



Ballymaloe Foods - Pasta Sauces Case Study

Campaign Background & Objectives

Ballymaloe Pasta sauces have been in the market for a few years, but in 2018 they become a key focus for the business.

- ✓ Premium Quality Irish made pasta sauces
- ✓ All-natural ingredients, no additives or preservatives
- ✓ Range available to suit families or individuals
- ✓ Ireland's most recommended pasta sauce* and fastest growing branded** pasta sauce but we want to drive unprompted awareness amongst consumers

Campaign Objective:

Drive awareness and penetration through 360° campaign. Recruit new shoppers into brand & drive trial.

Target Consumers

Families with Kids & Teenagers
35-54 ABC1

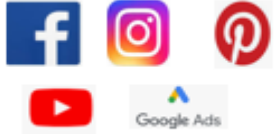





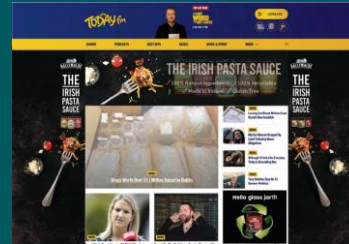
Young Professionals
22-40 ABC1



360° Campaign to drive awareness

Q1 2021

			
<p>12 weeks digital campaign across range of channels</p>	<p>7 weeks across national and regional print</p>	<p>2 weeks across national and regional radio; show sponsors, competitions, spot ads</p>	<p>10 weeks instore promotions across retailers + shelf takeovers</p>



Digital Campaign Overview

12 weeks

BACKGROUND

23% of our Q1. Pasta Marketing Budget was allocated to digital.

32% of the overall digital budget was allocated to Instagram paid ads.

Digital ads included ran across Facebook, Instagram, Pinterest & YouTube.

OBJECTIVES

Our aims for this campaign are:

Grow overall digital impressions by **15%**

Grow overall link clicks by **15%**

Increase avg. session duration from pasta ads traffic by **20%**.

TARGETING & CONTENT

Prior to the campaign launch, we refined our existing audience groups, developed and planned content to share with each of the groups for our 180g range & 400g range.

Our audience aim: Retarget existing consumers while running brand awareness campaigns for new consumers.

Campaign was managed in house and content created by our graphic designer.

Content included:

Organic grid posts and Instagram stories with swipe up links to our pasta landing page. There was a mix of static images, motion graphics and videos for the paid campaign.

2 new videos created externally for our stir in 180g range and our 400g Hidden Veggies Pasta Sauce.

DIGITAL CONTENT OVERVIEW

Top Performing Content

Organic Competition



'Tell us which pasta sauce flavour you have tried or would try first.'

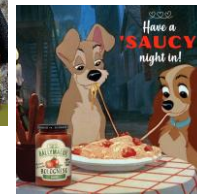
- 276 Entries
- 8,939 Organic Impressions
- ✓ Identifies popular flavours for BMF
- ✓ Social proofing comments
- ✓ Encourages action of looking at flavours in the graphic.

Sustainability messaging to launch campaign



- ✓ Product Differentiation
- ✓ Highlight our sustainability efforts
- ✓ Range & Flavour Awareness
- ✓ Positive Feedback & Multiple Reshares

Variety of Content



- ✓ Wide selection of content for each audience group.
- ✓ Promotional graphics, playful content, serving suggestions, versatility of product, locally produced.
- ✓ Reviewed previous pasta ads to determine what content type & messaging worked best for each audience group to refine, improve and shape our Q.1 campaign.

DIGITAL TESTING VARIABLES



Cork only Audience vs. All Ireland

- Mums with kids, Mums with teens
- Highlighting local credentials

ONGOING AD



Young Professionals Audience Insta vs. FB



4.5 times **more impressions**
4.2 times **less clicks**

LEARNINGS:

- Insta users are less likely to click away from the platform vs. Facebook.
- Use Facebook placements for content where we want a higher CTR% and Instagram for more reach & impressions.

Instagram Feed vs Story

+9% impressions on story
+57.8% 'watched 3 second video' on feed
+5.6% watched to end of video

LEARNINGS:

- Longer videos work better on Instagram feed whereas stories best for faster, quick to the point contact

Campaign Learnings

- Very important to have clear content plan laid out for full campaign with target consumer in mind.
- Well defined audiences in place and be sure to test only one variable with each test ad so you can draw definitive conclusions.
- Organic competitions gain significant traffic and engagement and from our perspective don't require paid boost.
- From our testing, we know that for certain audiences we should focus on one platform over the other and can therefore have more focused spend.

Platform Learnings

- Across the board motion graphics or video content is more engaging than having only static imagery. It can be relatively easy and cost effective to add motion to imagery and has bigger impact.
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