

CAMPAIGN CASE STUDY: BOOMTOWN + SAN REMO

# The regional recipe: San Remo's secret sauce for growth.



**“When you’re already the market leader, the challenge is simple:  
To get more people to eat more pasta.”**

Kirby McDonald, Wavemaker Client Director (original pitch presentation)





## Method for success

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San Remo engaged regional media to achieve growth in a mature category. This case study shares the winning method for their success.

# The background



## **No.1** in the nation

San Remo has epitomised the culture and tradition of pasta making in Australia since 1936. Today, it remains a 100% Australian family-owned company with a wide range of pasta products and sauces. Since its inception, the specialty food maker has become the category leader in Australia.



Boortown. **B**

**As Australia's biggest  
pasta maker, how much  
room was left to grow?**

**SAN REMO'S** business challenge was to increase brand salience within the pasta category, translating that into category and brand growth during the campaign period and to measure the broader campaign proposition recall amongst regional audiences.

# The category challenge





# Pasta sales at a standstill.

The pasta category, worth over half a billion dollars\*, faces a number of challenges. It's a mature market with high household penetration (approximately 90%) and an evolving shopper understanding of what constitutes healthy eating.





## We needed to cause a stir

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With the dry pasta category very well established and hard to generate excitement about, a new recipe for success was needed to drive sales.



Boontown. **B**

**“San Remo’s pitch for the Boomtown \$1 million media competition demonstrated how committed the business was to increasing share and driving growth for their brand in regional markets. Our collaboration has achieved fantastic results for both San Remo and Boomtown and reinforces regional media’s strong ROI and brand building capabilities.”**

**Nikki Clarkson**, Boomtown competition judge and SCA Chief Marketing Officer



# The recipe



**Five parts  
regional media formats**



+

**One part  
creative strategy**



# Five parts regional media

Click on the links below to view/listen to the San Remo campaign creative.



TV



Radio



Print



OOH



Digital





## Strategy

To increase brand salience with regional Aussies and show how pasta can bring the family to the dinner table in relevant and practical ways.



## Insight

Kids in regional communities need energy to play sports on the weekends.  
Pasta is a great source of energy.



## Idea

Friday night is the perfect occasion to increase your family's nutritional intake ahead of a weekend of sport.



## A regional-only target market

San Remo decided to target regional cities within Boomtown (combined population: 775,000 people) and look at sales data and pre-post consumer research to understand the impact of the regional-only campaign.



COOKING TIME

**3 months**

RECIPE BUDGET

**\$1 million**

INGREDIENTS



TV



Radio



OOH



Print



Digital

Tactical messaging ran in the lead up to Friday night, with brand activity running from Saturday to Monday.

**“The campaign leverages an existing strategy for San Remo and is centred on the idea that regional kids need energy to fuel their sport-filled weekends, and San Remo pasta is the perfect solution on a Friday night.”**

Kirby McDonald, Wavemaker Client Director (original pitch presentation)



# The results



DOLLAR VALUE

**+9%**

VOLUME SHARE

**+6%**

SPAGHETTI SKU

**+9.4%**



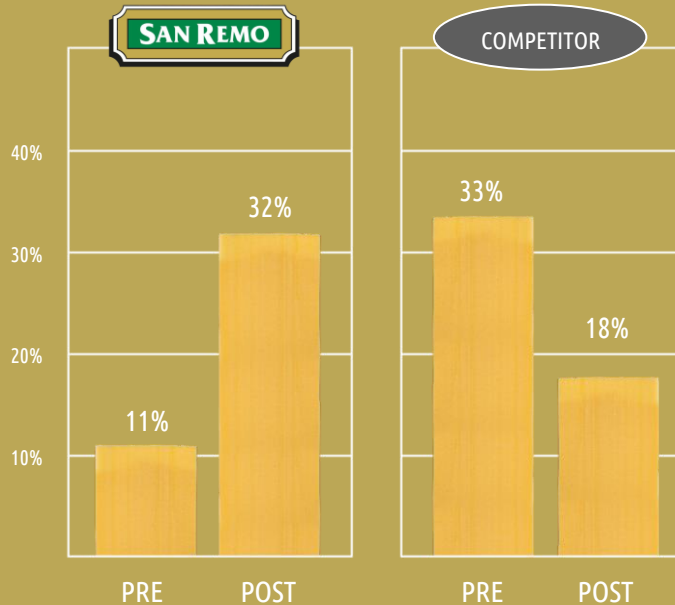
**47%**

## Incredible growth all round

San Remo was responsible for almost half of category growth in the campaign regions during the period\* - pretty impressive for a mature category like pasta.

A massive result when you consider the size of the pasta category - a half-billion dollar industry!

## Unprompted awareness of pasta advertising



**Made a meal  
of its competitors**

Post campaign unprompted awareness of pasta advertising rated higher than competitors.

Among campaign recallers:

+35% agreed "Pasta is an excellent choice the night before sport."

+ 31% agreed "Pasta meals are suited for Friday nights."

**“Boomtown had a significant impact. We were able to deliver a healthy and natural source of carbohydrates to regional Aussie families, exponentially grow our dry pasta sales and drive an impressive market share gain for the brand. For San Remo, Boomtown really did put regional media back on the map.”**

**James Askham-Levy**, San Remo Chief Marketing Officer





# The Regional Recipe was made to be shared and handed down.

Feel free to screen grab, copy and paste the  
next slide into your own presentations.

## SAN REMO'S SECRET SAUCE FOR GROWTH

### THE CHALLENGE

The \$500m pasta category faces key challenges including a mature market, approx. 90% household penetration and heightened consumer understanding regarding what constitutes healthy eating.



### THE STRATEGY

'Make Friday Night Pasta Night' created a new occasion for pasta by leveraging the insight that kids need fuel for weekend sports.



COOKING TIME

**3 MONTHS**

RECIPE BUDGET

**\$1 MILLION**

INGREDIENTS



Tv



Radio



Ohh



Print



Digital

### THE RESULT

1. Market share increased across regional cities.



**+0.9%**

Dollar share

**+0.6%**

Volume share

2. San Remo responsible for almost half of category growth during the period.

**47%**

3. Spaghetti SKU increased

**9.4%**





# Hungry for growth?

For more on how you can connect powerfully with 9.1 million regional Australians, build brands and deliver ROI in relatively uncluttered advertising environments:

**Boomtownhub.media**: Your online resource for searching, finding and briefing regional media.

**Boomtown.media**: research and insights, case studies, Boomtown masterclasses and latest industry news.

**info@boomtown.media**: contact us directly for help with customising your presentations, for bespoke Boomtown masterclasses and general enquiries.

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