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Introduction

What’s your passion? In a city where people “live to eat,” it’s no wonder that New Orleans students’ “Nu passion” is Nutella.

But before our campaign, 53.4% of students from three Greater New Orleans universities had never heard of Nutella. Since more than half of our target audience was unaware of Nutella, Loyola University New Orleans’ 2003 Bateman Team enthusiastically accepted Ferrero USA’s delicious challenge to brand Nutella in an impressionable market.

Join us “nella cucina” (in the kitchen) as we whip up a public relations campaign recipe that is sure to exceed your expectations. Our precise preparation (research), eclectic mix of ingredients (objectives/strategies), and “Nu” cooking style (campaign executions) will whet your appetite for tantalizing results.

To spice things up, we layered five objectives, seven strategies and 20 passionate events, perfect for Nutella’s 20th Anniversary in the United States. Our campaign exposed the Nutella brand to students at Loyola, Tulane University and the University of New Orleans (UNO), leading to measurable increases in awareness and sales. Sales of Nutella at a local Sav-A-Center even increased 100% as a result of our campaign recipe! We integrated Nutella in Loyola’s convenience store (C-store) where jars flew off the shelf faster than they could be stocked. We cooked up such a buzz on Loyola’s campus that our student newspaper featured Nutella in their editorial cartoon on Feb. 28.

Mix in some Vespa scooters, an intercollegiate student cook-off, music and sports, and "Bam!"-- you get target audiences saturated with our key messages: Sample Nutella. Buy Nutella. Adopt Nutella.

Want more than just a taste? Keep reading and treat yourself to "Nu Passion Nutella," the Nu Orleans Craze.

Situation Analysis

Client Situation

Nutella dominates its product category worldwide. In Europe, it is popular as a snack food, a breakfast spread and in “cornettos,” Nutella-filled croissants. Even though Nutella has been in the United States for 20 years, it has relatively low brand awareness. The Washington Post refers to the small percentage of American Nutella fans as members of a "secret society."

Nutella is overshadowed in the United States because the peanut butter and jelly sandwich is an American staple. Other competitors include snack foods and spreads.

Nutella has began making inroads to increasing brand awareness among Americans by naming L.A. Lakers’ player Kobe Bryant as its U.S. spokesperson and has an opportunity to specifically target college students through a public relations campaign. Using targeted branding and event vehicles, Nutella can increase its market share and impress upon students its unique attributes and delicious taste. Establishing strategic partnerships with key university influencers will lay a foundation of credibility upon which Nutella can achieve this goal.

"Nu" Orleans Nutella

Nutella is available at local grocery and specialty stores throughout New Orleans, including Winn-Dixie, Wal-Mart Super Center, Sav-A-Center, Albertson’s, Cost Plus World Market, Sam’s Club and Tulane’s on-campus convenience store (Bruff Market). It is usually placed on the top shelf with peanut butter, jams and jellies. Nutella’s price ranges from $3 to $6.39 for a 13 oz. jar and is about $3.98 for a 26.5 oz. jar. In general, local grocery stores order a case containing 12 jars every week. Managers speculate that Nutella’s sales are proportional to its market exposure and awareness.

Secondary Research

Marketing

• 75% of purchase decisions are made in the store, according to the Point-of-Purchase Advertising Institute.
• Shoppers make purchasing decisions in eight to ten seconds, according to a Progressive Grocer study.
• 94% of respondents agreed or strongly agreed that sampling is a risk-free way to try a product, and 85% agreed that a free sample combined with a coupon offer increased the likelihood of purchasing the product, according to the 2001 Promotion Marketing Association’s Sampling and Demonstration Council’s consumer survey.
• 84% of retailers would like to see consumer promotions in conjunction with advertising for snack foods, according to a Point of Purchase survey.
• Purchases of Nutella increase after consumers sample the product, and brand adoption occurs after multiple purchases, according to Ferrero USA.
College Students Behavior and Trends
• The majority of students do not eat breakfast in the morning but eat breakfast foods at other times.
• 93% of college students have Internet access, according to the Harris Interactive College Explorer Study.
• Brand loyalty can be created with college students because they are impressionable and are considered early adopters.
• Winn-Dixie is the preferred local grocery store for our target market in New Orleans. Other popular grocery stores in ranking order are Sav-A-Center, Wal-Mart and Albertson’s, according to The Media Audit.

Case Study Analysis
• Reviews of successful public relations campaigns introducing new products gave us insight and ideas on creating an effective brand awareness campaign for Nutella.
• Several successful food and drink campaigns have used brand ambassadors who match a product’s target market for word-of-mouth promotion.
• Past Bateman campaigns helped us identify strategies and tactics that motivate college students.

Primary Research
24 In-depth Interviews
• Loyola on-campus opinion leaders gave us tips on coordinating events with a tight budget by piggybacking on existing events.
• Tulane international students identified major obstacles in the product adoption of foreign foods and found that their American friends are less willing to try international foods. Several suggested promoting foreign foods as international specialties that can be served in an American way.
• Local grocery stores managers said sampling is effective but purchases are dependent on the quality and price of the product. Decisions regarding product placement, point-of-purchase displays and print advertisements are determined on a corporate level.
• Loyola marketing professors stressed the importance of securing distribution before introducing the product through promotional events, such as sampling and coupons, and identifying consumer needs and wants prior to creating a campaign slogan. Loyola student life and public affairs staff suggested multiple communication channels and promotions in several high-traffic areas. They confirmed that prizes and eye-catching presentations motivate students.
• Loyola Dining Services gave us insight into the approval process for new products and ideas about incorporating Nutella into school menus. They also offered the opportunity to co-program events. See appendix p. A25 for approval process.
• Tulane Dining Services informed us that Nutella has been available on their campus for three years.
• Beginning in December, we began contacting UNO Dining Services requesting the adoption of Nutella in their convenience store. Unfortunately, Ferrero is not an approved vendor for Sysco, UNO’s distributor.
• In December, we contacted Xavier Dining Services requesting the adoption of Nutella in their convenience store, however, they were in the process of constructing a convenience store and a coffee shop and could not stock Nutella.
• Public relations professionals confirmed that incentives are crucial to the effectiveness of a viral marketing campaign and that interactive Web sites help drive users to events.

Six Focus Groups
• College students are likely to try new foods when samples are offered. Convenient, visually appealing packaging and enticing promotions influence purchases. Few students are aware of Kobe Bryant’s connection with Nutella. Students who eat Nutella are loyal fans and said they feel like they are part of a “secret club.”
• Public relations practitioners shared campaign experiences and helped brainstorm creative ideas for a grassroots campaign including campaign events and themes.
• Students who tried Nutella while studying abroad gave us insight into how behavior and eating habits differed. While studying abroad, they rarely skipped meals and ate at a leisurely pace. Most students tried Nutella because it was packaged in reusable containers with promotional offers. Students recommended not to promote Nutella as a substitute for peanut butter because of Americans’ strong affinity for peanut butter.
• PRSSA members gave us feedback about possible themes and events and brainstormed ways to promote Nutella that would attract students’ attention.
• We piloted logos and slogans with Loyola communications students to determine the best way to communicate to our target audiences.

Three Surveys
• Pilot survey: 50 Loyola students suggested improvements to make our survey more effective. See appendix pp. A10-A11.
• 500 (250 at Loyola, 150 at Tulane and 100 at UNO) pre-campaign college students surveys found: See appendix p. A12-A14.
  • 46.6% of respondents had heard of Nutella
  • 47.7% of Loyola students had heard of Nutella
  • 62% of Tulane students had heard of Nutella
  • “Chocolaty” and “creamy” were the most common descriptors of Nutella.
  • 92.7% of respondents are "somewhat likely" to “very likely” to be influenced by family and friends to try new foods.
• 57.4% of respondents are "somewhat likely" to "very likely" to be influenced by promotional items to eat snack foods.
• 71.7% of respondents are "somewhat likely" to "very likely" to try new products after sampling.
• 84.7% of respondents eat breakfast at least once a week.
• 52.2% of respondents are "somewhat likely" to "very likely" to use coupons.
• 73.3% of respondents are "likely" to "very likely" to be influenced by their friends to attend on-campus events.
• 41.1% of respondents are "somewhat likely" to "very likely" to be influenced by email to attend on-campus events.
• 500 post-campaign surveys. See appendix p. A15.

Market Research
• From 5 p.m. until 11:30 p.m. on Wed., Jan. 15, we observed students’ consumer behavior at Loyola’s C-store to assess the feasibility of holding a late-night event. Our research helped determine traffic patterns and favorable product placement in the C-store.

Target Audiences
Primary:
• Undergraduates between the ages of 18-24 at Loyola
• Market segments: Members of on-campus organizations Resident students Sorority and fraternity members
• Study abroad and international students Commuter students
• Loyola Dining Services

Secondary:
• Undergraduates between the ages of 18-24 at Tulane
• Undergraduates between the ages of 18-24 at UNO
• Tulane Dining Services

Key Messages
• Sample Nutella, a chocolate hazelnut spread.
• Eat Nutella on many foods and use it in recipes
• Understand and appreciate that Nutella is a European favorite that originated in Italy.
• Tell your friends about Nutella.
• Buy Nutella at on-campus C-stores or at Sav-A-Center, Winn-Dixie, Wal-Mart Super Center or Cost Plus World Market.
• Permanently adopt Nutella.

Campaign Challenges and Opportunities
• Challenge: Community service is a top priority on Loyola’s campus and in the classroom. Building support and participation for a commercial product such as Nutella was a challenge because Loyola’s Jesuit mission stresses social justice and community service to become a well-rounded individual.
• Opportunity: To align our campaign with the Jesuit ideals, we partnered with on-campus organizations to raise money for non-profits, which helped students find their own passions for serving others. Partnerships are a cost-effective way to reach our key audiences and help make the logistics of staffing multiple events feasible.
• Challenge: Our Loyola student population is 64% commuter students who are less likely to be aware of or to participate in on-campus events.
• Opportunity: Due to the large number of commuter students, Loyola’s two filled-to-capacity parking garages were ideal locations to promote Nutella. In addition, no classes are scheduled between 12:15 and 2 p.m. on Tuesdays and Thursdays, so we held events during this time in high-traffic locations to reach this target audience.
• Challenge: Some Loyola students are loyal to their own specific causes. As a result, relatively few students participate in on-campus events and evening activities. Also, Loyola has relatively few athletes because they do not give out athletic scholarships. Because of this, the majority of students do not support the athletic program by attending intercollegiate games. Therefore, programming our own Loyola sporting event with a Nutella/Kobe Bryant connection would not be effective.
• Opportunity: Recognizing that students support their own causes, we partnered with multiple on-campus organizations to ensure saturation of the diverse student population. We promoted Nutella at cultural events featuring music and movies. And to reach the few sports enthusiasts at Loyola, we collaborated with the 2003 Loyola Homecoming committee for our Homecoming festivities.
• Challenge: As early as Wed., Feb. 26, our campus would be deserted as students focus more on Mardi Gras parades and less on campus events. Universities in the New Orleans area close for three to five days for the Mardi Gras holidays.
• Opportunity: We scheduled our campaign for the middle two weeks of February to maximize participation. The Mardi Gras theme allowed us to co-program with two existing campus events. By having booths at the Mardi Gras Invitational Career Fair, which drew students and alumni from seven area schools and at the Third Friday Mardi Gras party, we were able to spread our messages to students by introducing Nutella-filled King Cake, a "Nu" twist on a New Orleans tradition.
1. To increase brand awareness of Nutella, its availability and uses among undergraduates at Loyola by 15% and at Tulane and UNO by 10% during February.

**S1: Create grassroots campaign centered on the Nu Secret Society with specialized themes and logo to introduce the key values and benefits of Nutella to key campus opinion leaders, organizations and students.**

**Tactics:**
- Host Nu Secret Society Reception.
- Sample Nutella at Study Abroad Fair.
- Host C-store Release Party.
- Host Nu Passion Nutella events
- Create and launch Nu Web site.
- Display posters, banners and fliers.
- Distribute availability fact cards.
- Place advertisement in *The Maroon*, Loyola’s campus newspaper.
- Run Nu Passion Nutella PSA.
- Send news releases.

*Note: See pp. 6-8 for execution of all tactics.*

Our research confirmed that college students rely heavily on their friends whether they are choosing a campus event to attend or a new food to try. Armed with our research about Nutella’s niche category and that “brand ambassadors” work, we created our Nu Secret Society to add intrigue, credibility and increase opportunities for audience participation.

Recognizing that multiple events are required to reach our key audiences, we decided to capitalize on previously scheduled campus events and create our own original events. Our jam-packed month of pre-launch, launch and post-launch events would enable us to reinforce our key messages with our audiences at Loyola, Tulane and UNO, encouraging more brand loyalty for Nutella.

Since the Internet is everywhere, we knew a campaign without our own Web site would be like Nutella without hazelnuts. An interactive Web site with incentives to sign our guestbook would give students an opportunity to see what Nutella is and how it can be used. Increasing chances for audience participation and two-way communication would strengthen our campaign effectiveness.

**S2: Partner with nine Loyola on-campus organizations, one Tulane organization, and one community organization to increase awareness of Nutella, its availability, uses and origin among various segments of our target market.**

**Tactics:**
- Co-program events with:
  - Career and Counseling Services
  - Greek Life
  - Loyola Dining Services
  - Loyola Asian Student Organization (LASO)
  - Modern Foreign Language Club (MFL Club)
  - Pack Pride Committee
  - Residential Life (Res. Life)
  - Student Government Association (SGA)
  - University Programming Board (UPB)
  - Tulane Dining Services
  - Louisiana Philharmonic Orchestra (LPO)

Collaborating with diverse organizations who have an established presence on our campus will increase our credibility and exposure of key messages to a captive audience chock full of opinion leaders who can influence publics to try and buy Nutella.

For example, hosting a Nutella-inspired Iron Chef Cook-off with Loyola and Tulane Dining Services and LASO would be the perfect opportunity for three organizations who had never collaborated before to benefit mutually from each other’s resources and appeal to an eclectic mix of students.

Integrating philanthropic partnerships into our campaign would align our goals with Loyola’s Jesuit philosophy of emphasizing social justice through community service.

**S3: Develop Nu Passion Nutella theme and logo along with catchy sub-themes to consistently disseminate throughout the Nutella campaign.**

**Tactics:**
- Include theme and logo on promotional materials:
  - Nu Web site.
  - Availability fact cards.
  - Fliers, posters and banners.
  - Nu Passion Nutella PSA
  - *The Maroon* advertisements.

We tested our theme “Nu Passion Nutella” with focus groups and confirmed that our slogan would be memorable, communicate the brand identity of Nutella along with our own passion identity and connect well with college students who are passionate about their own interests and activities. Creative sub-themes would attract uninformed students and give loyal consumers a new perspective about the product.
2. To encourage adoption of Nutella at Loyola during February.

S1: Secure ideal product placement of Nutella in key locations at Loyola.

Tactics:
- Secure placement of Nutella in C-store.
- Integrate Nutella into catering services with Nutella-filled King Cakes.
- Integrate Nutella in cafeteria menu:
  - Nu Treats Nutella, a Nutella-inspired Brunch for Lunch.
  - Assorted Nutella desserts: cakes, cookies and brownies.
- Integrate Nutella into The Underground, a sandwich and coffee shop in the student center:
  - Nutella croissants.
  - Hazelnut-tella coffee.
- Promote with fliers and posters.

For a successful campaign, marketing professors told us that it is vital to secure distribution of Nutella at the location of promotion. To secure product placement in the C-store, we would have to convince dining services that they would benefit from the addition of Nutella on their shelves because of our intense promotion that would drive traffic to their locations. Using Nutella throughout the day in a variety of menu items in the cafeteria, The Underground and within catering services would illustrate traditional and innovative ways to offer Nutella.

3. To increase sales of Nutella at Tulane by 7% during February.

S1: Reinforce Tulane students’ awareness of Nutella’s availability in Bruff Market.

Tactics:
- Hold sampling events in front of Bruff Market and in the main student center.
- Display fliers at Tulane communicating availability at Bruff Market.
- Distribute coupons and availability fact cards.
- Include availability on Nu Web site page.

Since Tulane houses the most resident students of all our target universities and had the highest number of students aware of Nutella prior to our campaign, these favorable marketing conditions would present an easier opportunity to reinforce the availability of Nutella on Tulane’s campus. By offering samples, coupons and availability fact cards at a high-traffic location and in front of where Nutella is sold, we would increase the chance that students who sample would buy a jar.

4. To communicate Nutella's Italian origins and international popularity as a European favorite among undergraduate students during February.

S1: Create Italian and European themed events designed to appeal to the international "mystique" of Nutella.

Tactics:
- Host Nu World Nutella, Italian day at Loyola.
- Host Nu Love Nutella, Italian music event with LPO.
- Integrate boot shape of Italy, flag and colors on collateral materials.
- Host Nu Cinema Nutella, film screening with MFL.
- Offer Nutella samples at Loyola Study Abroad Fair.

Hosting a variety of events that will give students a taste of Italian passione provides us with multiple occasions to communicate the Italian origin of Nutella as a European favorite to different segments of our audiences and to appeal to the high majority of students likely to try new international foods.

5. To communicate the availability of Nutella in the Greater New Orleans area to 1,500 undergraduate students at Loyola, Tulane and UNO during February.

S1: Create events designed to distribute free samples to communicate our key messages to our target audiences.

Tactics:
- Offer free samples at every event.
- Offer free samples at Winn-Dixie.
- Include availability information on fliers, posters and banners.
- Place The Maroon advertisement.
- Include availability on Nu Web site page.
- Distribute coupons and availability fact cards.

Since we knew students are likely to buy a product after sampling, multiple on-campus sampling events and distribution of availability fact cards would show students where they can buy Nutella. By distributing coupons at our events and on cars in the university parking garages, we will give students another reminder to buy Nutella. Sampling at Winn-Dixie would support our research that our target audience is more likely to shop at Winn-Dixie than any other grocery store in New Orleans.
Pre-Launch

Nu Secret Society  
We invited a diverse group of opinion leaders from all classes, majors and organizations to be our secret “eyes and ears” and to create a buzz on campus leading up to the launch of our campaign. We held a candlelight reception with Nutella samples and distributed “confidential” bags with coppette, availability fact cards and Nutella Notebooks for the members to log conversations they heard or initiated about Nutella during our campaign. We equipped Nu Secret Society members with ideas to share their Nutella passion with friends, classmates and peers to strengthen the craze for Nutella on campus.

Collaboration with Dining Services

Loyola  
To secure adoption of Nutella in the on-campus C-store, the dining services menu and catering services, we met with Loyola Dining Services general manager, retail manager and chef in January to pitch the mutual benefit of partnering with our campaign. We explained how we would create a demand for Nutella if they would integrate the product into their C-store, menu and catering services. We provided recipes for possible meal additions, as well as ideas for integrating Nutella into catering services, and we began to plan possible joint events.

Tulane

We established contact with Tulane’s Marketing Manager through phone calls and e-mail and began to discuss possible sampling events at Tulane to inform their students about Nutella’s availability in the Bruff Market.

Study Abroad Fair- Tuesday, Feb. 4

The Study Abroad Fair was an excellent opportunity to prep our primary audience for our campaign. This event brought an audience already interested in European travel and culture to our Italian-themed booth where we offered Nutella samples and availability fact cards.

The C-Store Release Party- Thursday, Feb. 6

What better way to celebrate our “Nu” passion’s arrival in Loyola’s C-Store than to throw a Nutella release party? We formally announced the arrival of Nutella in front of the C-store during lunch when there are no classes in session. This high-traffic time and location guaranteed lots of attention for our booth.

Launch

Nu Life Nutella- Monday, Feb. 10

To kick off our campaign, we teamed up with the largest student programming organization, UPB, to raise money for the American Heart Association (AHA). Students who dropped by our table received pretzels spread with Nutella and we gave coppette to students who donated to the AHA. The booth was buzzing all day in front of our student center, where 1,000 students pass daily.

Nu World Nutella- Tuesday, Feb. 11

We brought a taste of Italy to Loyola with samples of Nutella, coffee, an opportunity to play bocce ball and a drawing to win an Italian restaurant gift certificate. A local Italian creamery donated spumoni and cannoli. A local Vespa dealership brought three cool scooters to our event. Students could have their picture taken while sitting on a Vespa and the pictures were posted on our Nu Web site.

Nu Treats Nutella- Wednesday, Feb. 12

Our partnership with Loyola Dining Services resulted in a Nutella-inspired Brunch for Lunch where students could cook their own Nutella Belgium Waffles.

Nu Groove Nutella- Thursday, Feb. 13

We treated audience members to samples of Nutella at the step show competition sponsored by Greek Life.

Nu Cinema Nutella- Thursday, Feb. 13

For students whose passion was foreign films, we co-hosted a screening of Italian for Beginners with the MFL club. Students munched on Nutella and pretzels at a reception before enjoying the film.

Nu Love Nutella- Friday, Feb. 14

At the UPB Valentine’s Day event in the Res. Quad, we set up a booth decorated in passionate red and white, offered Nutella samples and raffled off Valentine’s Day packages of movie tickets and restaurant gift certificates.
Nu Love Nutella- Friday Evening, Feb. 14

The LPO hosts a quarterly event called Find the Phil at offbeat locations to entice younger crowds to build an appreciation for classical music. We set up a booth with Nutella samples for the Find the Phil event at the Vespa dealership where 200 people enjoyed romantic Italian music, espresso, oysters, wine and Nutella.

Nu Krewe Nutella-Saturday, Feb. 15

We planned to host an appreciation party for our Nu Secret Society at the Krewe de Vieux parade in the French Quarter. We invited members and their friends to join us for Nutella treats, to catch beads and enjoy Mardi Gras fun. Unfortunately, rainy weather forced us to cancel the event.

Nu Passion Nutella- Monday, Feb. 17

To increase Nutella’s brand awareness and availability to students at Tulane and UNO, we posted fliers about our sampling events, which would be held the following day. We also distributed coupons, availability fact cards and coppette to students in high-traffic areas.

Nu Passion Nutella- Tuesday, Feb. 18

To hold an event on Tulane’s and UNO’s campuses during the busy lunchtime, we divided and conquered. At Tulane, we brought a "Nu" passion to students by sampling Nutella in front of Bruff Market and in the University Center and distributed coupons in the parking garages. At UNO, we participated in a bake sale with the Vietnamese Asian Student Association (VASA) selling delicious Nutella cookies, brownies, cupcakes and Rice-Krispy treats. We also collected petition signatures to get Nutella on UNO’s campus and distributed coupons in the UNO parking lots.

Nu Challenge Nutella- Tuesday, Feb. 18

As one of our premier events, this Iron Chef Cook-off involved Loyola and Tulane Dining Services, LASO, six student teams from four universities and a panel of judges consisting of Loyola opinion leaders. Loyola and Tulane chefs acted as “coaches” for the teams. The chefs baked Nutella desserts for the audience and judges to enjoy during the cook-off. After eating the treats, judges revealed their favorite way to eat Nutella. Each team member received packages with coppette, coupons and tea. Throughout the cook-off, we played our 30-second video PSA. Audience members registered to win restaurant gift certificates on an entry form. We donated contestant fees to Second Harvesters.

Nu Treats Nutella- Wednesday, Feb. 19

Nutella Brunch for Lunch was served again to give students another opportunity to enjoy Nutella Belgium Waffles. That night, we partnered with Res. Life to host a party for residents in Buddig Hall dormitory to watch the highly anticipated final episode of The Bachelorette where we offered Nutella treats and prizes.

Nu Opportunities Nutella- Thursday, Feb. 20

To reach career-driven students, we hosted a booth at Loyola’s Mardi Gras Invitational Career Fair to discuss the opportunities and benefits of joining PRSSA and PRSA. We showcased our Nutella campaign as a case study and distributed brochures and “Save-the-Date” PRSSA National Conference fliers to 1,069 students and alumni from seven universities. We also offered samples of Nutella-filled King Cake donated by Loyola’s catering service.

Nu Orleans Nutella- Friday, Feb. 21

We partnered with UPB for their Third Friday party, a traditional Mardi Gras party with a brass band, beads, red beans and rice and jambalaya. We offered Nutella samples and Nutella-filled King Cake and raffled off prizes.

Nu Passion Nutella- Sunday, Feb. 23

To wrap up our campaign, we held a final passionate event at Winn-Dixie with Nutella samples and coupons. Earlier in the day, we distributed coupons in the parking lots at Winn-Dixie, Sav-A-Center and Wal-Mart. These stores were the top three used by our key publics, according to our surveys and The Media Audit.

Post-Launch

Nu Spirit Nutella- Thursday, Feb. 27

Nutella was the official spread of Loyola Homecoming 2003, and as a sponsor, we donated a 26.5-ounce jar of Nutella for the recipient of the Loyola Spirit Award at the Homecoming festivities.
Collateral Materials

Nu Web Site
Interactive aspects of the Nu Web site, which was updated daily, included a Nu Passion quiz, weekly polls and a guestbook where students submitted their passion for Nutella. All entries were included in a drawing for a prize, and the best quotes were published on our homepage everyday. We also had links to descriptions of our events, prizes and sponsors, Nutella facts, recipes and related Nutella sites. We posted pictures from our events to attract people to the site. See appendix pp. A65-A70.

Nu Passion Nutella PSA
Collaboration with broadcast production students provided us with access to create a 30-sec. PSA to communicate our key messages. We played the PSA at the Iron Chef Cook-off and during high-traffic times in Loyola’s Monroe Library.

Fliers
We strategically posted more than 350 fliers in high-traffic areas at Loyola, Tulane and UNO. The fliers included event and availability information, our logo and slogan, sponsors and the Nu Web site address. See appendix pp. A53-A62.

Availability Fact Cards
We created and distributed availability fact cards throughout the campaign to communicate the history and origin of Nutella, different ways to eat it, where to buy Nutella and prices. We also included our Nu Web site address to encourage students to seek more information about our events and register to win a prize by signing our guestbook.

Banners
During our campaign, we displayed two banners outside of our student center. The first banner included our slogan, logo and Nu Web site address to increase hype and exposure for our campaign. The second banner promoted Nu Challenge Nutella to get the campus excited about our premier event. Both banners had the Italian flag to communicate Nutella’s Italian origin.

Posters
We displayed one general poster with our logo and slogan at all of our events and another poster for Nu Challenge Nutella that said, "Try desserts made with Nutella, a European Favorite." The poster placed outside Loyola’s C-store said, "Buy Nutella at the C-store." When Nutella was sold out, we placed a sign on top of the poster that said, "Temporarily sold out. New shipment coming soon!" We also gave Tulane’s Marketing Manager a poster stating, “Buy Nutella Here!” to post outside the Bruff Market.

The Maroon Advertisement- Friday, Feb. 7
Loyola PRSSA was selected to be part of the "Proud to Be Part of the Pack," a series of half-page advertisements aimed at increasing school spirit at Loyola. We took the opportunity to hold Nutella jars as we posed for our photograph with other PRSSA members, starting the spread of the Nutella buzz on our campus. See appendix p. A29.

The Maroon Advertisement- Friday, Feb. 14
We promoted our Nu Challenge Nutella Iron Chef Cook-off with an advertisement that was consistent with our fliers. At the top of the ad we asked, "What’s your passion?" and followed with creative event descriptors that were "checked off." The advertisement also included our logo and Nu Web site address. See appendix p. A28.

The Maroon Advertisement- Friday, Feb. 28
We ran a post-launch advertisement to celebrate the permanent adoption of Loyola’s European favorite in the C-store and encouraged students to continue to buy Nutella. See appendix p. A28.

Press Contacts

Phone Calls to Media Outlets
To pique the interest of the media for our campaign, we called the photo editor, Living section editor, food editor and Uptown Picayune editor at The Times-Picayune, and reporters at WGNO, the local ABC-TV affiliate, to alert them of our campaign.

We faxed the above-mentioned media outlets three press releases: one general, one for Nu World Nutella and another for Nu Challenge Nutella. We hand delivered press releases to The Maroon.
We met or exceeded **4 out of 5** objectives. See appendix p. A16 for more details and statistics.

**Objective 1:** To increase brand awareness of Nutella, its availability and uses among undergraduates at Loyola by 15% and at Tulane and UNO by 10% during February.

**Objective Exceeded**

Our campaign saturated our key audiences with messages about Nutella, its availability and its uses. We exceeded our awareness goal at Loyola by 166%, at Tulane by 87% and at UNO by 156%. More than 3,500 students attended twenty events. We distributed 1,000 availability fact cards and 3,500 coupons, and our Nu Web site received 417 hits and 885 page views. We collected from students 326 favorite ways to eat Nutella. We exceeded our strategy by partnering with a UNO organization and raising money for two community organizations!

At Loyola, our campaign resulted in an editorial placement in *The Maroon* that no amount of money could purchase. Nutella was featured in the editorial cartoon (3 columns x 4 inches) at the top of the editorial page on Feb. 28. In addition, the three advertisements ("Nu Challenge Nutella," Nu Passion Nutella" and "We Are Loyola-PRSSA") generated 15,000 media impressions. Our two banners in front of Loyola's student center generated 14,000 exposures of our message, and our campus e-mails disseminated 22,296 exposures of our message. We posted more than 350 fliers throughout Loyola’s campus at high-traffic areas.

At Tulane, we distributed 294 coppette and 800 Nutella coupons and posted 50 fliers in high-traffic areas.

At UNO, we distributed 150 coppette and 500 coupons and posted 50 fliers in high-traffic areas.

Our campaign reach extended beyond our university targets. Four hundred sixty-five students from 22 colleges and universities in five states attended Loyola’s annual Student Leadership Conference. One of the keynote speakers mentioned Nutella and our campaign in his speech in relation to real world public relations experience. The Mardi Gras Invitational Career Fair drew 1,069 students and alumni from seven area universities. *Gambit Weekly*, a Greater New Orleans weekly newspaper with a high circulation rate, featured publicity about Nutella for *Find the Phil*.

The Nutella buzz continued into March. In fact, one SGA candidate included Nutella in his campaign advertising, and a *Maroon* staff writer mentioned it in her column on March 7.

**Objective 2:** To encourage adoption of Nutella at Loyola during February.

**Objective Exceeded**

Loyola’s C-Store added Nutella to its inventory and sold four cases during February. Loyola Dining Services sold Nutella croissants, waffles, desserts, Hazelnut-tella coffee and Nutella-filled King Cake during February. After our campaign they adopted Nutella as a permanent passion in the C-store, and they will continue to sell Nutella croissants and Nutella-filled King Cakes.

**Objective 3:** To increase sales of Nutella at Tulane by 7% during February.

**Objective Undetermined**

Tulane’s Resident Dining Manager said that exact sales figures could not be determined because products are rung up using a group category key.

**Objective 4:** To communicate Nutella’s Italian origins and international popularity as a European favorite among undergraduate students during February.

**Objective Exceeded**

After our campaign 55.3% of students knew that Nutella is from Italy because:

- We exposed 300 students to the Italian origins of Nutella through our Italian-themed exhibit at the Study Abroad Fair.
- *The Maroon* ran a black and white photo (2-columns x 4-inches, below the fold on the front page of the Feb. 13 issue) of a student playing Bocce ball at the Nu World Nutella event. The cutline mentioned Nutella, and the headline read, "Italian Fun."
- We posted two banners, each with the Italian flag in front of Loyola’s student center, generating 14,000 exposures.
- We displayed poster stating, "Try desserts made with Nutella, a European favorite" at Nu Challenge Nutella, where approximately 70 people were in attendance and 579 people walked past the event and into the cafeteria.

**Objective 5:** To communicate the availability of Nutella in the Greater New Orleans area to 1,500 undergraduate students at Loyola, Tulane and UNO during February.

**Objective Met**

The following list of exposures shows that we communicated the availability to at least 1,500 students:

- 1,000 availability fact cards distributed at all events.
- 400 coupons distributed at Wal-Mart Super Center, 200 at Sav-A-Center and 200 at Winn-Dixie.
- 100% sales increase, from four cases to eight cases per month during February at a local Sav-A-Center store, according to Jeffrey Batiste, Sav-A-Center category buyer.
- 39.8% of survey respondents plan to purchase Nutella in the future in area stores.
Barriers and Recommendations

Barriers to using Nutella in campus food services, including cafeterias, catering and campus trades:

- The Nutella jars that are available to campus dining services are small and expensive. Loyola Chef Gary Zachariah noted that Nutella is great as icing or a filling, but does not do as well in a batter.
- Not all specialty distributors carry coppette or other sizes.
- Campus convenience stores have size limitations. Therefore, the introduction of new products depends on space and whether a competing product is stocked already.
- Since specialty distributor cost is high, markup is unreasonably high in order to make a profit.
- Approval process for new products is lengthy and most often handled by corporate offices. See appendix p. A25.

Recommendations to overcome barriers:

- Encourage more campus distributors to carry Nutella, because once students try it, they buy it.
- Offer incentives for distributors to carry coppette, since students like single serving packages and are often on the go, coppette will appeal to them.
- Introduce more recipes that use Nutella as a filling or topping rather than as an ingredient in the mix. Send recipes to campus chefs and dining services directors.

Although a comprehensive campaign to introduce Nutella to new markets would require extensive research, time and money, we suggest that Ferrero:

- Offer larger sizes to campus dining services to be used for their food preparation.
- Offer a package that includes a coppetta-sized portion of Nutella with a spreader stick and either cookies, pretzels or graham crackers.
- Periodically offer collectable, reusable containers for special promotions by featuring things such as cartoon characters and movie and television show tie-ins on the container (examples are Bart Simpson in the UK and Zodiac sign reusable containers in Italy).
- Sponsor a major U.S. sports team or event to increase exposure.
- Capitalize on Nutella’s 20th Anniversary by holding a special contest and/or implementing a special series of advertisements.

Conclusion

Now that we’ve tantalized your tastebuds, it’s time to "Ciao down!" Our campaign recipe enticed our target audiences to sample Nutella, buy Nutella and adopt Nutella. And, our 20 passionate events showcased Nutella’s Italian origin, mouth-watering taste and delectable uses.

Our recipe for success was so delicious, in fact, that we’ve taken it upon ourselves to award our campaign with four hazelnuts, one for each objective that we met or exceeded. For one, we increased Nutella’s brand awareness among Loyola, Tulane and UNO students by 166%, 87% and 156%, respectively. Loyola’s craving for Nutella was so boiling hot that Loyola’s C-store could not keep up with their students’ demand, they sold out every time they stocked the shelves.

We received another hazelnut for securing a permanent location for Nutella in Loyola Dining Services, including the C-store, The Underground and catering services. We were even able to boost Nutella’s moderate sales at a local Sav-A-Center from four cases a month to eight, earning us yet another hazelnut.

But the icing on the cake was introducing college students from three Greater New Orleans universities to their Nu Passion: Nutella.

Our Nutella buzz is still simmering today. We have so engrained Nutella’s brand into the minds of our target audiences that even after our campaign, these students and organizations continue to add extra dashes of Nutella into their lives. One candidate for Loyola’s SGA elections recently included his affinity for Nutella in his campaign flier. Nutella has become such a household name that a columnist for The Maroon casually mentioned Nutella in her humorous plea for equal rights for the left-handed.

PRSSA and Ferrero USA challenged us to increase the brand awareness of Nutella among college students. In response, we delivered a delicious public relations campaign, cooked to perfection, that saturated our target audience and is sure to secure Ferrero’s future success.