try a sauce for \$1 off.*

\$1 OFF BARILLA SAUCE FOR GIFT COUPON

Barilla
THE CHOICE OF ITALY®

Barilla
THE CHOICE OF ITALY®

SEND A HUG TODAY

Send a virtual hug and Barilla will donate to Feeding America and hug you back with a coupon.*

See the Send A Hug Day tab below

*Up to \$5,000, Up to 50,000 coupons

FB Profile Image

Barillaus.com carousel image

Barilla
THE CHOICE OF ITALY®

SEND A HUG DAY October 13, 2011
Send a virtual hug and Barilla will donate to Feeding America.*

For every virtual hug Facebook users send their friends, Barilla will donate to Feeding America and hug you back with a coupon!

SEND MY HUGS

\$1 OFF BARILLA SAUCE FOR GIFT COUPON

Send a Hug Day

To celebrate the launch of Barilla's new thick and rich sauce recipes made to hug your pasta to perfection, Barilla has created Send a Hug Day to help feed those in need.

PERFECT HUGS PHOTO CONTEST
WIN A TRIP TO ITALY!

BARILLA FAMILY DINNER STUDY IN FamilyCircle

BARILLA PLUS* WINS
125 BEST PACKAGED FOODS 2010 WINNER

Barilla Send A Hug Day

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WELCOME TO THE BARILLA FAN PAGE

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- Send a Hug Day

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Lorem ipsum dane dome
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8,463,261
people like this

About
Welcome to the Facebook home of Barilla! Join us here in celebrating the li...
More

14,807
people like this

- Likes
- FIAT USA
 - Winefest Des

SEND A HUG DAY

Send a virtual hug and feed someone in need.

TIME LEFT 23:52:07:32

SEND MY HUGS

2,567
MEALS TO BE DONATED



YOU CLICK. BARILLA DONATES

For every virtual hug Facebook users send their friends, Barilla will donate one Italian pasta and sauce meal to Feeding America.

\$1 off BARILLA SAUCE
SEND A HUG. GET A COUPON.

While supplies last



Only Barilla thick, rich sauces were designed to hug our pasta to perfection.



THE CHOICE OF ITALY

You and BarillaUS



3 friends like this.

Friends' Photo Albums



Profile Pictures
by June Bae



reunion with friends
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alexandra
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Barilla Send A Hug Day

Like

Lorem ipsum dolor / sit amet



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About
Welcome to the Facebook home of Barilla! Join us here in celebrating the li...
More

14,807 people like this

Likes



A HUG BACK FOR YOU

Only Barilla new thick, rich sauce recipes are designed to hug our pasta to perfection.

For every shape of pasta, there is the perfect sauce. Discover yours today!

[PRINT YOUR COUPON](#)

It's also been emailed.

Barilla is celebrating its NEW thicker, richer, sauce recipes.

\$1 OFF
BARILLA SAUCE
GET A COUPON*

THE CHOICE OF ITALY

*UP TO 30,000 COUPONS

You and BarillaUS



3 friends like this.

Friends' Photo Albums



Profile Pictures
by June Bae



reunion with friends
by Alexandra Fajardo



disney
by Alexandra Fajardo



David'S Studio pictures
by Alexandra Fajardo



alexandra
by Alexandra Fajardo

Challenge

Bring elements of the event to people at home so they can participate and feel a part of the Barilla experience

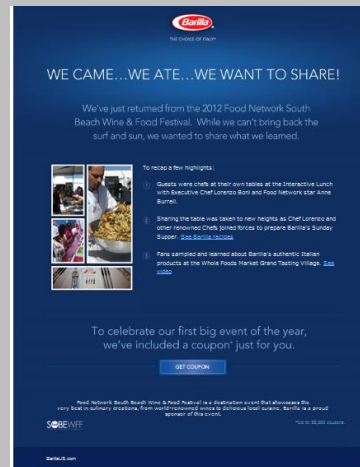


Solution

Post-event recap email with coupon download sent to entire email database.

*"We came... we ate...we want to share!
[...]"*

To celebrate our first big event of the year, we've included a coupon just for you"



Results

- Total Email universe (received): **260k**
- Open Rate: **31%**
- Click Rate: **43%**
- **18k** coupons Printed (\$1off pasta + sauce)



WE CAME...WE ATE...WE WANT TO SHARE!

We've just returned from the 2012 Food Network South Beach Wine & Food Festival. While we can't bring back the surf and sun, we wanted to share what we learned.



To recap a few highlights:

1. Guests were chefs at their own tables at the Interactive Lunch with Executive Chef Lorenzo Boni and Food Network star Anne Burrell.
2. Sharing the table was taken to new heights as Chef Lorenzo and other renowned Chefs joined forces to prepare Barilla's Sunday Supper. [See Barilla recipes](#)
3. Fans sampled and learned about Barilla's authentic Italian products at the Whole Foods Market Grand Tasting Village. [See video](#)

To celebrate our first big event of the year, we've included a coupon* just for you.

GET COUPON

Food Network South Beach Wine & Food Festival is a destination event that showcases the very best in culinary excellence, from world-renowned wines to delicious local cuisine. Barilla is a proud sponsor of this event.

SOBEWFF

*Up to \$5,000 coupons.

BarillaUS.com

THE CHOICE OF ITALY™

WE'RE SHARING A SECRET...TO A PERFECT MEAL AT HOME!

At the 2012 Food Network South Beach Wine & Food Festival, we shared good food, conversation and culinary knowledge with some of the world's best chefs and wine-makers.

Now, it's our turn to share an Italian secret with you. One key to a perfect meal at home is as simple as pairing the right sauce with the right pasta. Try serving our Toscana sauce as a complement to our Classic Blue Box linguine.

Use this coupon to purchase your favorite pasta and sauce. Then share it with your friends! Buon Appetito!

THE CHOICE OF ITALY™

\$1 OFF ANY BARILLA SAUCE AND CLASSIC BLUE BOX PASTA.

GET COUPON

- Contact Us
- Foodservice
- Barilla Group
- FAQ
- Events
- Barilla Italy
- Site Map
- Media Contact
- Academia Barilla
- Terms & Conditions
- Privacy Policy
- Careers
- Ethics and Business

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Challenge

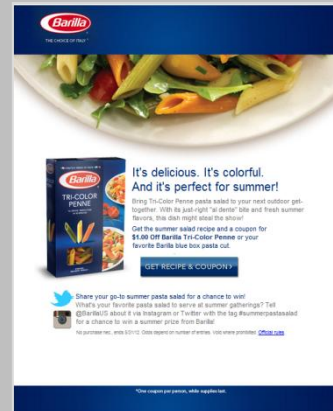
Increase awareness & buy rate of existing pasta salad cuts and introduce new Tri-Color Penne with no media support; leveraging messaging opportunity around Memorial Day and the kick-off of summer.



Solution

Memorial Day activation

- Email blast with digital coupon to celebrate Memorial Day weekend
- Twitter/Instagram contest to celebrate the kick-off to summer
- BarillaUS.com banners, Facebook/Twitter/Instagram messaging



Results

- **315K** impressions
- **381** unique tweets
- **25K** coupons printed in 12 hours!



THE CHOICE OF ITALY™



It's delicious. It's colorful. And it's perfect for summer!

Bring Tri-Color Penne pasta salad to your next outdoor get-together. With its just-right "al dente" bite and fresh summer flavors, this dish might steal the show!

Get the summer salad recipe and a coupon for **\$1.00 Off Barilla Tri-Color Penne** or your favorite Barilla blue box pasta cut.

[GET RECIPE & COUPON >](#)



Share your go-to summer pasta salad for a chance to win!

What's your favorite pasta salad to serve at summer gatherings? Tell @BarillaUS about it via Instagram or Twitter with the tag #summerpastasalad for a chance to win a summer prize from Barilla!



No purchase nec., ends 5/31/12. Odds depend on number of entries. Void where prohibited. [Official rules](#).

*One coupon per person, while supplies last.



Share to Win!

What's your favorite pasta salad to serve at summer gatherings? Tell @BarillaUS about it via Instagram or Twitter with the tag #summerpastasalad for a chance to win a summer prize from Barilla!



Questions