



MulberryMC *Making business to business personal*

NUTELLA FOODSERVICE

World First Nutella B2B Facebook Page



Challenge

Develop a communication campaign that would reach a business-to-business audience without relying heavily on trade advertising.

Strategy

Mulberry pointed out the importance for Nutella and Ferrero Foodservice of engaging with foodservice professionals through touch points that actually reach their intended audience.

At the start of 2017, Mulberry Marketing Melbourne worked with Ferrero Foodservice to launch a global first “Nutella Foodservice” Facebook Page. This page acts not only as a promotional platform for Ferrero’s products but also generates sales leads, wholesaler enquiries and database contacts through a combination of paid targeted ads and engagement strategies.

Results

The page has successfully built a community of foodservice professionals.

Gained over 25,000 likes in its first six months and has now grown past 40,000. Now used for a wide range of integrated marketing strategies including sampling and lead generation.

The page is used as the primary platform for World Nutella Day (the company’s biggest event of the year) and Mulberry has coordinated several World Nutella Day promotions and giveaways through Facebook that allow the company to reach wider audiences and engage with independent cafes that are more difficult to reach at scale.

The Nutella Foodservice Facebook page is now used as global best practise for similar pages by Ferrero around the world.