



Case Study



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Barilla Brand

- World's leading pasta makers!
- Barilla's family of products include the classic blue box, whole grain, PLUS, piccolini, tortellini & tortelloni, and sauce.
- They produce pasta in over 120 shapes and sizes!

A stylized graphic of the Italian flag (green, white, and red vertical stripes) is positioned on the left side of the slide, curving upwards and to the right. It is set against a solid red horizontal bar at the top of the page.

Chairman Guido Barilla



Founded by *Pietro Barilla* in
1877 in Parma, Italy.



Barilla's mission is "to contribute to people's health by offering high quality and nutritional balanced production."





Key Publics

“traditional families”

At the grocery store, these middle-classers look for a trusted brand-name pasta, available to them at an attractive price, that they can easily and quickly prepare for their family meal.

September 25, 2013

- Barilla found itself in hot water after the company's CEO, Guido Barilla, made controversial homophobic remarks during an interview given to La Zanzara Radio24, when answering a question regarding his company's lack of advertising involving gay families.



The PR Problem

- “If gays like our pasta and our advertising, they will eat our pasta; if they don’t like that, they will eat someone else’s pasta.”
- “I would not do a commercial with a homosexual family, not for lack of respect toward homosexuals, but because I don’t agree with them, and I think we want to talk to traditional families.”



Think before you speak, Guido.



Negative Obstacle



Buitoni

Pasta for all.

Buitoni



Competitors give their 2 cents.

“I apologize if my words generated misunderstandings or arguments, or if they offended the sensibilities of some people. In the interview I simply wished to underline the central role the women plays within the family.”

Guida's Response

- Barilla is trying to implement more ‘inclusive’ campaigning
- Held at least 8 meetings with gay organizations and activists in both Italy and the United States
- Announced that they are introducing an advisory board to improve “diversity and equality” in the company’s workforce and culture.

*Barilla
bounces
back.*



Goals

- To reaffirm their traditional brand values while repairing their relationship with consumers worldwide.
- Apologize to anyone they offended

Objective

- To increase the awareness among consumers of the diversity and inclusivity within the Barilla company
- To gain acceptance of the apology among a large number of their consumers

PR Goals and Objectives

PR Strategy

- Reactive- specifically an apology.

PR Tactics

- The company's tactics included organizational media and news media.



<http://www.youtube.com/watch?v=2Tg61KYPLqQ>

Strategies and Tactics


- Barilla's primary message after the anti-gay scandal was essentially that they did not mean to offend anyone through Guido Barilla's remarks, however they will continue to stand behind traditional family values.

Primary Message



- Responded in a timely manner
- Apologies from the chairman and on Barilla's Facebook and Twitter pages



Barilla US 
@BarillaUS

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While we cannot undo words that have been said, we can apologize. To all of those that we have hurt or offended, we are deeply sorry.

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408

replies

108

retweets



2:46 PM - 26 Sep 13

Evaluation and Measurement



Joshua Malina

@JoshMalina



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No more Barilla for la mia famiglia.
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Famed Italian pasta maker Barilla: Gays can eat someone else's pasta

By John Aravella

Barilla pasta's CEO says: "We won't include gays in our ads, because we like the traditional family." He then urged gays to buy another brand of pasta.



View on AMERICAblog News

46 Retweets 19 Favorites

1:00 PM - 26 Sep 13

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John Williams No need for any apology to an insensitive group that refuses to accept the fact that some people do not approve of their choice of lifestyle and then that same group DISCRIMINATES against those that have a different view. Mr. Barilla has EVERY right to speak his own mind and express his own opinion, especially as the OWNER of the company. I am sick of having opposing OPINIONS and VIEWS rammed down my throat. Whether I approve of the gay lifestyle is of no import - just as their opinion of MY choice of a heterosexual life style has NO meaning to me. I will most definitely go out of my way to SUPPORT Barilla and use no other pasta products from now on. Interesting how DIVERSITY only applies to force their agenda on the rest of us (vast majority).

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Mixed Response

- Not genuine enough
- Good job of quickly responding
- Good that there was cohesion between the messages sent from the chairman and company
- We understand cultural differences

Personal Evaluation



<http://www.nydailynews.com/life-style/eats/barilla-fix-anti-gay-scandal-article-1.1506397>

http://www.huffingtonpost.com/2013/11/04/barilla-pasta-new-ads-_n_4212958.html

<http://www.businessinsider.com/barilla-has-decided-to-stop-hating-gay-pasta-eaters-2013-11>

<http://americablog.com/2013/09/barilla-us-kind-a-pologizes-ceos-anti-gay-remarks.html>

<http://www.reuters.com/article/2013/09/28/us-barilla-gays-usa-idUSBRE98R01U20130928>

<http://money.cnn.com/2013/09/26/news/companies/barilla-pasta-gay/>

Sources