

# ETICHETTA CONSAPEVOLE

IT DATE LABELLING CAMPAIGN



PART 1

# PROJECT DESCRIPTION



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IT DL CAMPAIGN

*Introducing TGTG's  
initiative and the  
importance of  
knowing the right  
meaning of "best  
before" to Italian  
consumers*



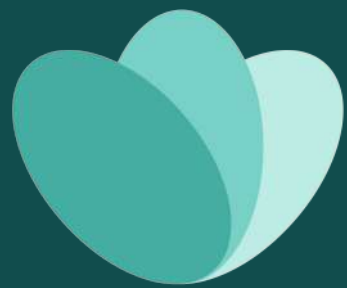
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# PROJECT AMBITION

- **Main Purpose:** Inform and bring to the attention of the Italian's public the date marking issue
- **What:** Italy date labelling campaign
- **Who is this for:** General public
- **Channel:** Multi-Channel (Digital Video, CRM, Social Media, EDM, PR, Influencers, Microsite)
- **Measurements:** Brand Awareness
- **Stakeholders:** IT Marketing team (incl. Movement)
- **Timing:** 31 May-11 June 2021



# CAMPAIGN LAUNCH



Too Good To Go

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# LAUNCH TIMELINE



TOGETHER WITH...

# 12 COMMITTED PARTNERS

**naturasi**  
bio per vocazione

**g**  
**GRANAROLO**

SALUMI PASINI  
\*\*\*\*\*  
IL GUSTO DELL'ECCellenza



**RAINERI**

**WAMI**  
WATER WITH A MISSION

**bel'**  
for all for  
good

**RASPINI**  
SALUMIERI PIEMONTESI  
dal 1946

**fruttage**  
scelta naturale

  
**Nestlé**

GRUPPO  
**VeGé**

**DANONE**  
ONE PLANET. ONE HEALTH

To read their commitments click [here](#).





# COMM KIT FOR BRANDS

We provided a communications kit to the partners including:

- Social media templates;
- Newsletter template and content;
- Press release content and quote from Too Good To Go;
- Landing page content;
- FAQ for consumers and journalists.

On the week of the campaign, **11 brands involved out of 12** communicated on social media.





**PR**



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# PR

## WHAT

Focusing on getting the message as much as clear as possible and with the maximum impact on readers/consumers.

## MAIN FOCUS

General, lifestyle and environmental media.

## HOW

We started to work on tv, radio, press agencies and the exclusive one month prior the launch date. We gave an exclusive to the most important financial newspaper in Italy and at the same time we worked on press agencies to spread the press release. About 4 days later, we sent the press release out to our list of contacts, focusing on online media, lifestyle and environmental, but also local newspapers/contacts.



PR

# CLIPPINGS

**TOTAL CLIPPINGS: 125**

Print: 13

Press Agencies: 7

Tv: 1

Radio: 4

Online: 100

Complete report [here](#).



Too Good To Go

**Giornata Mondiale dell'Ambiente**

**Too Good To Go lancia l'Etichetta Consapevole e si impegna a sensibilizzare i consumatori sulla differenza tra data di scadenza e termine minimo di conservazione**

Comunicato stampa | 31 maggio 2021

Together with the press release we sent to journalist the official video explaining the overall message and the campaign and a document with quotes from all the partners and our institutional support, including: **Maria Chiara Gadda** (deputy for the Italian antiwaste law, the Gadda Law; **Laura Rossi** (Responsible for the Observatory on food waste from CREA - the research center of the Ministry of Agriculture); **Daniela Rondinelli** (European Parliament delegation and member of the safety food commission; **Confconsumatori** and **Altroconsumo** (consumers association).





PR

# COVERAGE

## TOP PUBLICATIONS:

- 1) **Il Sole 24 Ore** - the number one financial newspaper in Italy with an exclusive featuring images of the label and products.
- 2) **3 national radio:** RTL 102.5, Radio Number One and Radio 2015
- 3) **The cover of Metro**, fress press distributed on subways, for their edition in Milan, Turin and Rome.
- 4) In depth piece by the online edition of **Corriere della Sera** - number one newspaper in Italy for diffusion and prestige.





PR – TO RAISE OUR BRAND AWARENESS HIGHER AND HIGHER

# INSTITUTIONAL PROFILE OPPORTUNITIES

## TOP OPPORTUNITIES:

- 1) On Environmental Day, SkyTG24 (Sky News) run a panel interview with TGTG CM, deputy Maria Chiara Gadda and consumer association Altroconsumo when they deep dive the issue and broadcasted TGTG video.
- 2) On the 4th of June we were invited by Pianeta 2021, the environmental section of Corriere della Sera (n.1 newspaper in Italy) to their online event about Environment to talk about the campaign and Too Good To Go actions under the umbrella of the SDG 12.





PR – TO RAISE OUR BRAND AWARENESS HIGHER AND HIGHER

# INSTITUTIONAL WEBINAR

As Too Good To Go, on 11th of June, we organized an online webinar to deep dive into the date marking issue with institutional figures and very committed partners.

The panel:

**Eliana Liotta**, journalist, writer and scientific researcher

- **Ludovica Principato**, food waste scientist and professor at Roma Tre University
- **Deputy Maria Chiara Gadda**, from the anti-waste law “Gadda law)
- **Laura Rossi**, Managing Director of the food waste observatory by CREA-MIPAAF
- **Franca Braga**, Director of the studies center about health and safety from Altroconsumo
- **Eugenio Sapore**, Country Manager Too Good To Go and **Gianpiero Calzolari**, president of Granarolo S.p.A, that putted TGTG label on 60 millions product from Sept-Dec 2021.

## RESULTS:

- 60 + people assisted to the webinar through Facebook livestreaming
- Partners and institutional support even more committed and engaged
- Leads from schools and professor to receive informations about the issue



**SOME**



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# SOCIAL MEDIA

## HOW

We want to spread a clear message and to inform as many people as possible about the correct reading of the date labels.

The social communication had to be **extremely clear and specific**, but at the same time **easily understandable**.

In order to increase the credibility and the newsworthiness of our social campaign it's crucial to involve content creators **highly recognizable** and with **a great social media presence**, preferably linked to the food/sustainability environment.

We identified a campaign claim

**#SPESSOBUONOOOLTRE**

able to link each content and communication.

Our claim has to be strongly connected to our Label indications and also **immediately comprehensible** for our users and followers.

Moreover, we structured it in order to create a support to specific CTA during the campaign week and even after.



LET'S MAKE A DEAL

# SOCIAL MEDIA

## ETICHETTA CONSAPEVOLE

SPESSO BUONO OLTRE

### MAIN FOCUS

- Create a storytelling able to inform Consumer about the main topic avoiding misunderstandings and engage people around the importance of solving this issue.
- Too Good To Go as a **movement** able to inform about food waste, involve the community in its mission, recruit new Waste Warriors and unite important corporate stakeholders against food waste.

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### WHAT

Ad hoc social Editorial Plan structured in 4 phases (inform-develop-learn-reinforce) including specific influencers and content creators activations.



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# SOCIAL MEDIA

## SOCIAL MEDIA PLAN

INFORM

31/05-02/06

DEVELOP

03/06-04/06

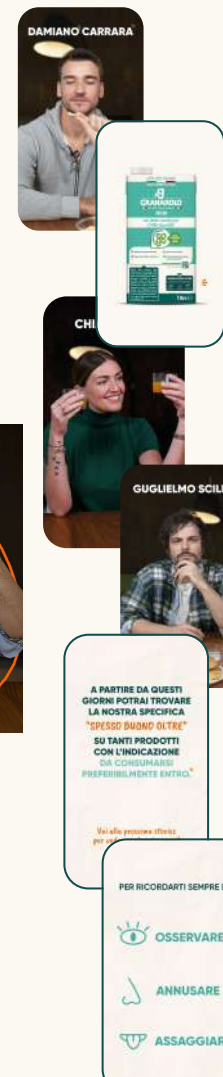
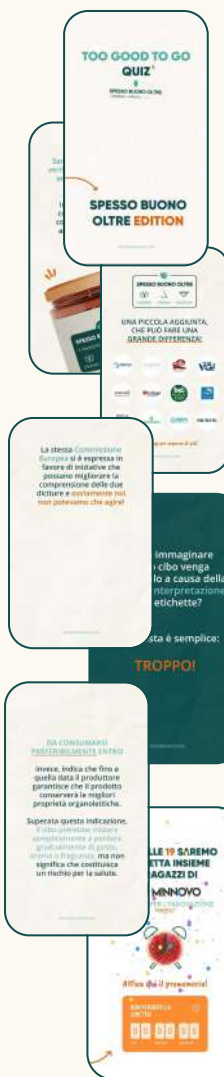
LEARN

05/06-11/06

REINFORCE

12/06-14/06

Contents  
boosting



IG LIVE-STREAMING N.1

INFLUENCERS ACTIVATION

WEBINAR

IG LIVE-STREAMING N.2





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# SOCIAL MEDIA

## CONTENT PILLARS



DATE LABELS OVERALL SCENARIO & KEY-INFO



SPESSE BUONO OLTRE DETAILS



DATE LABELS DATA



DATE LABELS AND PRODUCTS AWARENESS & DETAILS



INSTITUTIONAL VIEWPOINT & QUOTES



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# SOCIAL MEDIA

## BRANDED VIDEO WITH CREATORS

We involved in our campaign video **3 well-known content creators**.

They took the role of Ambassadors and accepted the **SPESSO BUONO OLTRE challenge**.

We built 3 couples composed of **1 Content Creator** and 1 **TGTG employee**.

The video starts with a little explanation of the differences between *Use By* and *Best Before* presented by our guests and then the challenge begins. The golden rule: use the senses in order to identify the products that passed the Best Before date.

The video have been pushed through **reposts via ig story on Creators' social profiles** and through a specific CTA in the **newsletter**. Moreover, the sponsored video-teaser on IG drove users to the complete video on our IGTV page.



**Our most watched video on Instagram!**





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# SOCIAL MEDIA

## CONTENT CREATORS AND INFLUENCERS ACTIVATION

**GUGLIELMO  
SCILLA**



**677K FOLLOWERS**

One of the most famous Italian youtuber and Content Creator

1 IG POST + IG  
STORIES with CTA  
+ VIDEO REPOST

**CHIARA MACI**



**689K FOLLOWERS**

TV presenter, Food  
blogger and Creator

1 SET OF IG STORIES  
with CTA + VIDEO  
REPOST

**DAMIANO  
CARRARA**



**1,3M FOLLOWERS**

Italian Pastry Chef and  
TV presenter

1 IG POST + IG  
STORIES with CTA  
+ VIDEO REPOST

**MATTEO VIVIANI**



**387K FOLLOWERS**

Journalist and reporter  
for one of the most  
famous italian TV show

1 IG POST + IG  
STORIES with CTA  
+ VIDEO REPOST



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# SOCIAL MEDIA

## CONTENT CREATORS AND INFLUENCERS ACTIVATION

**ELIANA LIOTTA**



**4K FOLLOWERS**

Journalist, writer and  
communicator

1 IG POST + IG  
STORIES + IN POST

**LUDMILLA  
RADCHENKO**



**136K FOLLOWERS**

Artist, model and  
Content Creator

1 IG POST + IG  
STORIES with CTA  
+ VIDEO REPOST

**DILETTA  
BELLOTTI**



**26K FOLLOWERS**

Activist and Content  
Creator

1 IG POST + IG  
STORIES with CTA

**FOODWATCHER**



**28K FOLLOWERS**

Food and sustainability  
page, the social guide for  
smart shopping

ALWAYS-ON  
REPOST



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# SOCIAL MEDIA

## FOLLOWERS GROWTH

**+4.693** followers\*

AVG growth in 12 days (19/05-30/05):  
+2,9K followers

## INTERACTIONS

**+18,6** interactions\*\*

Number of interactions between 24/05-30/05:  
8,8K interactions

## AVG INTERACTIONS

**+2,3** interactions\*\*

Number of interactions between 24/05-30/05:  
2,1K interactions

## AVG ENGAGEMENT RATE

**4%** AVG Ig ER\*\*

AVG weekly ER between 24/05-30/05:  
3,9% Engagement Rate

## AVG IG STORIES VIEWS

**4.688** AVG Ig stories views\*

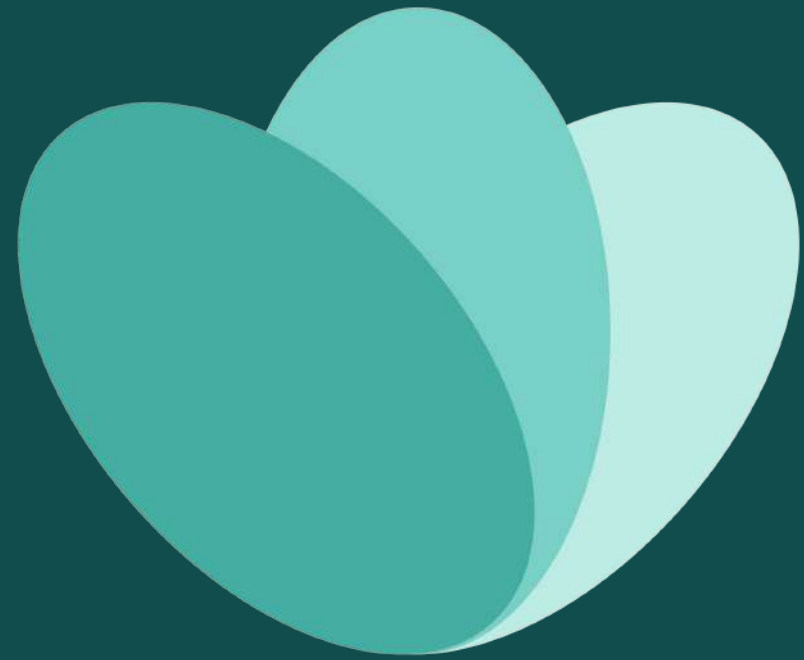
AVG Ig stories views between 19/05-30/05: 5,3K

\*this data refers to the period between 31/05-06/06 + the follow-up days  
(07/06 - 08/06 - 10/06 - 11/06 - 14/06)

\*\*this data refers to the period between 31/05-06/06







**THANK YOU**