

Italian pasta tradition meets Globalization



<https://www.youtube.com/watch?v=3gnfvDFpgRl>

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History of the company



The Barilla company was founded in **1887** by Pietro Barilla in Parma. In the beginning, it was a small family-run bakery. Between the 1920s and the 1930s it became one of the largest pasta and bread factory of Emilia Romagna. After the World War II, Barilla company left the production of bread and focused on the production of pasta and it became one of the most important pasta factories in Italy. In the 1960s Barilla opened lots of plants in many cities of Emilia Romagna and it became a Joint-stock company. Early the Barilla's sold the company to the american firm "W.R. Grace and Company" but at the end of the 1970s the family regained the company. In the 1990s Barilla became international.



The first Barilla logo

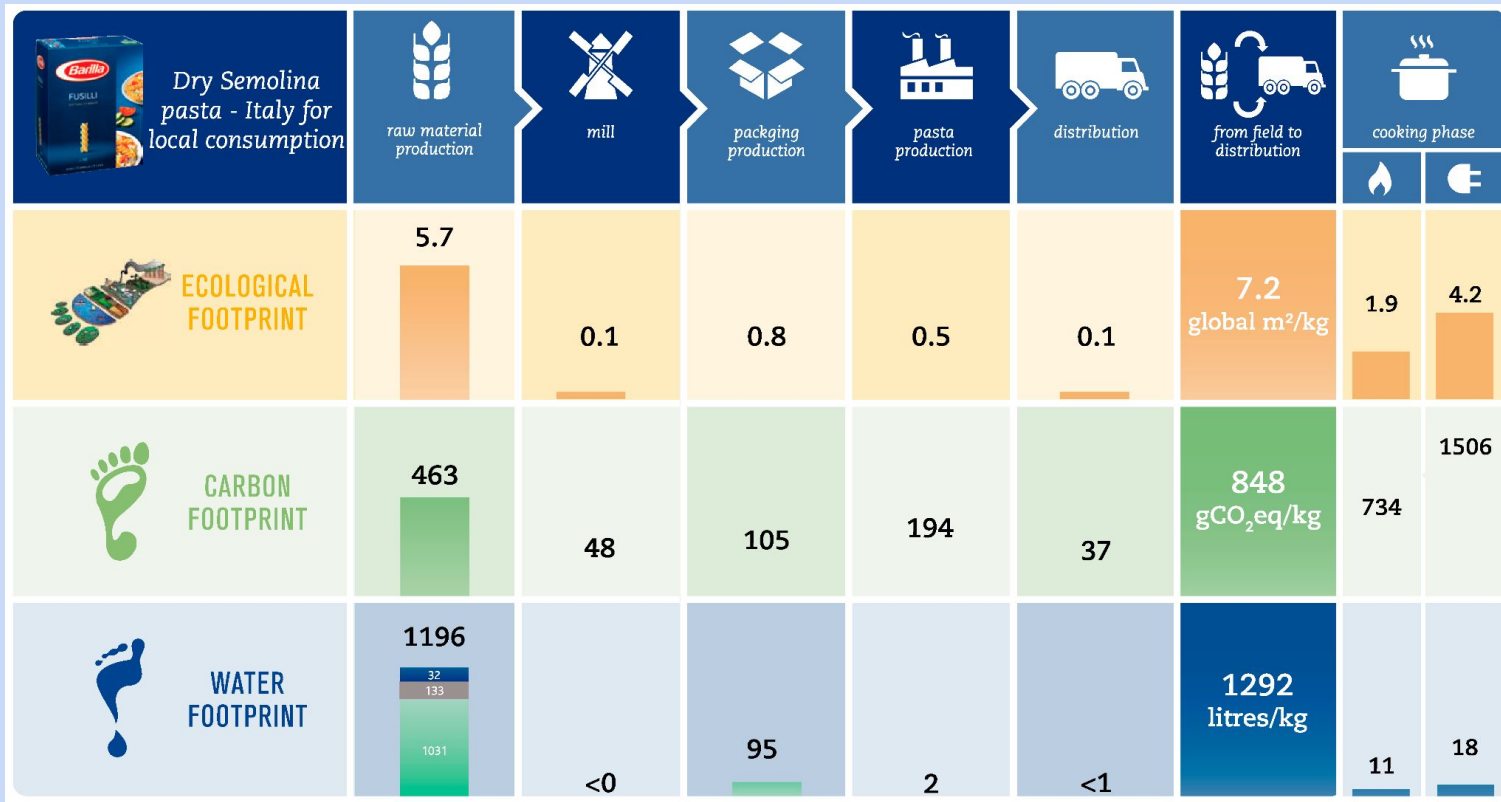


The original Barilla logo was drawn by Ettore Vernizzi. On the logo, you could see a baker's apprentice pouring a huge egg yolk in a kneading trough containing a heap of flour.

The picture remained almost unchanged up to the **1930s**, while the word “Barilla” was redrawn from scratch almost every year or two.



Barilla and sustainability



Barilla and the 2030 Agenda



Zero hunger:

- 4,170 tonnes of products donated to people in need.

Good health and well-being:

- -since 2010, 476 product reformulations, 26 of which in 2020, reducing the fat, saturated fat, salt and/or sugar content or increasing fibre.
- -34 new products without added sugar, rich in fibre, wholegrain or made with legumes.
- -since 2016, a zero-palm oil company.

Responsible consumption and production:

- -about 10,000 farm involved in sustainable agriculture projects that concern the main raw materials, covering 63% of purchases.
- -2 Charters for the sustainable cultivation of soft wheat: Harrys Charter and Mulino Charter.
- -Durum Wheat Manifesto: a set of commitments for a quality and responsible supply chain.
- -100% of eggs from cage-free hens.
- -95% of the waste produced sent for recycling and energy recovery.

Industry, innovation and infrastructure:

- nearly 10,000 fewer trucks on the roads thanks to projects to favor rail transport.

Affordable and clean energy:

- -64% of the purchased electricity comes from renewable sources with GO certificates.
- -support for the development of renewable energies in India, through compensation projects.

Climate action:

- -CO₂e emissions per tonne of finished product reduced by 31% (since 2010) and Science-Based Targets signed.
- -4 brands with total CO₂e compensation: Wasa, GranCereale, Harrys and Mulino Bianco.
- -water consumption reduced by 23% in plants per tonne of finished product (from 2010).
- -99.6% of product packaging is designed to be recyclable.
- -100% of the paper and cardboard are in virgin fibre from responsibly managed forests.

The communication strategies



Positive values:

From the beginning of its history, Barilla linked its brand to positive values such as quality and respect for tradition summed up in the slogan “Dove c’è Barilla c’è casa” (Where there’s Barilla is home).

Barilla’s advertisements always contain images of happy families, good feelings and hospitable homes. These ads don’t say the product name immediately because it doesn’t need for presentations: it’s a part of Italian culture.

Famous testimonials:

Barilla always uses famous directors or actors to present the products: Gérard Depardieu for the French market, the tennis player Steffi Graf in Germany, the opera singer Placido Domingo for the Spanish ads

The use of media:

From the television to the Internet with many different websites in many languages that with images, videos and texts presents the products range.

Barilla also uses the social networks. On Facebook, a set of images called “Pasta News” promotes special events. The beginning of the London Olympic Games was celebrated with the expression: “The flame is lit, cook the pasta!”



<https://www.youtube.com/watch?v=rp6FPRuoS8g>

<https://www.youtube.com/watch?v=8MJQMjP4rKA>

<https://www.youtube.com/watch?v=k8Y4wXVkcJ0>



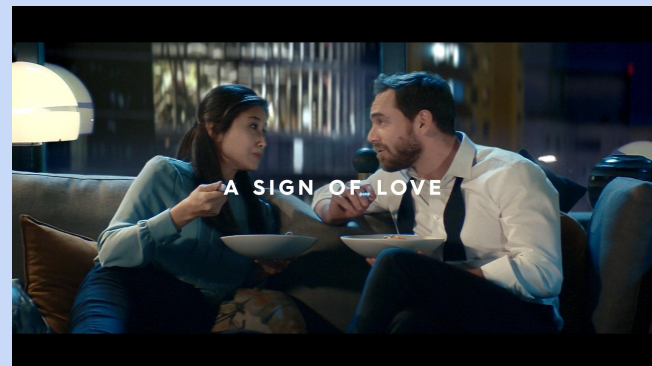
Pasta Says More Than Words in Global Barilla Campaign from Publicity Italy

Barilla repositions itself on a global level with a global brand campaign from Publicity Italy, which puts emotion back at the core of its communication and marks a new strategic path for the brand worldwide. In the new Barilla film, preparing a dish of pasta becomes a way to communicate what we usually cannot say with words: 'I love you', 'I missed you' or 'Sorry, it's my fault'

The new global brand campaign will be launched in 40 countries. The relationships show today's families, each with its own distinctive character, difficulties and diversity. The new payoff is 'Barilla. A sign of love' and it will be exactly these signs that will let the protagonists of the stories find each other, communicate and feel a little bit closer.

[Barilla | The Italian art of turning tables into home - YouTube](#)

[Barilla | A Sign of Love | 90" - YouTube](#)





The marketing strategy: from the 50s to the 80s

In the **1950s** the first advertisements born, in Italy they were spread during the Carosello.



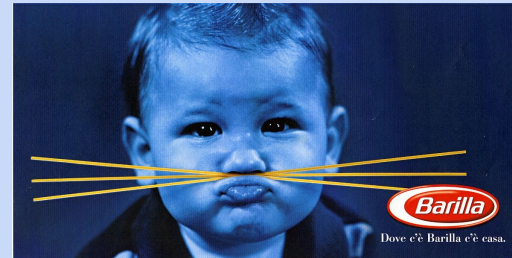
In the **1960s**, Barilla chose Mina as its testimonial.. Mina represented a new type of woman: “She cooks for pleasure and not for duty.”



In the **1970s**, an economic crisis affected Barilla, who was forced to sell the company to an American multinational. The new company creates the **Mulino Bianco**.



During the **1980s**, the message that Barilla wants to carry is that of a family gathered at home, and in fact the slogan becomes "where Barilla is, there is home" accompanied by the jingle "Hymn", still used.



The marketing strategy: the 1990s and 2000



In **1994** Barilla, decided to give greater prominence to the value of quality, in terms of naturalness, through the "Viva il blu" campaign.

[Barilla Spot - Viva il Blu \(1994\) - YouTube](#)

In **2002** Barilla also celebrates 125 years of history: through a Wim Wenders commercial, Barilla shows its faith in the values of work and respect for nature.

[Wim Wenders for Barilla \(2002\) - YouTube](#)

In **2009** there is the campaign "la gioia di stare insieme" in which Barilla re-proposes the theme of pasta as a symbolic object that creates moments of true union.

[La gioia di stare insieme \(2009\) - YouTube](#)

Barilla's success on the web, on social networks and in advertising campaigns is based on a strategy that includes two types of communication: storytelling and the ability to cite real events of appeal. This is **real time marketing**.

advantages

- create great interaction with the target and increase engagement;
- increase brand visibility;
- be present, brilliant, immediate, active;
- increase the success of the adv.

strengths

- praise the Italian spirit and pride made in Italy;
- promote the product by using them to represent and ironically quote real events;
- entertain the target and aim at the virality of the content.



Barilla and glocalization

Glocalization is a combination of the words "**globalization**" and "**localization**."

Glocalized products are, by definition, going to be of much greater interest to the end user, the person who ends up using the product.

The glocal communication approach adopted by Barilla is consistent with these dynamics: the company's ability to **understand the diversities and transformations in consumer cultures** is a clear sign of its international calling.



Il Gruppo Barilla

Barilla è leader nel mercato della pasta nel mondo, dei sughi pronti in Europa continentale, dei prodotti da forno in Italia e dei pani croccanti nei paesi scandinavi.

PRESENZA DI BARILLA NEL MONDO

25 SEDI	30 SITI PRODUTTIVI
1 ITALIA	14 ITALIA
14 EUROPA	10 EUROPA
10 RESTO DEL MONDO	6 RESTO DEL MONDO

Barilla dispone di **13 brand** e ogni anno realizza **1,7 milioni di tonnellate di prodotti**.

Barilla
The Italian Food Company Since 1877