

EATALY TODAY



COMMUNICATION STRATEGY

Regina Bolin

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://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>