Ambra Pazzagli

is key performance indicator and project analyst for Advice Group, an Italian digital marketing agency that applies behavioural analysis to convert one-to-one relationships into product sales. She is responsible for the research and development team, which aims to study consumer behaviour in the new digital era. Through in-depth analysis, it translates research into innovation and development.

Keywords: mobile marketing, promotional marketing, Barilla

Developing Ringo loyalty programmes

Back to school

Loyalty beyond purchase

Ambra Pazzagli
Advice Group, Via Gioberti,
16 10128 Torino TO, Italy
Tel: +39 011 953 7700
E-mail: ambra.pazzagli@advicegroup.it

Case Study

Barilla goes mobile with Ringo

Ambra Pazzagli

Received (in revised form): 15th January 2014

Abstract

Ringo snacks have gained celebrity endorsement and leveraged customer interaction through the use of mobile and web channels. This case study explains how interactions are being used to extend loyalty beyond just product purchase.

Journal of Direct, Data and Digital Marketing Practice (2014) **15**, 267–269.
doi:10.1057/dddmp.2014.5

Background

Barilla is one of Italy's leading food groups, known in the country for its bakery products, and has been family-run for 140 years. The collaboration between Advice Group and Barilla's snacks brand Ringo began in 2010 with a digital rewards programme. This invited customers to take part in an instant win competition via mobile and online channels and earn points that could be redeemed for prizes simply by entering the unique codes found on promotional packaging of Ringo products.

Barilla, which was shifting from a traditional offline loyalty programme to a completely digital one, repeated the experience for 2 more years until developing a full relationship marketing programme. This was based on multiple touchpoints with the consumer and made use of Advice Group's behavioural analysis platform WE Keep In Touch (WEKIT) that enables Barilla to measure in real-time consumer behaviour towards the brand, building consumer trust and a bi-directional dialogue on a one-to-one basis.

The Ringo 'Back To School 2013' programme was a mobile and web promotional marketing initiative, part of a larger relationship plan that sees unique codes printed on packs that can be entered for redemption on the website, via the mobile app or through SMS.

Defining the goals

The campaign aimed at involving users and increasing customer loyalty based not only on purchase actions, but also including educational, amusing and fun activities. It also looked to establish an ongoing relationship between brand and consumer through an integrated loyalty strategy.

Executing the campaign

The Ringo web-based loyalty programme continued in 2013 with a new celebrity endorsement by Serie A footballer Stephan El Shaarawy of AC Milan (Figure 1). A mobile app for Android and iOS was introduced,

Celebrity endorsement

specifically created to engage and retain users through a further and innovative touchpoint (Figure 2).

Customers who purchased one of the Ringo-branded packs in-store simply entered the unique codes found inside Ringo packs and became eligible for a

Figure 1: El Shaarawy endorses Ringo

Figure 2: Do you Ringo? Mobile app

prize draw every day to win one of 10 footballs autographed by El Shaarawy. By entering at least three codes, they automatically participated in the corresponding weekly prize draw that offered a reward of a Ringo football table. Moreover, each Ringo multi-pack also contained a free mini goal.

The codes could be entered via SMS, online at www.ringo.it or by logging on to the 'Do You Ringo?' app. The loyalty programme was entirely managed through WEKIT, the Advice Group's behavioural analysis platform.

Building customer trust

Seeing the results

The brand–consumer relationship is no longer based on occasional and short-term activities. On the contrary, it is established over time through several tools focused both on product sales as well as on games or educational activities. The mobile channel is enlarging the customer base at the initial stage and is providing on-going communication with participants in a direct, intimate and immediate way.

Customers build their trust towards the brand day by day and experience all the benefits (extra points and specific actions aimed at reducing churn rate) the brand offers them. The whole project has been developed according to a progress marketing strategy: a specific approach that enables Barilla to measure the behaviour of its consumers in real-time. The Italian food company has thus been able to customize the loyalty path of each single user according to the various actions they choose to carry out step by step within the programme.