

LA STREGIA DIGITAL DI BONDUELLE

Università degli Studi di Genova, 18 Aprile 2018



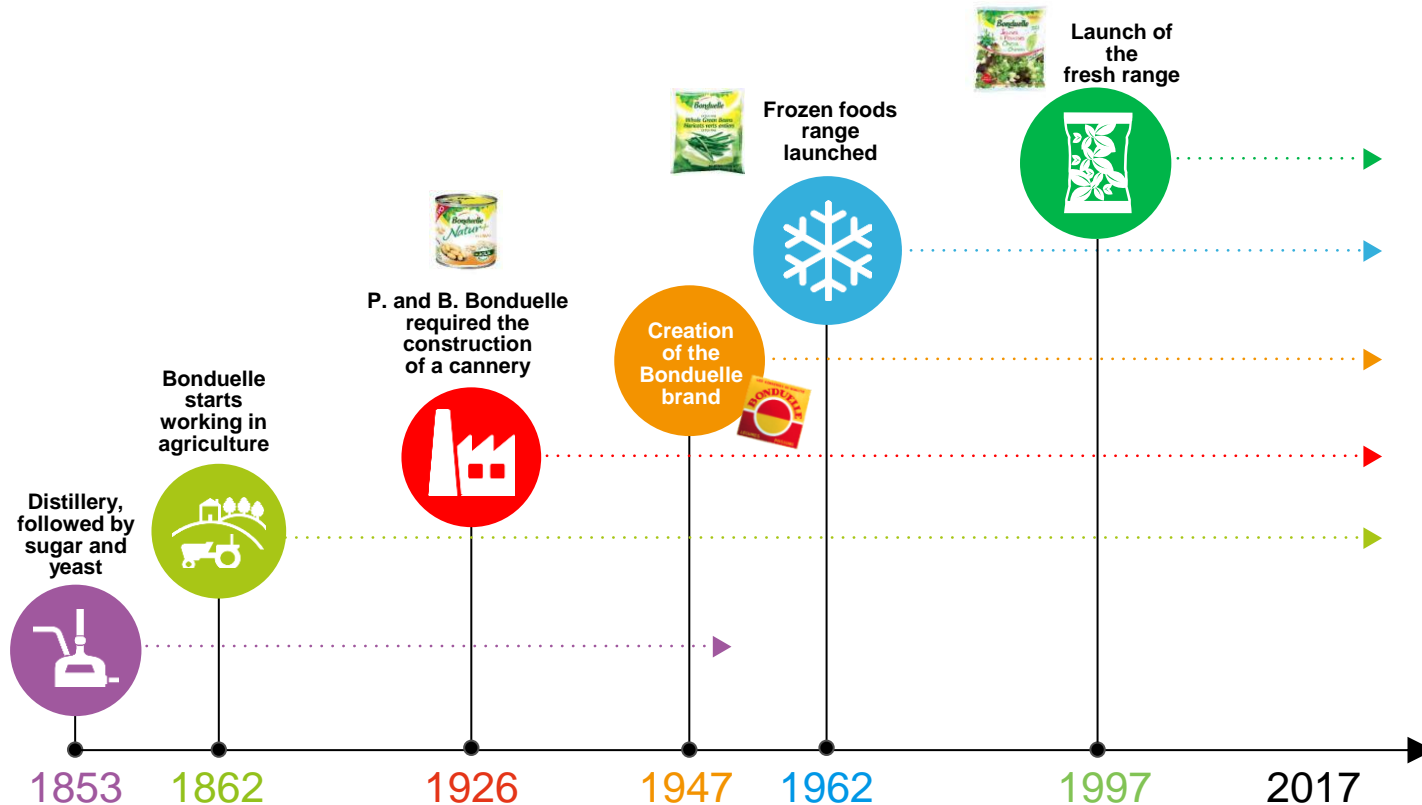
AGENDA

- 🍃 **Bonduelle Group**
- 🍃 **Bonduelle in Italy**
- 🍃 **Digital marketing in Bonduelle Italy**

BONDUELLE GROUP

A FAMILY-BASED AGROINDUSTRIAL HISTORY

GENERATIONS INVOLVED SINCE 1853



OUR AMBITION



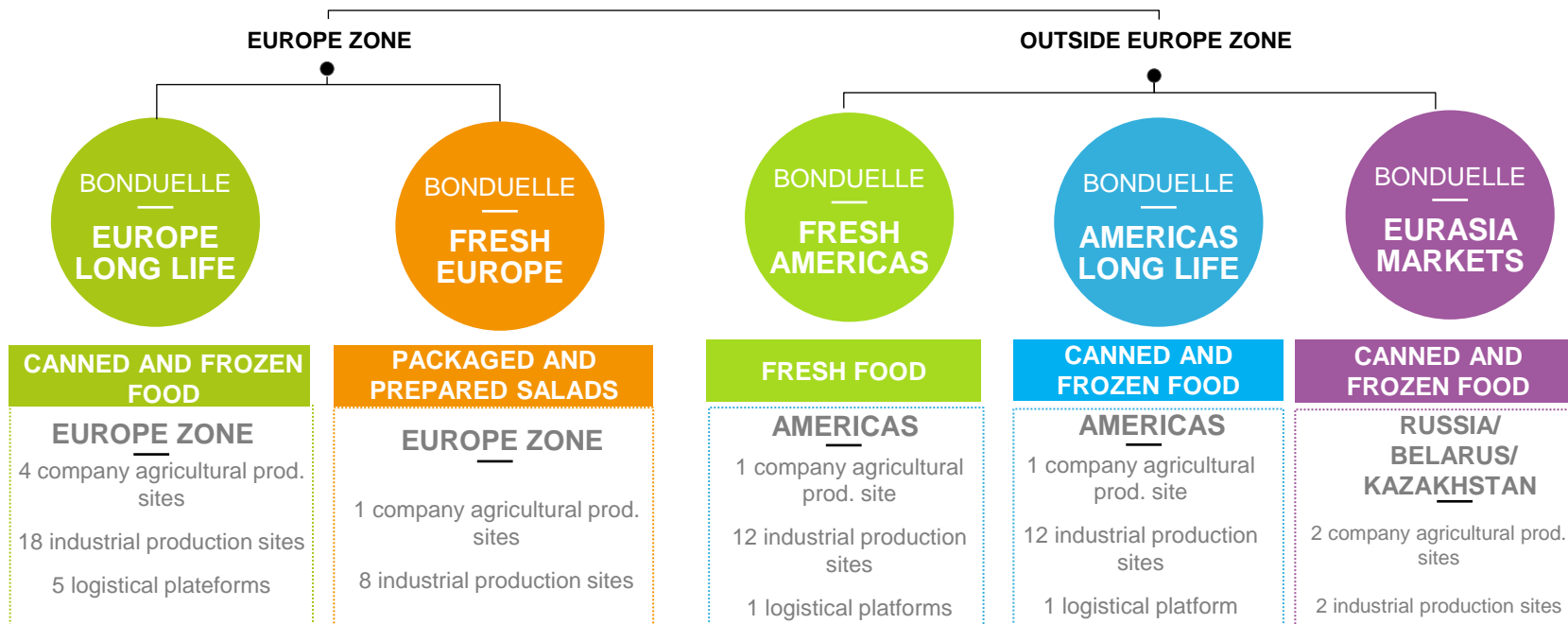
THE VALUES THAT GUIDE US



INTEGRITY
EXCELLENCE
CONFIDENCE
PEOPLE-MINDED
OPEN-MINDEDNESS
FAIRNESS
SIMPLICITY

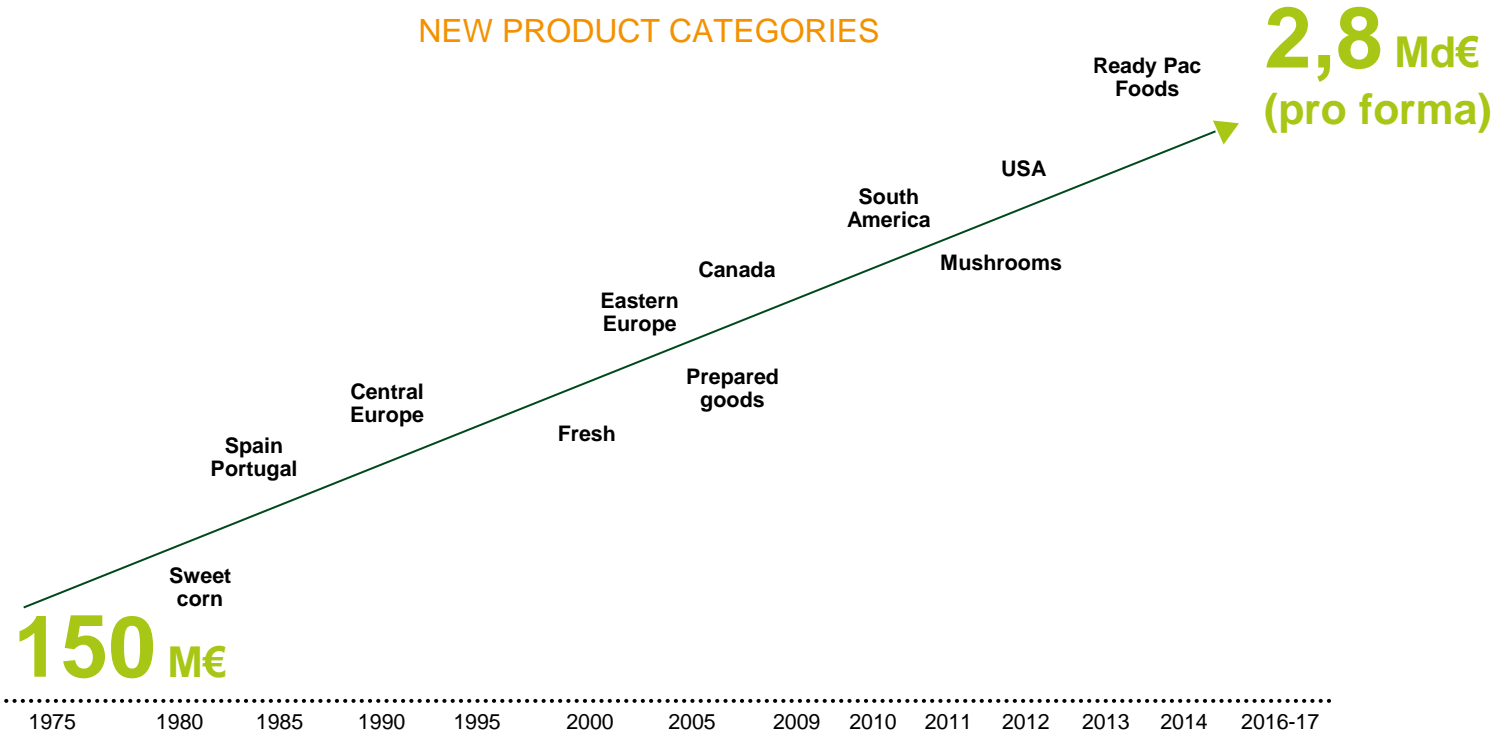
OUR ORGANISATION

5 BUSINESS UNITS WORLDWIDE (at May 1, 2017)



CONTINUOUS GROWTH

THRIVES THANKS TO:
INTERNATIONAL DEVELOPMENT
NEW PRODUCT CATEGORIES



A FEW FIGURES

CONCERNING THE BONDUELLE GROUP



1 000 000 t
of canned goods



450 000 t
of frozen goods



350 000 t
of fresh goods

2,8 Md€
in revenue

125 M€
in current operating
income

13.500
employees expressed
in full-time equivalent

58 PLANTS
industrial or company
agricultural production
in 12 countries

5 BRANDS IN 100 COUNTRIES



FIVE STRONG BRANDS



MARKET
CORE

MULTI-
TECHNOLOGY

MULTI-CIRCUIT

INTERNATIONAL



HIGH-END

CANNED
GOODS

FRANCE



MARKET
CORE

FROZEN

CANADA



MARKET
CORE

SALADS
BOWLS

USA



CANNED
GOODS

RUSSIE
AND CIS

KEY FIGURES

CSR PERFORMANCE (end of 2016)



95% OF 3 440
FARMERS
supply charter
signatories.



171
PROJECTS
SUPPORTED
by the Louis Bonduelle
Foundation.



7 000 TONNES
OF **CO₂ EMISSIONS**



27 PROJECTS
INITIATED
in connection with the
local communities where
Bonduelle is present.



24 to 4,03 in 5 years
FREQUENCY OF
OCCUPATIONAL
ACCIDENTS



-50% WATER
CONSUMPTION
SAVINGS in 10 years

BONDUELLE IN ITALY

4 TECHNOLOGIES: A WIDE RANGE OF PRODUCTS



IV RANGE



DELICATESSEN



AMBIENT



FROZEN



THE TWO PARADIGMS IN BONDUELLE

**GLOBAL IN KNOW HOW
LOCAL IN MARKET PROXIMITY**

**CUSTOMER-CENTRIC APPROACH
IN ALL BUSINESS FUNCTIONS**

DIGITAL IN BONDUELLE ITALY

THE STARTING POINT: OUR BRAND POSITIONING



WE CAN COMMUNICATE IT THROUGH 3 PILLARS

LIFESTYLE



CULINARY INSPIRATION



QUALITY



DIGITAL WORKS TO BUILD THE LOVE BRAND

AWARENESS

CONSIDERATION

PURCHASE

LOYALTY

ADVOCACY



**PRODUCT
ADVERTISING**



**CULINARY
INSPIRATION,
RECIPES**



COUPONING



CRM ACTIVITIES



CSR ACTIVITIES



**CONTENT ON
RECIPES,
STORIES**



**CONTENT
FOCUSING ON
CSR/EMOTION**



SOCIAL SHARING

DIGITAL STRATEGY IS CONNECTED TO BUSINESS GOALS

- New product launches support



- Follow product seasonality



- TV adv integrations



- CRM promotional plans and consumers activations

DIGITAL ECOSYSTEM

IN ORTO

Content site about urban gardening, built on consumer's lifestyle

BONDUELLE.IT

Brand and content site, where to discover Bonduelle world

FOUNDATION SITE

RICIBLOG

The culture of healthy eating habits based on vegetables and sustainability

SOCIAL MEDIA

YouTube



Hosting our video, video campaigns, also supporting TV

Facebook



Awareness and engagement on our brand and products

Instagram



Built on consumer's inspiration and lifestyle

OPENING

PRODUCT LAUNCHES AND CONSUMERS FEEDBACK



Very positive insights!

Rita da provare assolutamente 😊

Lucia L'ho fatto stasera a cena veramente delizioso

Elena Buonissimo

Consuelo Sono buonissimi

Stephanie da provare 😱

Rossella Sono buoni

Sara provato. golosissimo!!!



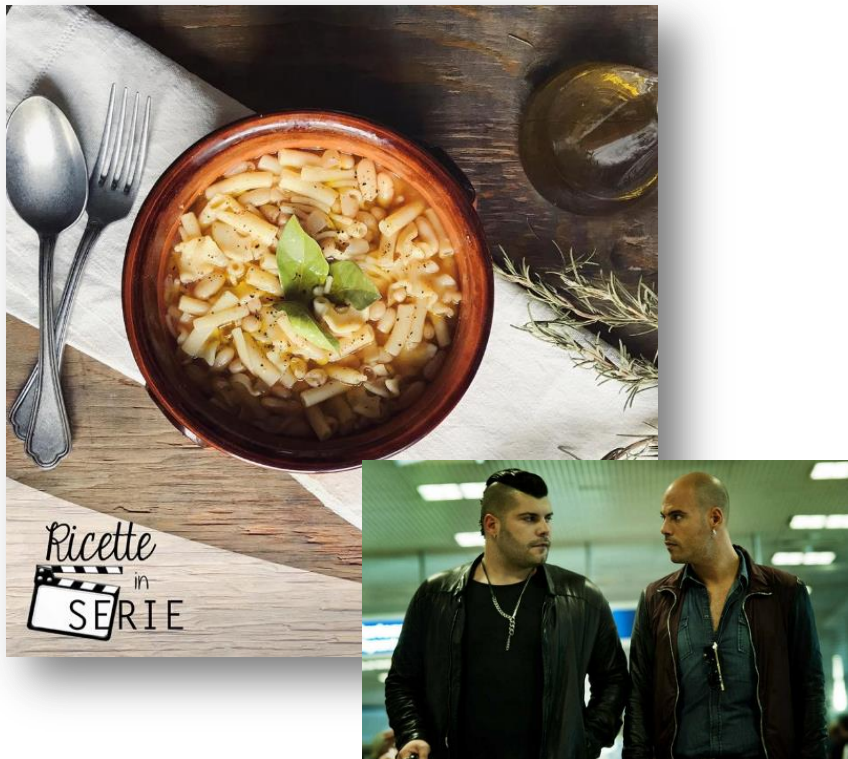
EXAMPLES OF ENGAGEMENT THROUGH CONTENT

VIDEO RECIPES WITH A FOOD BLOGGER



EXAMPLES OF ENGAGEMENT THROUGH CONTENT

RECIPES INSPIRED BY YOUR FAVOURITE TV SERIES



CRISIS MANAGEMENT – TWO SIDED OF DIGITAL ERA

THREATS

Not verified news could be spread very fast, especially when are negative



OPPORTUNITIES

Brands can be more transparent with customers that appreciate it more and more



CRISIS MANAGEMENT – THE SPINACH CASE

Customer service answering very fast also on Facebook

Press release and website communication



Exceptional activity of customer care during the weekend (Update of website communication)

Positive interviews of Bonduelle AD on TV

Good PR distribution

- Press release after analysis negative results
- Change of website communication with a positive message

Post on our Facebook page with good results



Stop Facebook posting on our page

First articles with the news

03/10



START OF CRISIS

04/10

PEAK OF CRISIS

05/10

06/10

07/10

08/10

ANALYSIS RESULTS



09/10

10/10

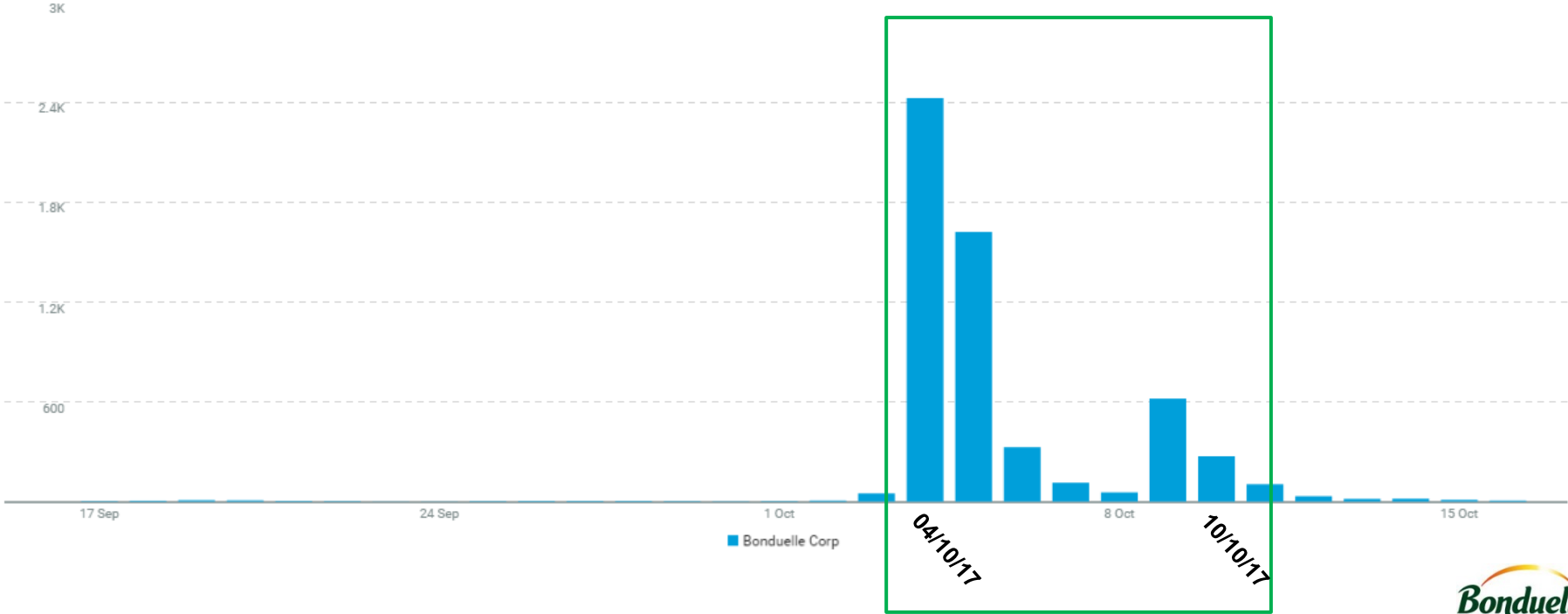
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THE SPINACH CASE – GOOD RESULTS

Short mentions wave

Online mentions



THE SPINACH CASE – GOOD RESULTS

Good PR effect

CORRIERE DELLA SERA

IL CASO

Famiglia intossicata a Milano: «Negli spinaci Bonduelle non c'era mandragora»



Le analisi effettuate dall'ATS Milano sui lotti di surgelati richiamati hanno dato esito negativo: niente sostanze anticolinergiche. Erano finite in ospedale quattro persone



la Repubblica.it

MILANO

Spinaci Bonduelle, le analisi: "Non c'era mandragora negli spinaci surgelati"
Responso Ats dopo gli accertamenti sul lotto ritirato



ANSA Lombardia

Galleria Fotografica Video

CRONACA • POLITICA • ECONOMIA • SPORT • SPETTACOLO • ANSA VIAGGIART • ECONOMIA E TERRITORIO • C

ANSA.it • Lombardia • Spinaci contaminati, non era mandragora

Spinaci contaminati, non era mandragora

Dopo intossicazione da verdure di una famiglia nel Milanese

Redazione ANSA

MILANO

09 ottobre 2017

19:17

NEWS



CLICCA PER

il Fatto Quotidiano.it

SOSTIENICI

TV

BLOG

FQ PREMIUM

FATTO SOCIAL CLUB

POLITICA

GIUSTIZIA

ECONOMIA

CRONACA



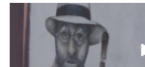
nuovo programma di Peter Gomez: "Una tv che fa ridere e pensare"

Sponsor

Finalmente é Natale a Disneyland Paris!

Promosso da Disneyland® Paris

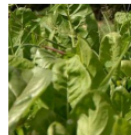
A NATALE REGALA LA MAGIA! SCONTO FINO AL 25% SUL PACCHETTO SOGGIORNO - MEZZA PENSIONE GRATUITA. PRENOTA ENTRO IL 29 NOVEMBRE



Street art, istantanee di un cambiamento. Tutto il meglio dell'arte di strada a Bologna in due minuti



Catalogna, l'imperdibile commento di Feltri-Crozza: "Se uno vuole stare per i fatti suoi... che cazzo"



CRONACA | Di F. Q.

Spinaci surgelati ritirati le analisi confermano "Non c'è mandragora"

CONDIVIDI

0



THE SPINACH CASE – GOOD RESULTS

Good users feedback to our Facebook post

- Positive reaction to the post (**741 like, 13 love**).
- Very high level of sharing (**187 shares**). People posted the message on their Facebook page, acting as “brand ambassador”.



ADVERTISING CAMPAIGNS



MEDIA CONSUMPTION IS CHANGING

Many different thematic channels on TV

62% of people, watching TV, use to go online with mobile devices

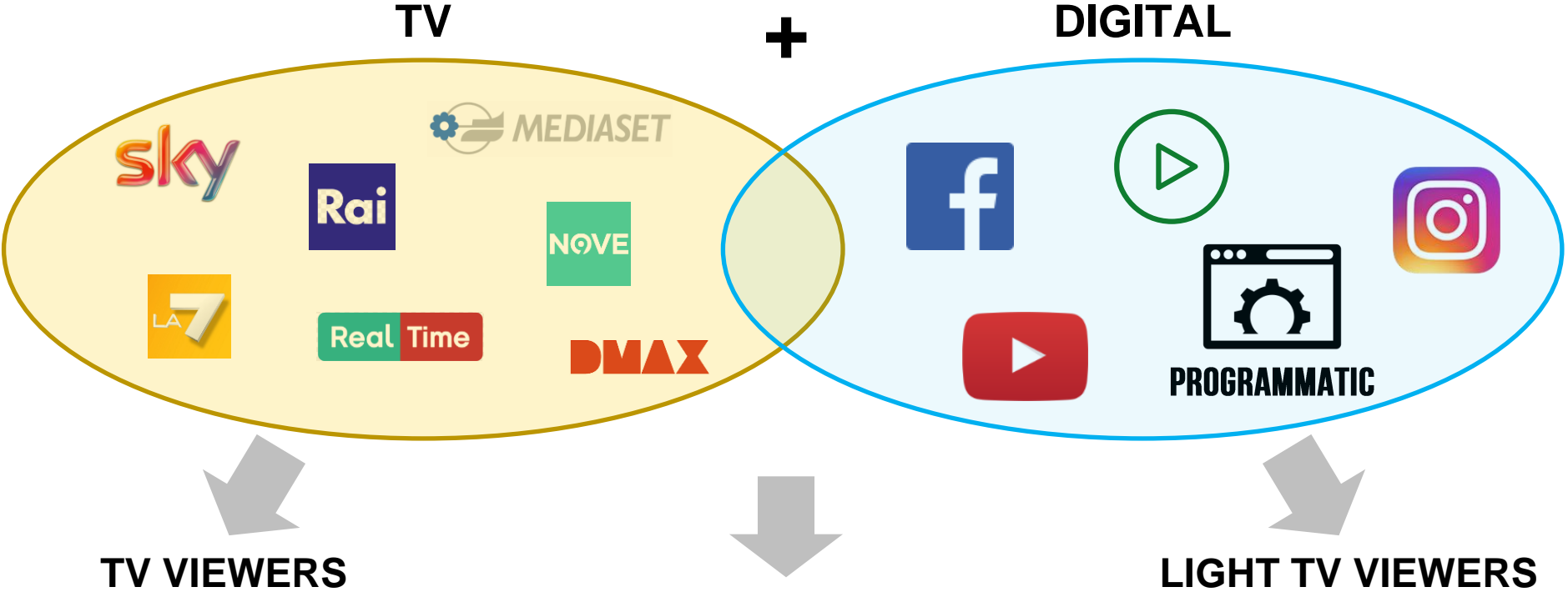


MEDIA CONSUMPTION IS CHANGING

54% of people watch videos online every day



FROM TV VS DIGITAL TO AN INTEGRATED VIDEO STRATEGY



**INCREMENTAL REACH
WITH INVESTMENT OPTIMIZATION**

A top-down view of a person's hands holding a white smartphone. The phone's screen displays the word "GRAZIE!" in a bold, green, sans-serif font. The background of the phone's display is a semi-transparent image of a pomegranate cake on a white table. The cake is a round, flat-topped cake covered in red pomegranate seeds. In the foreground, a slice of the cake is served on a white plate with a fork. In the background, a whole pomegranate and a small white cup are visible. The entire scene is set on a white wooden table.

GRAZIE!