

## Great ad campaigns

Advertisements reach us every day with the aim of convincing us to buy a certain product or service. Slogans, famous influencers, catchy music, comic commercials, or surprising, fascinating and moving messages are all designed to attract us, but some advertising campaigns have achieved even more, entering popular culture and leading some companies from anonymity to **stardom**, allowing them to achieve unthinkable **revenues**.

### ■ The Thank You, Mom campaign

One of them is the “Thank you, Mom” campaign, featuring supportive mothers taking their children to practices and helping them to deal with **setbacks** on their way to becoming successful Olympic athletes.

Emotional marketing is a powerful tactic to get people to make buying choices, so, knowing their public was made up mostly of women – and mothers in particular – P&G hit the target by addressing them in particular, with a non-conventional strategy: the household and cleaning products company appealed to people’s emotions and empathy by making the audience recall their own experiences with their mums and recognising the important role of mothers, thus earning reputation for its brand.

This emotive, award-winning ad was an online global campaign including digital media, print and television ads and a mobile application.



### ■ Barilla and the Mill

Another example is Mulino Bianco, which has entered the collective imagination and as a common language expression too thanks to its ability to evoke important values. These were its key elements:

- the setting in the countryside, which expressed authenticity;
- the narration, recalling a bucolic, genuine, traditional, and slow world;
- the logo, which included ears of wheat and flowers that recalled a natural, **fairy-tale** setting;
- the happy family, which recalled ideas of a safe place, **warmth**, and simplicity;
- the captivating jingle by Ennio Morricone;
- the superb direction of Giuseppe Tornatore.

The commercial made a dream come true: abandoning the impossible city life to let yourself be embraced by Mother Nature in a place where you find yourself and love each other: even a small piece of the life of the Mulino Bianco family seemed desirable.

**fairy-tale:** fiaba  
**revenue:** ricavo  
**setback:** battuta

**d'arresto**  
**stardom:** celebrità  
**warmth:** calore

- 1  **GROUP WORK** Look for and choose one of the four videos of the Thank You, Mom campaign for the Olympic Games of 2012, 2014, 2016, and 2018. Identify its main features, message and techniques used to reach its goal. Then, present your results to the class.

- 2  **Spot Mulino Bianco 1990**  
posted by A B  **PAIR WORK** Watch the video and analyse it by writing a short text using the given grid. Search the Internet if you need to.

| Characters   | Name | Gender | Job | Age | Dress code | Position |
|--------------|------|--------|-----|-----|------------|----------|
|              |      |        |     |     |            |          |
| Plot         |      |        |     |     |            |          |
| Message      |      |        |     |     |            |          |
| Art director |      |        |     |     |            |          |
| Music        |      |        |     |     |            |          |

- 3  Read the text and answer the questions.

### Barilla and its Digital Evolution

The success of Mulino Bianco has lasted for 45 years and was consolidated with the launch of the Carta del Mulino, a supply chain project that guaranteed the use of soft wheat flour from sustainable agriculture in all biscuits, and the use of 100% recyclable packaging by 2020. Barilla is one of the few Italian multinationals whose strategy easily shifts between two antipodes: tradition and a clear tendency for innovation, both in terms of recipes and communication. Barilla has said goodbye to simple advertising, and the dear family of the Mill has now become history; it was an obligatory choice that involved the implementation of a multi-channel strategy through the integration of analogue, digital and physical media.



They have thought of everything: a customisable and interactive user experience, the creation of an updated app on news and promotions, the presence on social networks and the invite for active users to share their recipes as influencers. The digital channel supports the physical channel and vice versa: this is what happened for the "Tour del Mulino", an event promoted and posted on the Instagram stories of a series of influencers, which involved the installation of a mill in eight Italian squares and which allowed visitors to learn about the production methods, the ingredients used and the social commitment of Barilla.

- How long has Mulino Bianco been on the market successfully?
- What was the "Carta del Mulino"?
- What have some of the digital innovations of Barilla been?
- What was the "Tour del Mulino"?