



## COMMUNICATION STRATEGY

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# Market and Target Overview



- Target Market: busy, adults who do not have a lot of time to grocery shop, but still value quality
  - The campaign should not take up a lot of time (since they barely have any to spare)
- Also appeal to others outside of the target market or look to expand the market
  - This would include people with more time or younger customers
- Market also includes those who are passionate about sustainability
- Online grocery shopping is on the rise and digital marketing is key in this aspect

# Campaign Concept



## • Follow the Food!

- An online mobile short game where customers learn more about the process behind Eataly and the food they provide
- The game allows customers to see where specific products originate (organic farm), the production, the transportation, and ending in the Eataly store
- Interactive game where customers choose what they think the process is
  - Explained in detail on next slide
- Each time customers complete the level (each level features a different product), they get closer to the coupon for a free bottle of wine
  - The wine can be picked out online at Eataly Today (where they can get it delivered to their home or pick it up in-store after they create an account)

# Campaign Concept (continued)



- **Sample level: Bread**

- First players choose between the local Italian farm that grows the grains or a industrialized farm in another country
  - No matter what they answer, the game shows that the local farm is where Eataly gets their grains
- Then players guess how the grains are transported (can choose from plane, train, truck, or boat)
  - Realize that they are driven a short distance to the Eataly store
- Players choose the ingredients that they think are used to make fresh bread (from a list of 5 or so ingredients)
  - Find out it only takes grains, yeast, and water
- Lastly, depict fresh, organic bread that is available online at Eataly Today



# Campaign Key Messages



- Works for the target audience because they can do it on the go and the game won't last longer than a couple of minutes
  - Worth the time because they could get a free bottle of wine (and who wouldn't like free wine?!)
- Customers also learn about Eataly's natural process and where food originates, but in a fun and exciting way!
  - Sets them apart from Amazon and other online grocery providers because it highlights the sustainability practices (something that the other retailers do not have)

# Sample Post



eatalygram

Follow

eatalygram Nei negozi Eataly c'è sempre un motivo per fare festa. Ti aspettiamo fino al 2 luglio per approfittare delle tante promozioni a partire da 1 €! #eataly #festeggiamo #promozioni



250 likes

JUNE 30

Add a comment...

...

# Actions of Social Channles



- Promote the game through Eataly's channels of social media by posting the link to the game
  - Continuous reminders through various videos and pictures that capture the customers' attention
  - Followers can share the link through their own social media
- Through the channels is the main way that people find out about it
  - Other optins available on the next slide
- Vendors and partners of Eataly can also share the link to get more involvement

# Side Tools



- Newsletters and the Eataly/Eataly Today websites can also be used to promote the game
  - Have the link pop up right when users get to the site
  - Newsletters can have the link within the email
- Implementing a texting service with existing customers would also help
  - Usually used to let them know when their order is ready, but in this case, used to keep them updated about the game

# References



- [https://today.eataly.net/milano\\_it](https://today.eataly.net/milano_it)
- <https://www.instagram.com/eatalygram/>
- <http://www.retaildive.com/ex/mobilecommercedaily/chipotle-fires-up-mobile-ordering-focus-following-lackluster-marketing-tactics>
- <http://www.mckinsey.com/industries/retail/our-insights/the-future-of-online-grocery-in-europe>