



Barilla chooses Connexia for the Social Strategy and Social Media Management of its Pasta and Sauces line

Famous for its pasta and ready-made sauces, the renowned company has chosen the marketing and communication brand from the MarTech company Retex to carry out strategic consulting for its social media properties in Italy.

Milan, 13 February 2024 – **Barilla**, an Italian multinational corporation producing semolina pasta and ready-made sauces, has selected the **Connexia** team to define its **communication strategy**, providing **creative consulting and social media management services** for the brand's **Pasta and Sauce products**.

Objective: to **strengthen the brand equity** and establish it as a symbol of agrifood excellence around the world, highlighting the involvement of its communities of enthusiasts and admirers, developing creativity on an editorial level, and creating global content that also resonates with the Italian market.

Following an **invitation to tender** that yielded three possible options, Barilla decided to entrust Connexia with the creation of its new **social media strategy**. The main goals are to strengthen the brand's digital identity, to embrace dynamic management, and to improve the performance of its social media channels in terms of engagement, especially Meta and YouTube. The Retex marketing and communication brand will be responsible for the design and production of engaging **original content**, tailored to strengthen relationships with **brand enthusiasts** and cooking lovers, who are constantly looking for new ideas and premium products, and who prioritise quality and practicality.



*"We are satisfied with the outcome of the invitation to tender and certain that the collaboration will give rise to some interesting results," explained **Katia Desogus, Pasta Barilla Italia & Voiello Marketing Director**. "With the support of Connexia, Barilla will continue to nurture its relationships with its consumers, highlighting the quality and excellence of our products through engaging and relevant content for the Italian market."*

*"Our collaboration with Connexia began with the To-Go range last year, and has now expanded to include the Pasta line, one of the cornerstones of our brand," noted **Alessio Garbin, Digital Strategy Director for the Barilla Group**. "This product needs an injection of energy and passion, which is why we have chosen this new approach. We are therefore planning to reduce the amount of content while increasing its quality, constantly striving to strengthen Barilla's brand identity."*

*"We are very excited to collaborate with Barilla, which is such a beloved company. This is an incredible opportunity to offer our own creative contribution, adding to the story and building awareness of the brand, which is already celebrated in Italy and around the world for its high-quality food products," commented **Massimiliano Trisolino, Connexia's Managing Partner of Strategy & Creativity**. "Our mission has always been to apply strategies and language that engage different audiences and describe the identity and unique qualities of each brand, drawing on Retex's internal synergies and our ability to combine data analysis skills and technological innovation. We will work alongside Barilla to increase the online presence of the Pasta and Sauce products and to foster dialogue with communities of enthusiasts."*

Connexia

Connexia means creativity.

It means data-driven thinking.

It means excellence in media management.

It means technological innovation.

But that's not all. The Retex communication and marketing agency is above all about passion, ethical commitment, transparency and corporate social responsibility.

It is a multicultural and multidisciplinary team, with professionals who are capable of building and conveying brand values, but also of guiding digital transformation processes.



We devise and develop ideas that can live on all channels, without any fear of being measured by the effectiveness of each campaign.

Expect to work with us in a new way: together, for real, through continuous processes of co-creation and objective-driven experimentation in business and communication. www.connexia.com

RETEX

Retex is the MarTech company that promotes and accelerates connections between brands and stakeholders, supporting companies in the transition towards a new meaning of Retail. It does this through a design approach based on a blend of innovation, technology, data intelligence & automation, creativity, consulting, marketing, and communication. Retex offers integrated services and solutions for the Retail industry, spanning various markets including Consumer Retail, Food & Beverage, Fashion & Luxury, Direct-to-Consumer, as well as having extensive experience in the Chinese market and the Healthcare & Pharma industry.

Founded in 2010, with its headquarters in Milan, Retex operates through 12 branches in Italy, Barcelona, London, and Shanghai. It collaborates with nearly 600 professionals from 32 different nations.

Steadily growing since its creation, Retex closed the year 2022 with 91 million euros in revenues and 9.4 million in EBITDA. www.retexspa.com

THE BARILLA GROUP

Barilla is an unlisted family company chaired by three brothers: Guido, Luca and Paolo Barilla. It was founded by their great-grandfather Pietro Barilla, who opened his bakery in Parma in 1877. Today, Barilla is famous in Italy and around the world for its excellent food products. The company offers a wide range of brands – Barilla, Mulino Bianco, Pan di Stelle, Gran Cereale, Harrys, Pavesi, Wasa, Filiz, Yemina and Vesta, Misko, Voiello, Academia Barilla, First, Catelli, Lancia, Splendor, Tolerant, Pasta Evangelists and Back to Nature – in order to promote a joyful, healthy and delicious way of life, inspired by the Mediterranean diet and the Italian dolce vita.

When Pietro opened his shop 146 years ago, his main goal was to make good food. Today, that principle still guides Barilla's way of doing business: the 8700-strong workforce and every member of the supply chain all share the same values and passion for quality.

To create a better present and future, the Group is committed to offering people the joy of good food, which is carefully prepared using selected ingredients, derived from responsible supply chains wherever possible.

Since 1987, a historical archive has been collecting and preserving the company's history, spanning 146 years. Today, thanks to the museum portal at www.archiviostoricobarilla.com, this resource is accessible to all, painting a vivid picture of the evolution of an Italian icon and the changes in Italian society. www.barillagroup.com