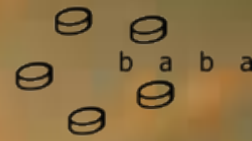


CASE [COMMUNITY]: MULINO BIANCO



In 2011 Barilla asked baba for a support in continual monitoring of insights from the target group joining in “Il Mulino che vorrei” community

Research problem

- Monitoring of the new brand and product communication platform
- Perception of brand value expressed by media mix
- Focus on new salty breakfast and pastries

Methodology

Qualitative research:

- Invitation on babanet®, baba online platform, of the respondents joining in “Il Mulino che vorrei” community
- Assessment of respondents attitudes, behaviours, consumptions ways, value asset and motivational drivers

Recommendations

- Implementation of a deeper and strong peer relationship with the brand and its products
- Salty croissant seems to be a perfect afternoon snack

Widespread Mulino Bianco product offering as a highly valuable asset compared to competition