CASE STUDY

LIFT IN VISITATION
PlaceIQ’s custom audience creation allowed Filippo Berio to deliver highly targeted ads to visitors of the select Walmart locations that carry Filippo Berio products, effectively minimizing waste and delivering a 4.09x lift over the open control group.

AUDIENCE STRATEGY

A combination of PlaceIQ location data and IRI purchase data allowed Filippo Berio to reach unique consumers...

1. ...who are Moms and Foodies

2. ...who visit select Walmart locations

3. ...who purchase cooking and salad oils, and natural or organic health food

“Media Horizons crafts impactful shopper plans that leverage the latest ad tech to generate targeted reach throughout the shopper journey and consideration through point of sale. We are delighted to partner with Filippo Berio, Colangelo, and PlaceIQ to drive trial and increase household penetration.”

— ERICA DEPALMA
Senior Vice President, Digital Marketing
Media Horizons
CREATIVE STRATEGY

A highly-targeted audience based on real-world behaviors and proven purchase data allowed for creative styling, function, and messaging that would cater directly to the key personas identified by the brand and partners. This was executed in both rich and standard media formats.

“At Colangelo, we apply proven science to uncover human behaviors, rituals, and truths that have existed for thousands of years—and then we employ our findings to attach brands to consumers. We are grateful to have had the opportunity to work with Filippo Berio to craft an attachment strategy—and then to activate it in the marketplace.”

— DON GROWHOSKI, Owner, Managing Partner at Colangelo

PlaceIQ worked with Filippo Berio and partners to design a foodie-centric messaging strategy that showcased a gallery of Filippo Berio products with educational and vibrant content that would drive engagement and awareness. Results show that this approach was successful where rich media, including a cooking quiz, dramatically increased ad engagement, while standard media was able to drive higher visitation rates in the near term.

SUCCESS

“Filippo Berio began crafting olive oil in 1867, taking care to make products with authenticity, quality, and purity. We are thrilled to see the results of this campaign, using the latest technology, to further our brand awareness and to share our message with consumers that are passionate about food. We are also proud to have partners in this campaign, Media Horizons, PlaceIQ, and Colangelo, who believe in us and our values to bring this campaign to life.”

— MEGHAN BOYD, Brand Manager at SALOV North America Corp. / Filippo Berio
### DISCOVERIES

#### Demographics
Consumers were most likely to have income between $50K - $75K, with mixed households types made of single parents, young professionals, and young roommates.

#### Grocery Habits
They purchase healthy or easy foods like deli meat and frozen dishes, and prefer Southern chains like Food Lion and Publix, over more expensive options like Whole Foods.

#### Lifestyle
Consumers tend to be working class families with a healthy focus. They also over-index for deal seeking, and prefer budget-friendly fashion like Kohl’s and Old Navy.

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**INCOME**

- $20k
- $25k-$50k
- $50k-$75k
- $75k-$100k
- $100k-$125k

**HOUSEHOLD TYPE**

- Nuclear Family
- Single Parent
- Spouse
- Young Roommates
- Young Professionals

**GROCERY STORES**

- Trader Joe’s
- Publix
- Whole Foods Market
- Kroger
- Safeway

**GROCERY BASKET**

- Frozen meats & Seafood
- Deli Entrees
- Deli Pre Sliced Meat
- Natural & Organics
- Salad Dressings
- Packaged Noodle & Rice Dishes

**SHOPPING**

- Macy’s
- Burlington Coat Factory
- Dressbarn
- Kohl’s
- Old Navy

**LIFESTYLES**

- Working Class
- New Parents
- Outdoor Enthusiasts
- Deal Seekers
- Healthy & Fit

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