(Adobe Stock, n.d.)

DAL 1877
Barilla

Barilla Pasta Sauce Exists Campaign

High Five Creative



(Adobe Stock, n.d.)

Special Thanks To

Talé Mitchell (for bringing snacks to class), Adrienne Hooker, and the James Madison University SMAD Program.

Meet Our Team



Charlotte Hassebrock

Account Director and Strategist

Charlotte Hassebrock is a Senior Media Arts and Design major with a concentration in Creative Advertising and a minor in Studio Art and Economics. She is a high achieving and driven advertiser hoping to work on the client side upon graduation. She is a team leader and enjoys making art, cooking, and working out in her free time.



Aidan Herr

Copywriter

Aidan Herr is a Senior studying Media Arts and Design with a concentration in Creative Advertising and a minor in General Business. He is passionate about storytelling and creating meaningful, authentic experiences through his work. Aidan hopes that his interests and experiences will help him pursue a career in copywriting at an ad agency following his graduation in May 2026.



Madison Horneber

Art Director and Graphic Designer

Madison Horneber is a Senior Media Arts and Design major with a concentration in Creative Advertising and a minor in Studio Art. She loves graphic design and art direction and hopes to continue her craft upon graduation, hopefully at an ad agency. In her free time, she enjoys hanging out with her cat, making pottery, reading, and crocheting.



Olivia Kim

Production Manager and Director of Public Relations

Olivia Kim is a senior studying at James Madison University and majoring in Creative Advertising and has a minor in Creative Writing. She has a passion and a variety of experience in videography and photography and social media content creation. Originally from Aldie, Virginia, she aspires to work in Los Angeles after graduating in December of 2025, where she is interested in working in social media marketing or as a creative in an ad agency.



Katelyn McCrady

Account Planning

Katelyn McCrady is a Senior Media Arts and Design major with a concentration in Creative Advertising and a minor in Communication Studies. She is passionate about design, visual communication, and fashion. Katelyn aims to blend these interests to create impactful campaigns.

High Five Creative

The handprint has long stood as a testament to the origins of human creativity; from the first cave drawing, it's been our declarative statement saying, "we are here." The high five is a universal symbol of celebration and collaboration throughout the world, and an instinctive gesture of shared success.

When five creatives came together, we were united around a single vision: to bring inspired ideas to life. Our hands bridge our imagination and reality, and at High Five Creative, we're committed to original, collaborative work shaped, both literally and figuratively, by our hands.



DAL 1877

Barilla

Brand Overview

Secondary Research



(Adobe Stock, n.d.)

The Product

Barilla began selling sauce in December 1969.

Barilla expanded sauce production in 2012 with the opening of a “Ready Made Sauces” dedicated plant.

(Archivio Storico Barilla, n.d.)

Mass Distribution

Barilla pasta sauce is produced globally and has widespread distribution.

The sauce is sold in over 100 countries and stocked at most major grocery & convenience store chains.

(FourKites, 2024)

Cost

The pasta sauce ranges in price. On average, consumers will pay $2-$5 for a standard 24 oz jar.

The price is dependent on quantity, variety, and product vendor.

(Martin’s, n.d.)(Walmart, n.d.)

The Shelf

- Middle of the shelf - eye level where consumers look first making it more appealing than neighboring sauces.
- Aisle 10, end of the aisle, center of the store in the same aisle as pasta & canned veggies.
- Found only in store at Martins in Harrisonburg; not seen at Target or Food Lion.

(Horneber, personal observation, 2025.)



The Competition

While Barilla dominates the "Ready Made Pasta" market, they are not the leaders in the sauce industry.

Top 5 Sauce Brands

1. Kirkland Signature – Costco Wholesale Corp.
2. Classico – The Kraft Heinz Company
3. Simple Truth Organic – The Kroger Co.
4. Prego – Campbell Soup Company
5. Hunt's – Conagra Brands, Inc.

(Afzal, 2023)



(Adobe Stock, n.d.)

The Difference

What differentiates Barilla from other sauces:

- "sunflower-based Italian tomatoes...
- ...Selected meats from a controlled supply chain."
- No added colorants, preservatives or sugars

(Barilla Group, n.d.)



(Barilla, n.d.)



(Adobe Stock, n.d.)

SWOT Analysis

Strengths

- Committed to **sustainability** in their products, packaging & production.
- **Constant product reformulation** & updating research to keep up with competitors, changing regulations & trends.
- Their products & brand has a **recognizable, positive reputation** for **high-quality products** that people regularly repurchase & enjoy.
- They are a **globally recognized brand** that reaches consumers in all corners the world.

("Sustainability," n.d.), (Kim, personal observation, 2025)

Weaknesses

- **Lack of variety** within the pasta sauce collection.
- **Intense competition** with many competing "Ready Made" pasta sauce brands.
- **No strong social media presence** particularly in advertising of pasta sauce.

("Barilla products," n.d.), (Kim, personal observation, 2025).



Threats

- **Many competitors** that specialize in the pasta sauce products (ex: Raos, Bertolli, Victoria, Classico).
- With changing inflections in **inflation, added tariffs, and the an inconsistent economic environment**, price consistency in affordability can be difficult to maintain.

(Kim, personal observation, 2025)

Opportunities

- They could **expand their pasta sauce line** more as they lack variety of options in comparion to their competition.
- An **addition to their website including an area to shop** for their products or a way to find the product in your area.
- **Highlight authentic italian roots** that other sauce brands do not have.

(Kim, personal observation, 2025)



(Adobe Stock, n.d.)

Team Impressions

Charlotte

The strengths of Barilla pasta sauce lie predominantly in the company's brand recognition and consumer loyalty. Those who desire authentic Italian products tend to stay loyal to Barilla for pasta and sauce. **However, their weaknesses include a lack of marketing for their sauce products as their pastas promote seasonal shapes and continuing variety take center stage in most of their campaigns.** Furthermore, their competitors have a strong focus on the authenticity of their product which is often overlooked or simply unknown to consumers of Barilla sauces.

(Hassebrock, personal observation, 2025)

Madison

Barilla's brand recognition is one of its strongest aspects. When I see pasta boxes in the store, I know that the distinct dark blue box is the brand Barilla. When not caring about price, it is the box I would go for, mostly because I just recognize it. On the contrary, I don't necessarily reach for Barilla pasta sauce because I simply don't see it in the store. I do not care enough about the brand to go hunting for it. **Therefore, Barilla's biggest weakness would be a lack of distribution to rural areas, such as Harrisonburg, VA.**

(Horneber, personal observation, 2025)

Olivia

Barilla has strong brand recognition, a positive reputation in terms of quality of product, and consistent customers which means they have a loyal following. **Their sauce line is not as popular or as well known as their pasta to many which may be seen as a weakness.** Plus, they have a good amount of competition that also have a positive reputation for their pasta sauce which can be hard to compete against.

(Kim, personal observation, 2025)

Katelyn

Barilla's primary strength lies in its strong brand recognition and consistent product quality. Its packaging is distinctive, and it is widely available across grocery retailers, which reinforces accessibility and consumer trust. However, the brand shows weakness in the highly saturated pasta sauce category. **Competing brands often differentiate themselves by positioning themselves as more authentic, making it difficult for Barilla's sauces to stand out despite the company's established reputation.** *(McCrady, personal observation, 2025)*

Aidan

Barilla has strong brand recognition and trust amongst its customers, and is known for its familiarity and quality. Its previous ad campaigns cohesively and consistently share the brand values of family and togetherness. **Barilla's pasta sauce line is not as popular as its pasta and is not advertised individually.** Although Barilla had created a strong brand image, that image is not especially distinct from its competitors or other food products.

(Herr, personal observation, 2025)

The Buyers

People Who Value Convenience

The dominant consumer of pasta sauce, within that group, there is:

- Students
- Working-Class Professionals in urbanized areas
- Single-Person Households

Consumers are influenced by fast-casual dining, like Olive Garden, which convinces them to buy sauces to replicate dishes at home.

(Grand View Research, n.d.)

Health-Conscious Eaters

These are the second demographic of consumers with organic, low-sodium, gluten-free, plant-based sauces gaining their attention.

(Grand View Research, n.d.)

Barilla has targeted this group with their no added sugar sauces.

(Barilla, 2025)

Global Demographics

• North America accounted for 35%, Europe, 30%, Asia Pacific 20%, Latin America 8%, and Middle East & Africa 7% of the total pasta sauce market revenue.

(Verified Market Reports, n.d.)

• Approximately 65% of Americans prefer the convenience of the pasta sauce to traditional cooking methods.

(Admin, 2024)



(Adobe Stock, n.d.)

Current Ads

"On The Couch"

- 30 Second TV Spot
- Shows Ingredient's necessary to make Barilla Pasta which includes more than just Barilla products, it also includes 1x Son and 1x Dad.
- Tagline: A Recipe for Wonderful

(Barilla US, 2016)

Barilla x Spotify

- Campaign from 2021
- Agency: Publicis Italy
- Barilla made eight custom spotify playlists for its pasta products. The playlists are ranging from
- 8-11 minutes long that are timed to cook perfect "al dente" pasta.

(Jardine, 2021)



"Ticket to Togetherness"



- 2024 Campaign
- "At Barilla, togetherness is just a box away"
- Handed out boxes of Barilla at a NYC Subway.
- Boxes worked as a ticket to subway so people could take the box and share it with a loved one for free.

(Barilla, 2024)

Secondhand Box

- Agency: LePub
- Inspired by the rise of the secondhand fashion industry
- Partnered with influencer and professional organizer Marie Kondo. Social media tutorials on how Barilla boxes can be used to package & ship secondhand clothes.
- The campaign reached 115M people

(Secondhand Box, 2024)



DAL 1877

Barilla

Our Findings

Primary Research



(Adobe Stock, n.d.)

Research Plan

Ethnography

Each group member collected a group of friends, family, and acquaintances with groups ranging between 4 - 10 participants. All participants ranged from ages 18 to 22, 61% were women and 39% were men, and they were recruited via text messaging and in-person. Each group was fed a meal of Barilla pasta with the Traditional Barilla Pasta Sauce on top.

Survey

A survey was created using Qualtrics software with questions aiming to gather statistical information on consumer demographics and lifestyle as well as purchasing, cooking, eating habits. The survey was distributed via text, social media channels, and email.

Ethnography

Observational Data

Researchers observed that all participants made adjustments to their servings of pasta sauce. Researchers found that initial reactions to the sauce were overwhelmingly neutral, with the majority noting the sauce needed a deeper flavor and was acidic in taste, but participants were satisfied with the quality at this price point. Of the group observations, all but one participant finished their first serving and the majority of participants took a second helping of pasta. When participants were asked if they would purchase the sauce, the majority said they would not, while the minority noted that given the price point they would purchase this sauce again.



(Adobe Stock, n.d.)

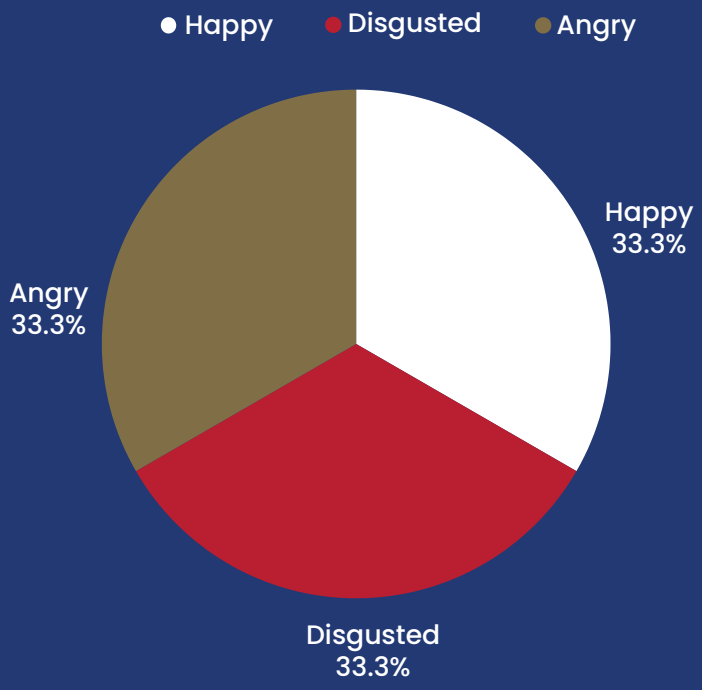
Verbal Reactions & Comment Distribution

Researchers found that of the 42 total recorded comments and recreations to the study, 69% of them were noting product attributes, 24% were initial reactions to the sauce positive and negative, and 7% were related to an emotion reaction caused by tasting the sauce. Of the product attributes, 41% of the comments noted the flavor with the majority mentioning an acidic, bland, or natural taste. 45% focused on the sauce consistency with many of the participants saying the sauce was "too liquidy." Finally, 14% of the product attribute comments were on the topic of price with a majority saying that the product was satisfactory given its price point at $3.00 for 24 ounces of Traditional Barilla Sauce (Martins, n.d.).

Of the remaining comments, 24% of the recorded comments and reactions were showcasing product popularity, with 50% of participants saying they enjoyed the sauce and 50% saying they did not enjoy the sauce. The final 7% of comments were emotional reactions to the sauce with an even distribution of 33% happy/positive reactions, 33% disgusted reactions, and 33% angry/dissatisfied reactions.

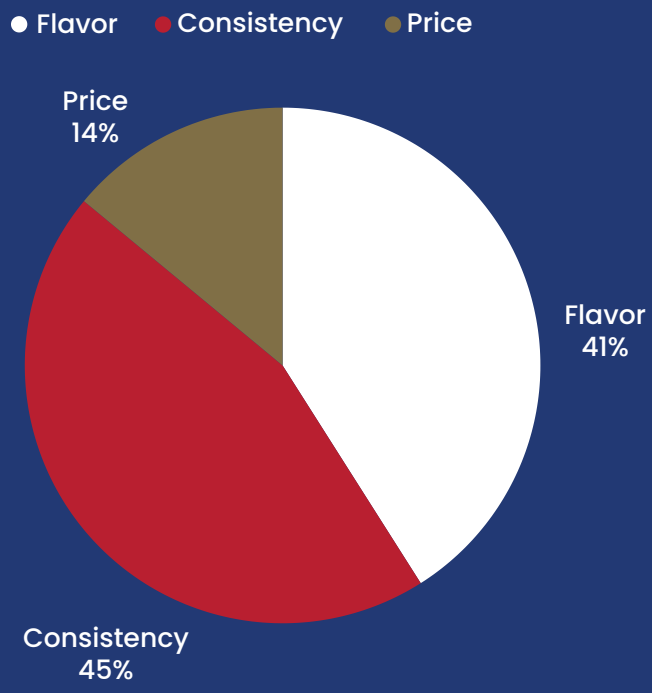
Emotional Appeals

Figure 1 (via Canva.com, 2025)



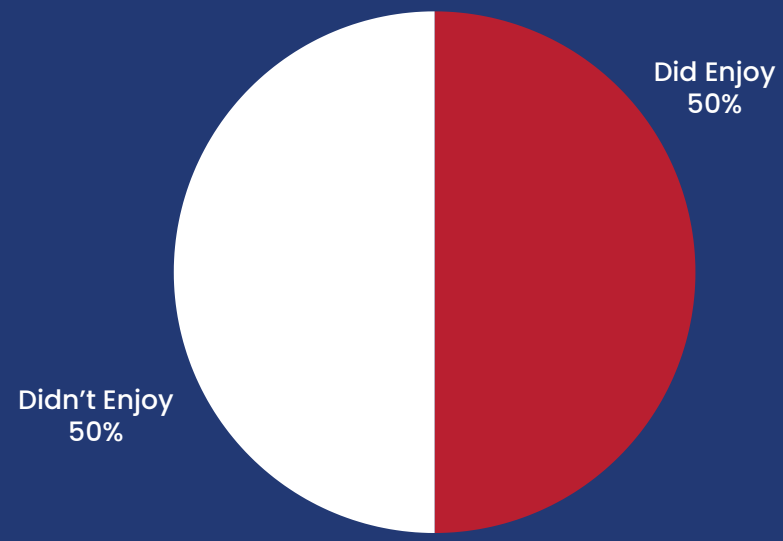
Product Attributes

Figure 2 (via Canva.com, 2025)



Product Popularity

Figure 3 (via Canva.com, 2025)



Survey

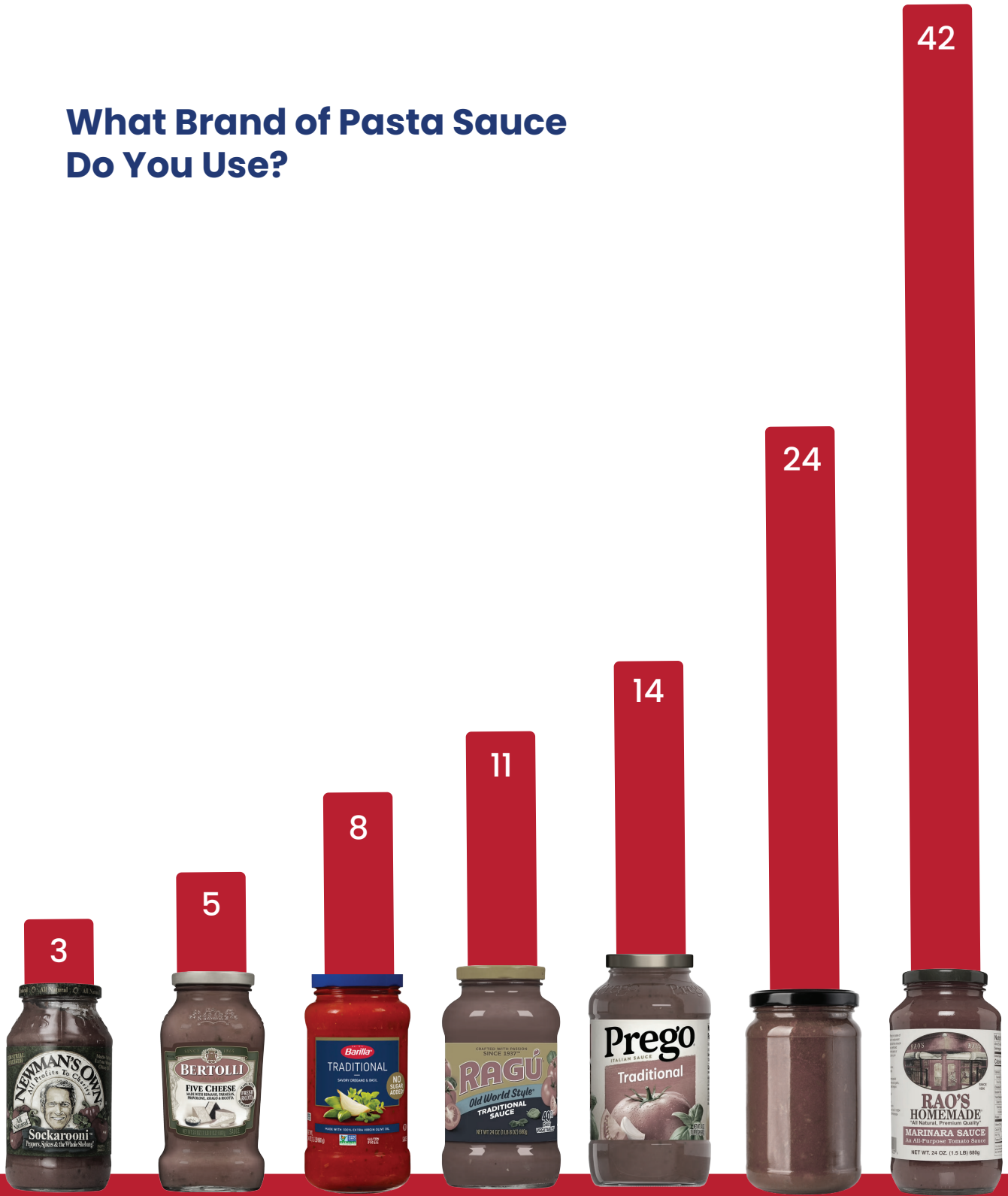
The Barilla Pasta Sauce survey received 129 responses. 75% of participants were women, 24% were men, and 1% identified as other while 74% of all the participants were college students. The majority of participants reported that Barilla was their preferred pasta brand; however, only 7% chose Barilla as their preferred sauce brand. Participants reported shopping at a wide range of grocery stores, with 12% choosing to shop at Martin's, which is currently the only location in Harrisonburg that sells Barilla Pasta Sauces in-store.

When asked about qualities of a brand of sauce, participants noted that taste is the most important quality, followed by price. Participants overwhelmingly selected price as the least important quality of their chosen sauce brand. 86% of participants said they are not loyal or somewhat loyal to a current sauce brand.



(Adobe Stock, n.d.)

What Brand of Pasta Sauce Do You Use?



Newman's *(Garden Grocer, n.d.)*

Bertolli *(Walmart, n.d.)*

Barilla *(Barilla, n.d.)*

Ragu *(Walmart, n.d.)*

Prego *(Walmart, n.d.)*

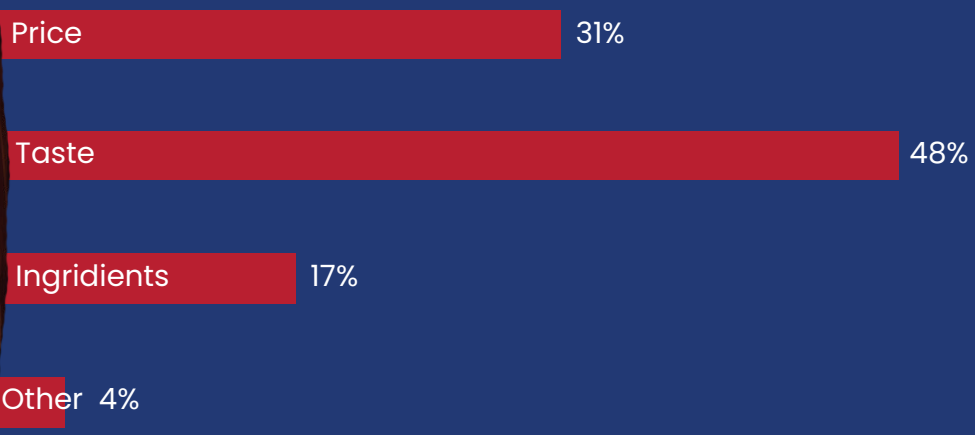
Other *(Adobe Stock, n.d.)*

Rao's *(Matthew, 2018)*

Number of Participants Who Buy Stated Brand

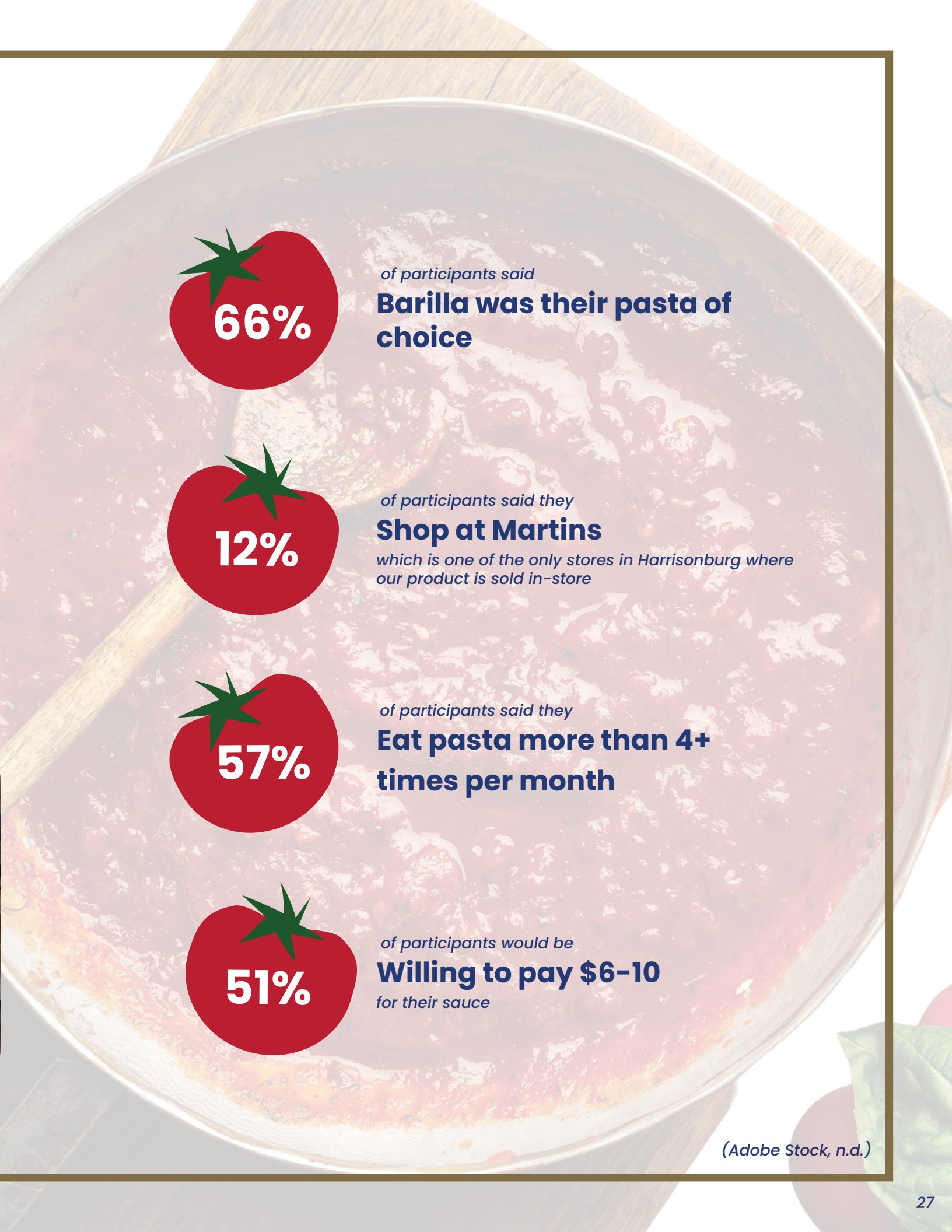
What qualities do you look for when looking for a pasta sauce?





Are you loyal to your pasta sauce brand?





66%

of participants said

Barilla was their pasta of choice

12%

of participants said they

Shop at Martins

which is one of the only stores in Harrisonburg where our product is sold in-store

57%

of participants said they

Eat pasta more than 4+ times per month

51%

of participants would be

Willing to pay $6-10

for their sauce

(Adobe Stock, n.d.)

Creative Strategy Brief

Concept: **Barilla Pasta Sauce exists.**

Execution: Show Barilla Pasta Sauce is the perfect match in every pasta situation and for every person.

Message objectives

- Promote brand recall
- Persuade
- Give brand a social meaning

Evidence

- The audience doesn't know that Barilla Pasta Sauce is available at stores or where to find it near them.
- Packaging doesn't stand out amongst competitors.
- Target values reliability and budget friendly options.

Current Mindset

Currently, Suzanne is not brand loyal to any pasta sauce and is largely unaware of Barilla Pasta Sauce products.

Desired Mindset

Want Suzanne to recognize Barilla Pasta Sauce and know that it's widely available at her local grocery store. We also want her to choose Barilla Pasta Sauce to pair with Barilla's pasta products.

Competitors

Rao's: Consumers enjoy aesthetics and flavor
Prego: Consumers enjoy price and variety
Ragu: Consumers enjoy the price for quantity

Tone

Humorous and optimistic

Target

35-45 year old working, single parents.

Persona: Suzanne Edwards



Demographics: 40 years old; female; $70,000 annual salary; registered nurse; Caucasian; divorced single mother; family size of 2; rents a home; agnostic.

Geographics: Parma city within the suburbs of Cleveland, Ohio.

Psychographics:

- Activities - Spending time with her daughter, morning yoga, cooking, spending time with friends and neighbors, charity work, and gardening.
- Opinions - Moderate political alignment, believes in hard work and promoting public health.
- Interests - Clean eating, meal prepping, and exercising.

Behavioral: She does become brand loyal to brands that fit with her values and is budget conscious.

VALs: Thinker (not interested in prestige or image; educated) and Maker (shops for comfort, durability, and value; buying basics).

DAL 1877

Barilla

The Sauce

Our Advertisements



(Adobe Stock, n.d.)

Potential Headlines and Taglines

HEADLINES

1. Swipe right on dinner
2. You've tried apps. Try sauce.
3. No red flags. Just red sauce.
4. The Missing Ingredient
5. I'm Home
6. For when you need me
7. Are you following me?
8. I'm watching you
9. I never left
10. There through every milestone
11. (Barilla is) that younger sibling you can't get rid of
12. The clingiest sauce in the best way
13. The longest relationship in your kitchen
14. See you tomorrow!
15. Barilla is there 24/7, 365 days a year
16. Your favorite stalker
17. Holding your hand through it all
18. never less than 6ft away
19. following you home
20. goes with everything
21. never better than homemade but always home
22. Barilla Pasta. Barilla Sauce.
23. Home...Made
24. Life is Busy. Dinner is Simple. Barilla.
25. When life's unpredictiable, Barilla is constant
26. More than food, its family
27. reliable flavor when you need it
28. more reliable than...(wi-fi, your husband, the printer)
29. Shelf stable, always available, kid favorable
30. patiently waiting to save dinner
31. home is where the Barilla pasta sauce is
32. your pantry's most dependable resident
33. no plans? no problem
34. your newest family (tr)addition
35. your favorite roommate
36. Barilla Behind You!
37. The sauce that's been there since the beginning
38. I'll be there for you (Friends theme song)
39. The MVP of your pantry
40. You're 24/7 dinner RSVP
41. Barilla, the sure bet when everything else is up in the air
42. There to save the (dinner) day
43. Always there for you... even when you don't notice
44. Nothing to eat? You're pantry's secret/ forgotten weapon is ready
45. Empty fridge? check the pantry
46. the pantry MVP
47. Dinner emergency? Meet your pantry's secret weapon
48. Every step you take I'll be watching you (song by the police)
49. Perfect Choice
50. Perfect Match
51. Always There, It Never Left
52. There like it never left
53. Always watching...
54. Show Up and Show out
55. Why not match? Choose Barilla
56. The Duo you never knew existed
57. this isn't new
58. not new, but new to you
59. we'll always be here when you need us
60. if other sauces show up, barilla starts the standing ovation

TAGLINES

1. Barilla is always there
2. Barilla is family
3. Never better than homemade but always home
4. Ready when you are
5. Always there. Always delicious. Always Barilla.
6. Dependably delicious
7. The Kitchen Constant
8. Reliability Jarred
9. The family sauce
10. The overcommitted sauce
11. The sauce you can never get rid of
12. Never leaving your side
13. Barilla never bails
14. Your most reliable dinner date
15. Here since before you learned to cook
16. we've always been there whether you notice or not
17. sure, we stain, but that's not the only way were always there
18. showing up is the most important part
19. Barilla is always there, be like Barilla
20. this has always been a duo
21. the perfect pairing, were always here
22. I'm here when you need me.
23. There whether you want it or not
24. Fresh, new, and here for you
25. your perfect match
26. You didn't know you needed me but I did
27. A stain you don't want to remove
28. Barilla, the dinner guest that always shows up/never bails
29. Barilla, the sauce that is more committed than a wedding vow
30. Barilla: your kitchens most reliable relationship/situationship

Final Choices

1. **Find Your Match, It Exists**
2. **The Perfect Pairing You Didn't Even Know Existed**
3. **Your Perfect Match Exists**
4. **A Perfect Match is Pasta-ible**



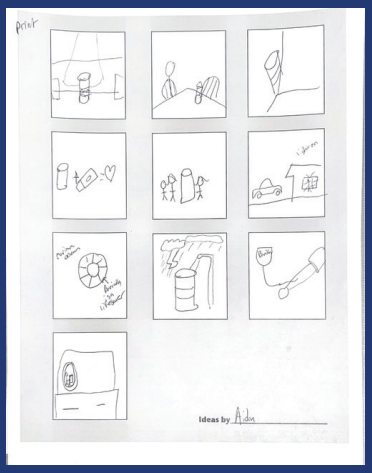


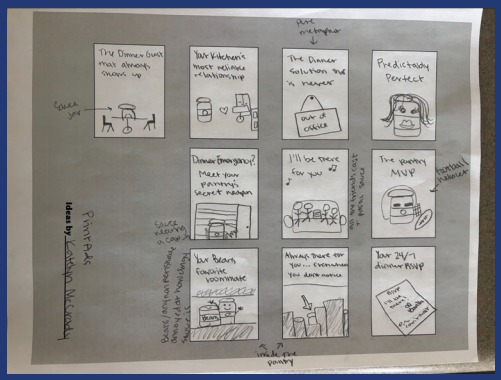


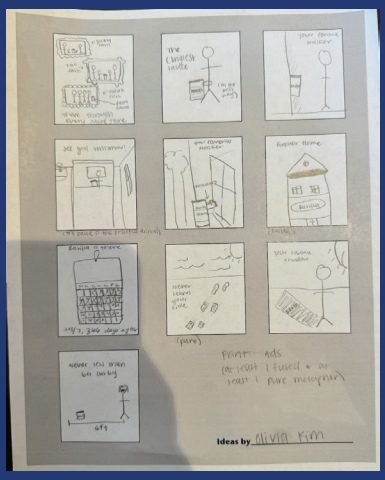
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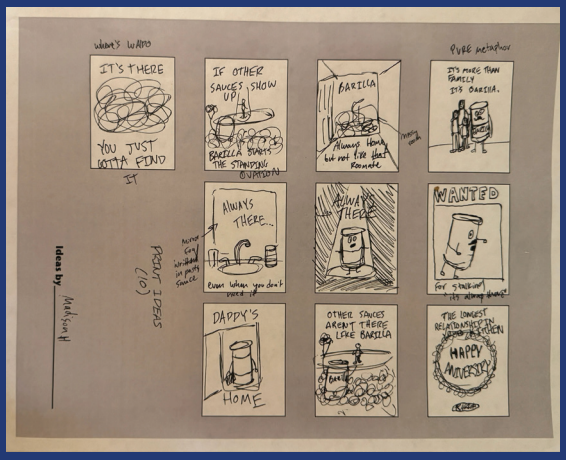
Print

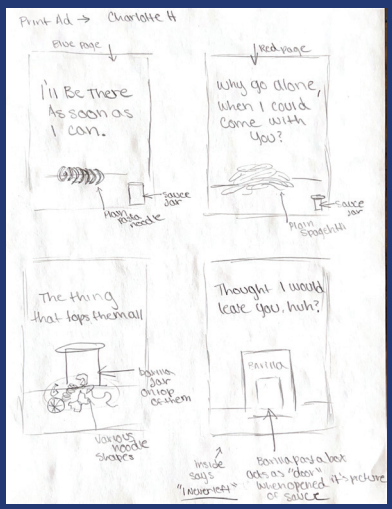
Brainstorming

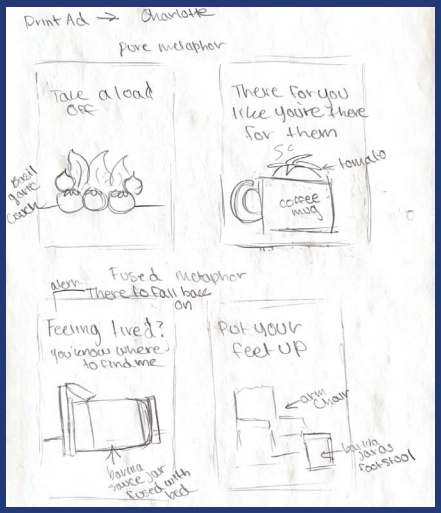
















This print ad emphasizes the idea that Barilla pasta sauce not only exists but also offers the perfect match for any pasta night. By featuring multiple sauces from Barilla's sauce lineup, the ad highlights the variety of different options available, introducing options that many in our target audience may not recognize. The visual lineup reinforces product awareness and encourages consumers to explore Barilla sauces as a reliable and flavorful addition to their meals.

Print



This ad is designed to blend naturally into the magazine content around it by presenting a real recipe from Barilla's catalog that features their products. The copy reinforces our big idea: Barilla sauce exists and offers the "perfect pairing," one that consumers may not have realized was available. By showcasing a simple, delicious meal made with Barilla sauce, the ad provides a practical demonstration of how easy it is for busy families to make dinner with Barilla's help.



This print magazine ad uses clever visual imagery and playful copy to capture our audience's attention through humor. It features Barilla pasta sauce dressed as a bride marrying a box of bowtie pasta, paired with the copy, "a perfect match is pasta-ible" a pun on "possible." This execution highlights a key insight derived from our research: while consumers are widely familiar with Barilla pasta, many are unaware that Barilla also makes sauce products. By presenting the two as a perfect pairing, the ad suggests that the pasta shoppers already buy has an ideal Barilla sauce match waiting for them.

Print

Mockups



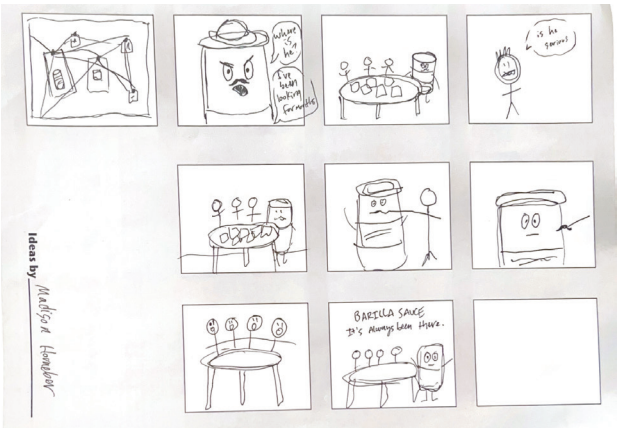


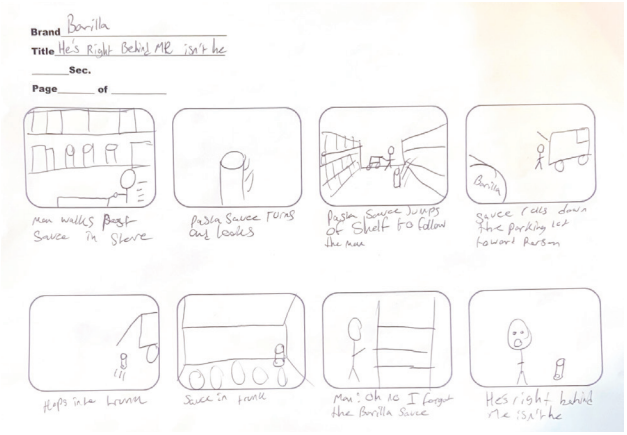


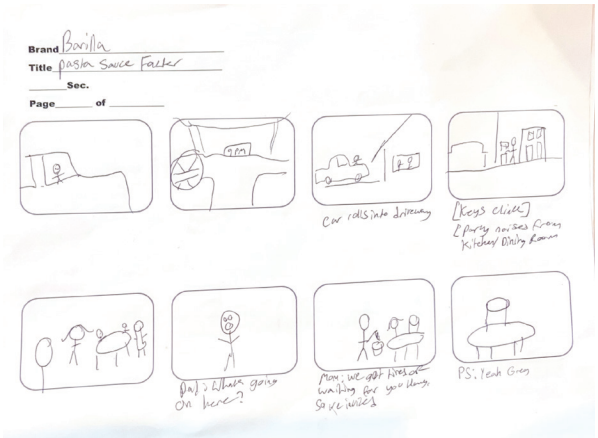
Brainstorming

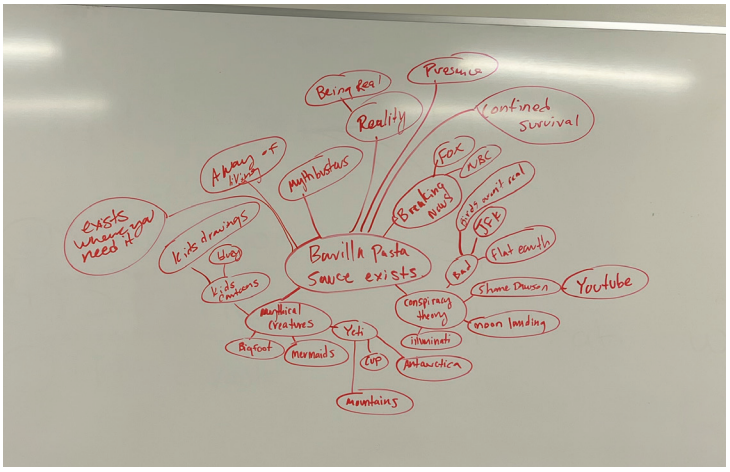
TV













(Adobe Stock, n.d.)

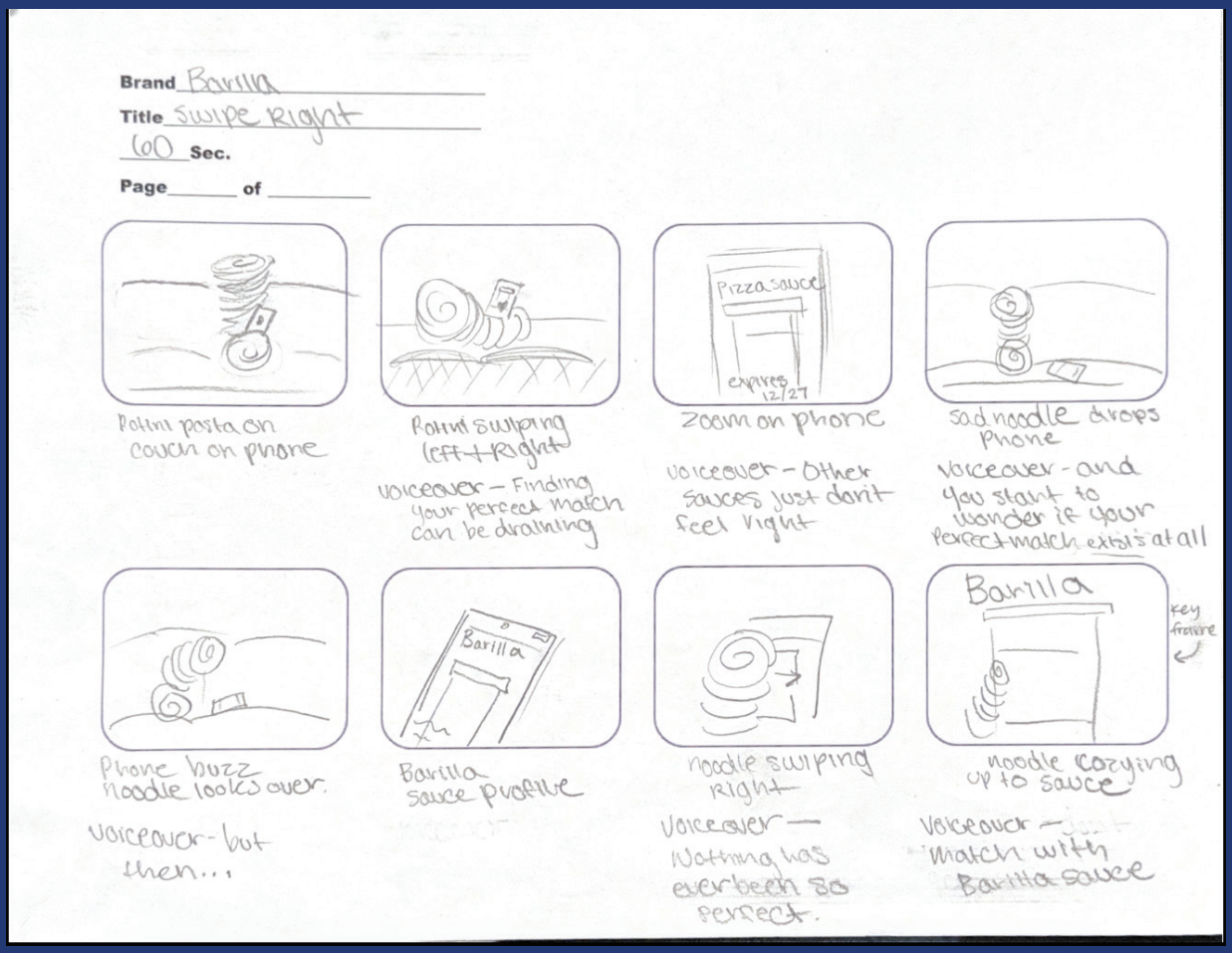


Script

VIDEO	AUDIO
WS - PASTA SITTING ON COUCH SCROLLING LOOKING AT ITS PHONE	
OSS - THE PASTA SWIPES LEFT AND RIGHT ON DIFFERENT SAUCES AND CONDIMENTS, NONE OF THEM IS ITS PERFECT MATCH.	**VO:** Finding your perfect match can be draining.
CU - FOCUS ON THE PHONE. THE DATING PROFILE CURRENTLY ON THE SCREEN SHOWS PIZZA SAUCE.	**VO:** Other sauces just don't feel right, and the constant search becomes defeating.
WS - THE PASTA DROPS THE PHONE ONTO THE COUCH IN DEFEAT, DISAPPOINTED THAT IT HAS BEEN UNABLE TO FIND ITS PERFECT MATCH.	**VO:** You begin to wonder if your perfect match exists at all.
WS - SUDDENLY THE PHONE BUZZES, GRABBING THE PASTA'S ATTENTION, CAUSING IT TO LOOK OVER AND SEE WHAT THE NOTIFICATION WAS FOR.	**VO:** But then… **(SFX: PHONE BUZZ)**
CU - THE PHONE HAS A NEW NOTIFICATION THAT READS, "YOU HAVE 1 NEW MATCH." THE PASTA SWIPES OPEN THEIR PHONE TO SEE THEIR NEW MATCH IS NONE OTHER THAN BARILLA SAUCE. THE PASTA SWIPES RIGHT, ACCEPTING THEIR NEW PERFECT MATCH.	**VO:** No match has ever been so perfect.
CU - ON THE PASTA'S FACE SMILING SOFTLY	**VO:** Find your match. It exists with Barilla.

Final Storyboard

TV







(Adobe Stock, n.d.)

(Adobe Stock, n.d.)

Casting

Casting Breakdown

Barilla Pasta Sauce: *Your Perfect Match Exists*

Madison Horneber, act. Olivia Kim, dir., ed. And Charlotte Hassebrock, Aidan Herr, and Katelyn McCrady, prod.

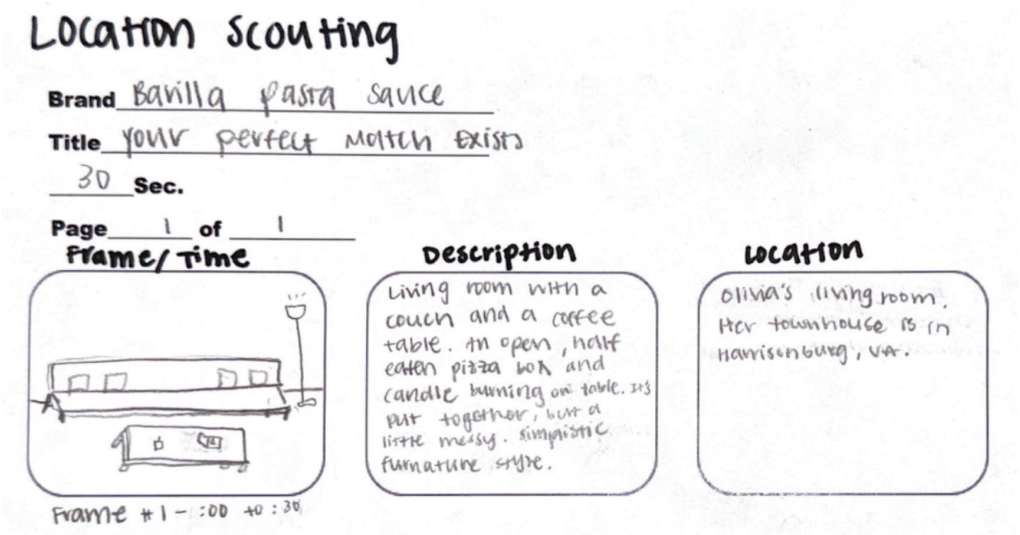
Shoots Tuesday, November 11th from 1PM to 3PM.

Barilla Pasta Sauce: *Your Perfect Match* Exists is a 30 second TV commercial that shows a single Farfalle looking for her perfect match. She is swiping through a dating app with very generic sauces that don't look appealing. Defeated, she almost gives up. But, then gets a notification that her perfect match was found which was Barilla Pasta Sauce. She gets excited and hopeful at the idea that she found her perfect match.

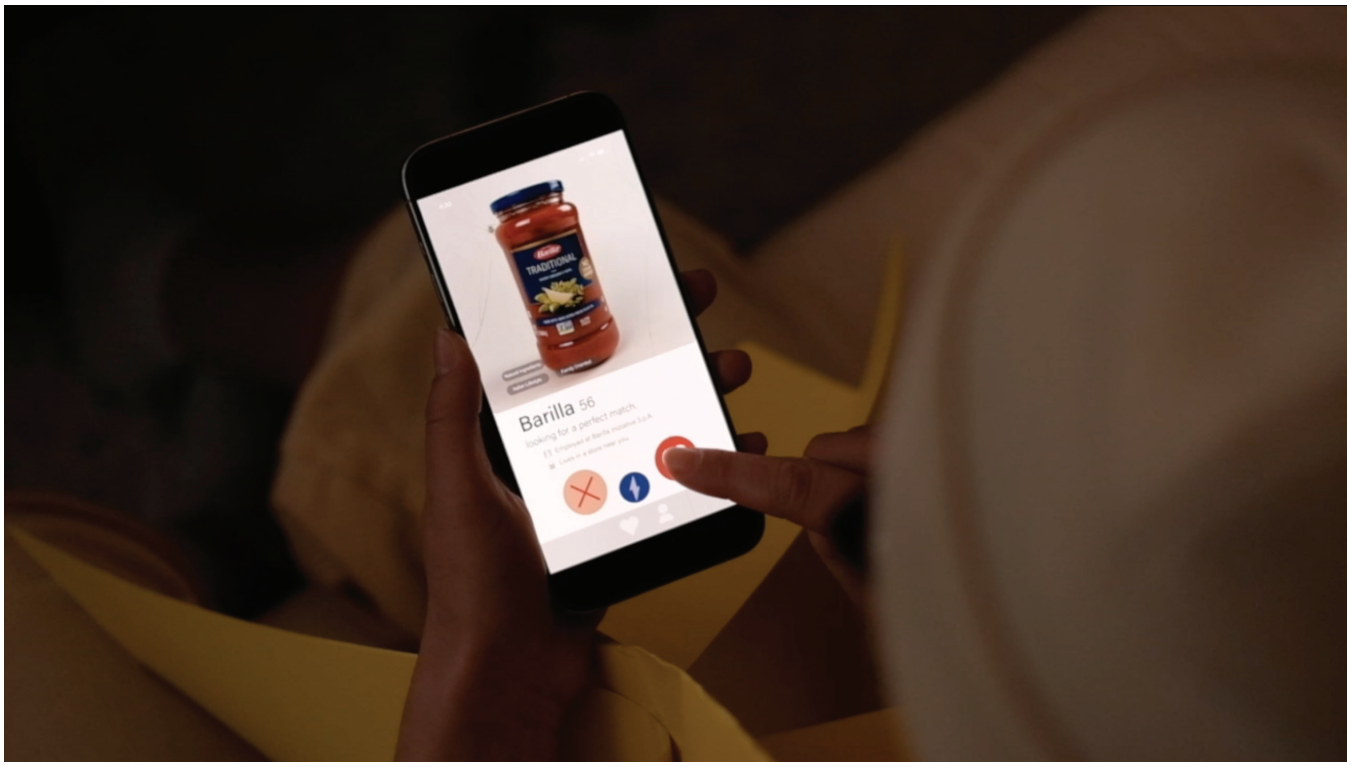
Main Role:

FARFALLE: Female lead, 25-30. Farfalle is a single, middle-class woman who is open-hearted and optimistic, although is a little saddened at the idea that she doesn't have a romantic match. She is actively searching for her perfect match on a dating app after weeks of having no luck finding someone. She is technologically savvy and has a decent amount of downtime in the evenings.

Location



Key Frame



Our television ad uses a humorous tone to portray a pasta noodle struggling to find its “perfect match.” The ad advances our big idea, showcasing Barilla as the superior and perfect match for both you and your pasta. This will resonate with our target audience, who are familiar with the often disappointing culture surrounding dating apps.

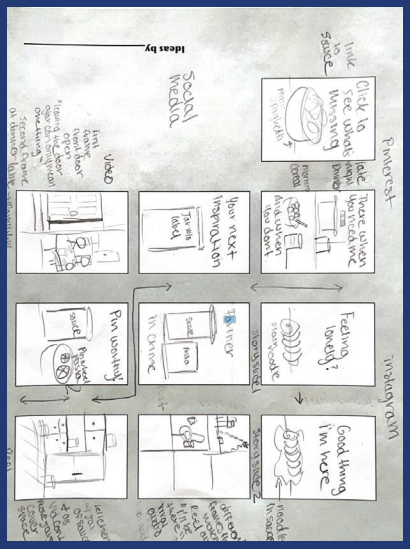


(Adobe Stock, n.d.)

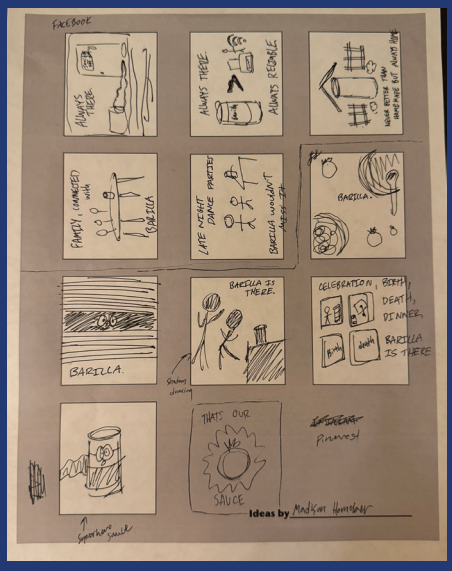
Social Media

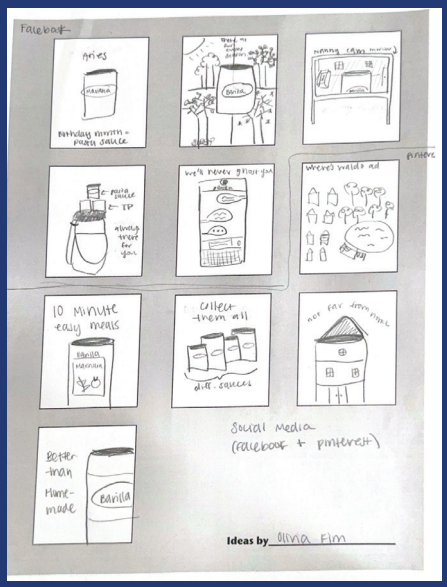
Thumbnails













This Facebook ad helps bring our "perfect matches" directly to the consumer's device.

Since our target audience favors Facebook over all other social media platforms, it's the best place to reach them. This ad pairs Barilla's well-known pasta shapes with our sauce lineup, while keeping the spotlight on the sauces. The design will direct customers who already have a favorite pasta shape to discover the perfect Barilla sauce to match with it, motivating them to try a pairing they may not have known existed.



Match.com is an ideal platform for us to reach our target audience, whose user base consists primarily of people aged 30-49, many of whom are likely parents.

The ad mimics a real profile on Match; however, the profile belongs to a Barilla sauce. It appears in the app in the same way a normal profile would, allowing users to scroll through and interact with the profile naturally. When someone chooses to "match" with the sauce, they'll receive a funny flirtatious message from the account, along with a list of nearby stores that carry our product and a coupon for a discount on the sauce of their choice. This approach makes product discovery personal, memorable, and fun.

Social Media

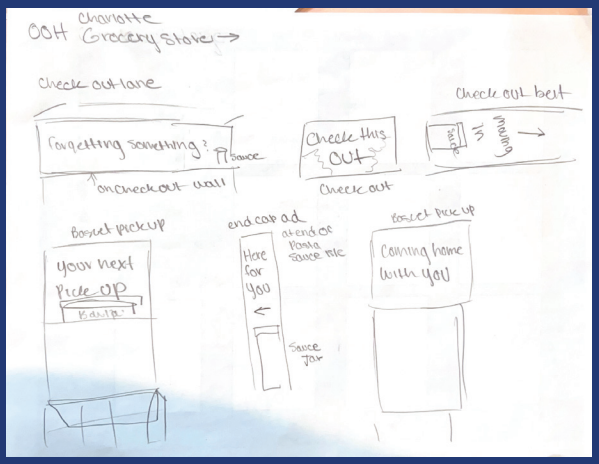
Mockups

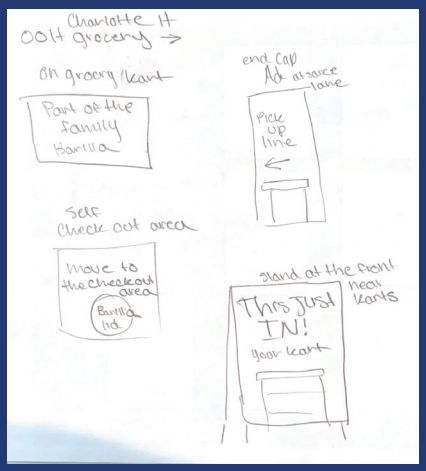


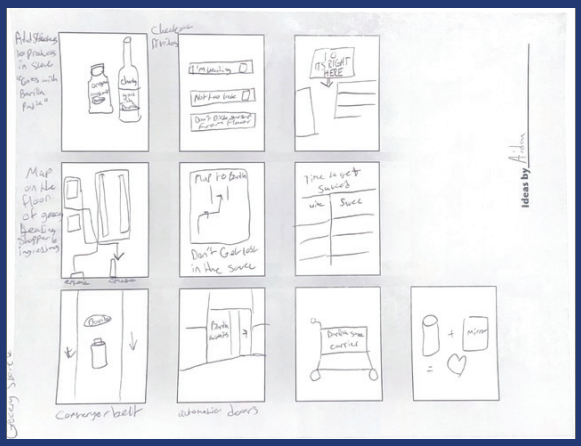


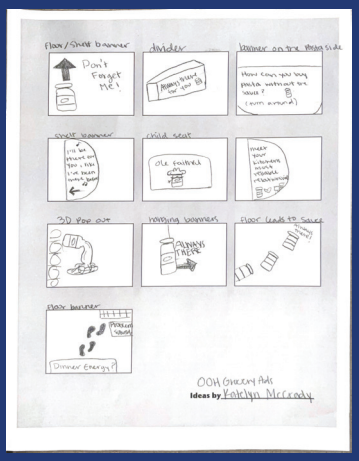
Thumbnails

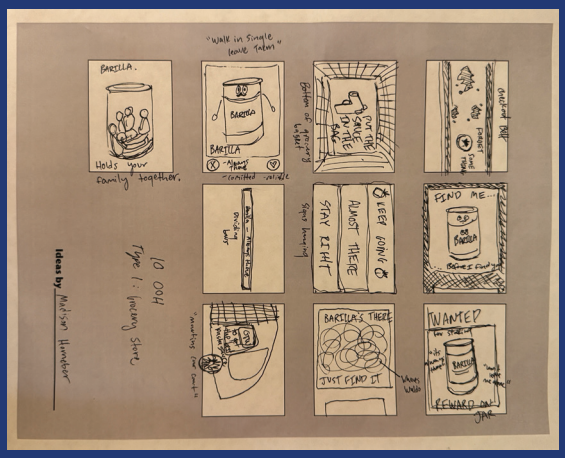
OOH

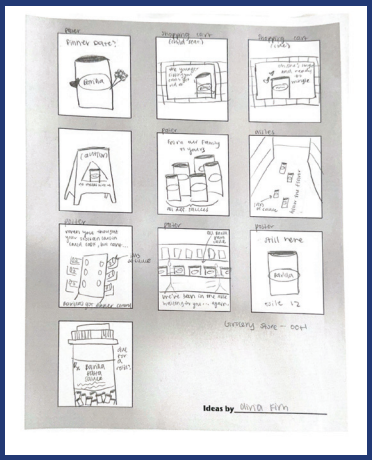














This out-of-home placement appears at the bottom of shopping baskets at grocery stores that carry Barilla sauce.

The placement puts the ad directly in the shopper's line of sight throughout their trip; every time they look down at the basket, they're met with our product and message, reinforcing brand presence at key decision-making moments. While the Barilla Farfalle pasta is clearly visible, the sauce label is intentionally left blank because your perfect match is personal. It's your sauce, your choice, your match.



(Adobe Stock, n.d.)

OOH



Scroll to find the perfect match



Scroll to find the perfect match





Our out-of-home digital interactive billboard will be placed within grocery stores, engaging customers directly in the environment where their purchase decisions are made.

Customers can swipe through different Barilla pastas and sauces to discover their own “perfect match” based on their own personal preferences. Once a match is selected, the screen will greet them with a message confirming that their match exists and guide them to the exact aisle or section where the products can be found and purchased. This interactive experience not only drives awareness but also seamlessly leads customers to in-store purchase.

OOH

Mockups

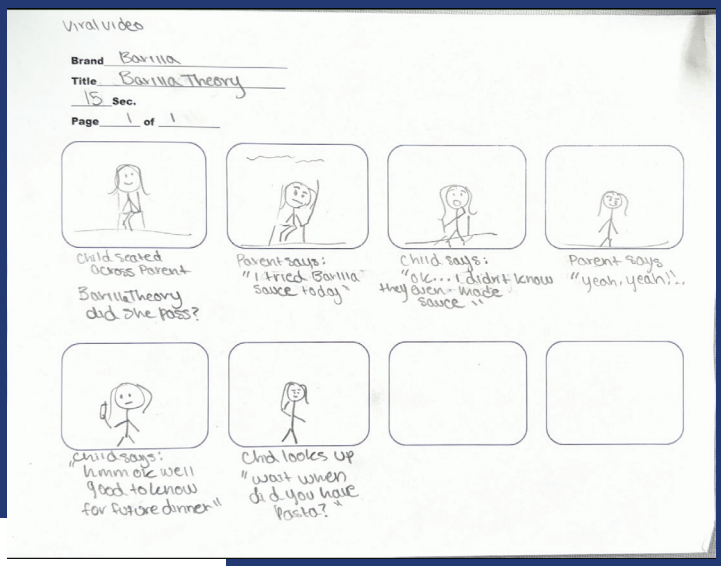

Scroll to find the perfect match
TRADITIONAL
TOMATO & BASIL


Find Your Match,
It Exists.
Barilla
FARFALLE

Viral Video

Brainstorming and Script

- Using barilla sauce for everything (because it's always there)
- Putting pasta sauce on foods that shouldn't have pasta sauce
- Grimace challenge but with the sauce
- Barilla Gorilla
- using the audio from the Boss Baby movie: "Every morning you wake up, I'll be there..."



INT. Living Room

The kid sits on the couch scrolling on her phone, facing towards the camera.

CAPTION ON SCREEN: Testing the Barilla Theory on my daughter: did she pass?

MOM
I tried Barilla sauce today.

KID
Okay… I didn't know they made sauce.

MOM
Yeah. Yeah.

KID
Hmmm… well good to know for future dinner.

The kid looks up at her mom.

KID
Wait, when did you eat pasta?

Viral Video





Our viral video is designed to be trendy and authentic, tapping into the often spontaneous and unpredictable reactions kids are known for. Inspired by the popular “Bird Theory” trend, we introduce “Barilla Theory,” where parents record themselves casually telling their kids, “I had Barilla sauce today.”

The statement itself is completely ordinary, and the focus is on how the kids respond, if they react, ask questions, or otherwise continue the conversation, which is a playful signal of social curiosity and development. This sparks genuine moments while placing Barilla at the center of family dialogue, ensuring the brand becomes part of everyday conversation in a way that is memorable and shareable.

Brainstorming

Guerilla Marketing

Swipe Right on Dinner: Digital billboard in public space, people can swipe right or left of certain ingredients and vibes to find their perfect dinner recipe which will be printed for them also including their jar of sauce for free

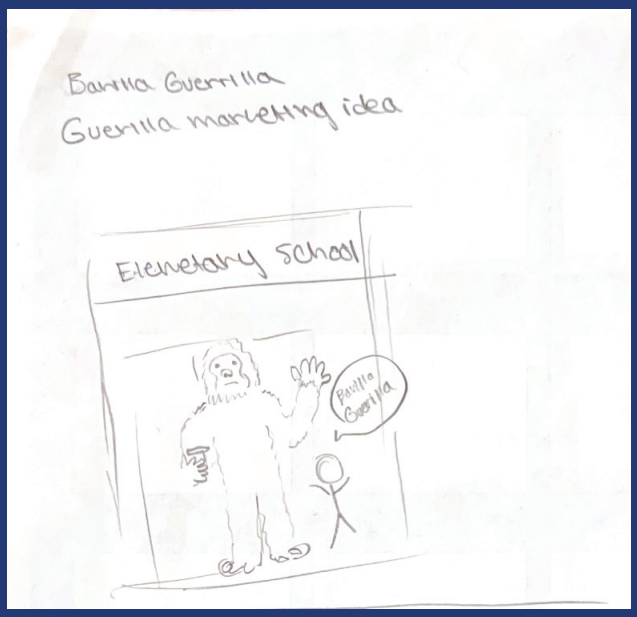
Phone Booth: People go walk into this public phone booth and people can talk about their day, in response, they'll get a nice message and a free jar of sauce to make it better

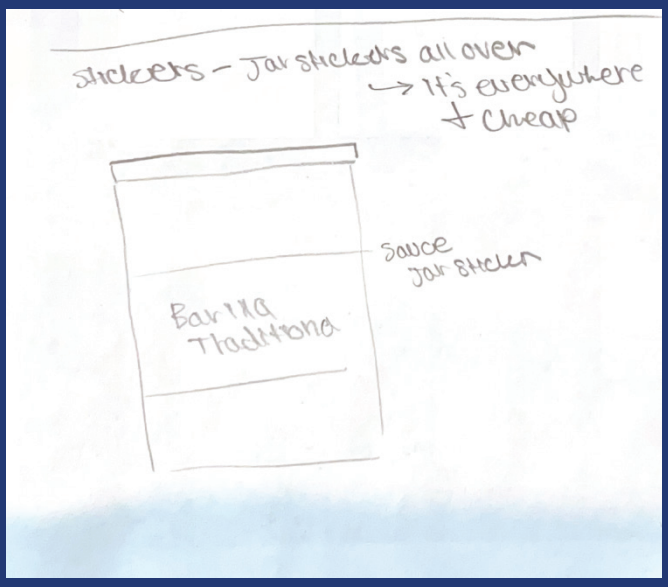
Dinner Hotline: People can call a phone number like "1-800-It-Exists" and be connected with a resource for fast easy dinners regardless of circumstance, designed to make dinner emergencies stress free

Giant Sauce Jar Soundproof room: people can walk into a giant barilla jar and just yell as loud as they can and let the stress of life leave their body

Just DM people on social media stuff like: "thinking about you", "do you miss me?", "We should hang soon"

Parking Tickets: Leave parking ticket look alikes on cars at schools, soccer games, at the grocery store with notes on the inside saying things like "You've been cited for doing it all, Dinner's on us tonight."





Final Sketch, Design, and Mockups







Guerilla Marketing



Our Guerrilla marketing tactic will utilize fake parking tickets designed to surprise and delight our audience.

These “positive citations” acknowledge the everyday burdens parents, especially single parents, carry with messages like “working too hard without any help” or “supporting everyone around you.” Tickets will be placed in locations where our audience is most likely to be found, such as parks, grocery stores, schools, and youth sporting events. The design intentionally mimics an authentic parking ticket, creating an initial panic that quickly turns into relief and joy when they discover that it’s fake. The ticket will also double as a coupon to receive free or discounted Barilla products. This is a low-cost and creative strategy that effectively captures attention, sparks emotion, and delivers on key goals of guerrilla marketing.

BPP

Script

INT. BACHELOR MANSION- EARLY AFTERNOON

MEL enters the Bachelor Mansion to pick up Debbie for their date. Several of the show's contestants wait with DEBBIE in the Mansion's living room.

LADIES COLLECTIVELY

Oh My! Oh Mel!

MEL

Debbie, you look incredible. We're going to have some fun, are you ready?

DEBBIE

I can't wait.

CUT TO:

EXT. BACHELOR MANSION - EARLY AFTERNOON

Interview with MEL as he explains why he chose DEBBIE for today's one-on-one date and what they'll be doing. Shot from the chest up.

MEL

I chose Debbie for the one-on-one date, and I can't wait. When I'm around her, I just feel like she's so focused on me and there are no distractions. We're going to have a fun time, too. I love Debbie's sense of adventure, so I don't want to take her on an ordinary dinner date. This is one of my favorite ways to show someone I care about them, so I'm excited to share that with her, and maybe we'll learn a thing or two together.

CUT TO:

EXT. ITALIAN RESTAURANT - NIGHT

DEBBIE and MEL exit from a black SUV and walk towards the entrance of a fancy Italian restaurant.

DEBBIE

Oh Mel! This place looks incredible!

CUT TO:

INT. KITCHEN OF ITALIAN RESTAURANT

DEBBIE and MEL enter the kitchen of the restaurant. Waiting for them inside is BARILLA'S executive chef, LORENZO BONI. In the background of the kitchen, we can see jars of BARILLA sauce and boxes of pasta alongside other fresh natural ingredients. CHEF LORENZO'S chef's jacket is emblazoned with the BARILLA logo.

MEL

Ciao Lorenzo!

LORENZO

Ciao Mel! And Debbie, it's so wonderful to finally meet you.

MEL

Debbie, you know how I love to cook, so I invited Chef Lorenzo Boni. He's the executive chef with Barilla US. He's going to show us how to cook authentic Italian pasta.

CUT TO:

INT. ITALIAN RESTAURANT

Interview with DEBBIE as she describes her shock at meeting CHEF LORENZO and excitement ahead of her date with MEL.

DEBBIE

Oh my goodness! Mel has really outdone himself with this date. On the first night, we shared how we both loved to cook, and now that we're here, it just shows how much he was listening and how much he cares. I've never made pasta before, so I'm a little nervous, but Chef Lorenzo is the real deal.

DEBBIE (CONT.)

BPP

I can't believe Mel was able to get someone like him, I mean, Barilla is like the pasta company, I know it'll be incredible.

CUT TO:

INT. KITCHEN OF ITALIAN RESTAURANT

DEBBIE and MEL have put on BARILLA-branded aprons to prepare to cook and watch as LORENZO demonstrates how to make pasta "The BARILLA Way."

LORENZO

Okay, I'll start by showing you how to make a very special kind of pasta. This is the original recipe that the Barilla family passed down for generations. It's the same one they sell in stores today, and then we will take care of the sauce.

DEBBIE

Wow, this is exciting.

LORENZO

You're gonna have to be ready to get a little dirty. The very first step will be to place the flour down.

CUT TO:

INT. ITALIAN RESTAURANT

Interview with MEL.

MEL

Cooking with Debbie is a ton of fun. She's just got such a curiosity and passion for it. I think cooking can be very sensual and very romantic, and I think that'll come out tonight.

CUT TO:

INT. KITCHEN OF ITALIAN RESTAURANT

DEBBIE and MEL work on their own pasta after watching CHEF LORENZO'S demonstration.

MEL

A little salt. Little salt.

DEBBIE

A little bit of salt.

MEL

White pepper.

DEBBIE

White pepper. What's the difference between white pepper and black pepper?

MEL

Uh… the color?

DEBBIE looks up a MEL, feigning annoyance with his answer. MEL laughs.

CUT TO:

INT. ITALIAN RESTAURANT

Interview with DEBBIE.

DEBBIE

I love that he's so affectionate. I just miss that. And he's pretty darn good at it. Maybe I did put my hand on his butt once. Well, I didn't squeeze, but I just kind of, you know, I gave him a little tap.

CUT TO:

INT. KITCHEN OF ITALIAN RESTAURANT

MEL and DEBBIE have finished cooking the pasta. They are tasting it and feeding it to each other. Several jars of BARILLA sauce wait ready on the counter for them to use.

MEL

How's that? Good?

DEBBIE

So good.

LORENZO

Eccellente yes? It almost doesn't even need a sauce, but the dish would not be complete without it.

LORENZO grabs a jar of traditional BARILLA sauce off the counter, facing the label towards MEL, DEBBIE, and the camera.

LORENZO

For the sauce, I have selected Barilla's traditional sauce, which pairs incredibly with any pasta, but especially well with ours.

CUT TO:

INT. ITALIAN RESTAURANT

Interview with MEL.

MEL

Cooking with Debbie made me feel comfortable. She's my type. Energetic, beautiful, and I hope she's someone that, outside of this environment, we can still do these types of things, possibly in the future.

CUT TO:

INT. DINING ROOM OF ITALIAN RESTAURANT

DEBBIE and MEL are seated inside the restaurant's dining room, enjoying the meal they just prepared for themselves. Candles light the dining room, creating a dim, romantic ambience.

MEL

Cheers.

DEBBIE

Cheers.

MEL

Thank you.

DEBBIE

Thank you. I can't remember the last time I had such a meal.

MEL

It's incredible.

DEBBIE

I love the sauce. Chef Lorenzo was right, it's just amazing.

CUT TO:

INT. ITALIAN RESTAURANT

Interview with DEBBIE.

DEBBIE

Today has been such an amazing day, and it was just a wonderful glimpse into how my life could be with Mel tonight. I'm so excited to just look into those beautiful eyes and get to know his heart and just really sincerely see if it's a good fit.

CUT TO:

INT. DINING ROOM OF ITALIAN RESTAURANT

DEBBIE and MEL continue to eat and talk.

MEL

So, how did you get here?

DEBBIE

I saw the first season of the show, and it gave me hope. And as soon as I knew you were the bachelor, I thought, gosh, we really have a lot of things in common. I just felt I had this knowingness. I don't know if you've ever felt like that.

MEL

Oh, I do, I'm a big believer in that.

DEBBIE

I just feel that, this is you know, this is something I'm supposed to do. So, I just trusted that and I moved forward in faith and just opened my heart, opened my mind, and here I am. So it's pretty-

MEL (INTERRUPTING)

And you're beautiful.

DEBBIE

And you're so handsome. Oh, you're so amazing.

MEL

I had a wonderful evening.

DEBBIE

Oh, beyond.

MEL

Debbie.

DEBBIE

Yes?

MEL reaches across the table and picks up the rose sitting in the middle.

MEL

I'm so glad that you accepted the invitation to go on this date. I knew that you would enjoy it, and I knew that I would enjoy it with you. Debbie, will you accept this rose?

DEBBIE

I will accept the rose. Thank you so much.









Our Branded Product Placement will be in The Golden Bachelor. The themes of the show directly tie into our target audience, as many of the show's contestants have been through divorces/separations in the past, have children, and see the show as an opportunity to find their "perfect match."

Barilla will partner with the show and sponsor one of its one-on-one dates between the golden bachelor and a contestant. The date will be a cooking date, featuring Barilla's executive chef, Lorenzo Boni, teaching the contestants how to make their own homemade pasta the Barilla way while using Barilla pasta sauce in the recipe. The date will emphasize the ease with which they use the pasta sauce without sacrificing any flavor. The tone will be optimistic, romantic, and humorous.

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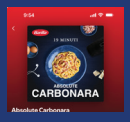
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