

CASE STUDY: Demand Driven Marketing

How fishbat Helped Bellucci Achieve National Supermarket Placement Through Strategic Sampling & QR Campaigns

Bellucci Premium, a well-established European olive oil brand, faced the challenge of penetrating the competitive U.S. market to expand its distribution. With a goal of establishing strong supermarket placements, they needed to create significant brand awareness among consumers and retailers alike.

fishbat's strategic marketing approach facilitated the brand's introduction in most major supermarkets across the U.S. By employing aggressive sampling and innovative QR campaigns, we generated substantial consumer demand and helped grow the brand in most supermarkets across the U.S.



We helped Bellucci Premium evolve from a lesser-known brand in the US to a widely recognized name in olive oil through targeted strategies designed to enhance visibility and secure distribution in key retail locations.

Generated **10,000**
organic Facebook fans in
5 days

**Increase in national
distribution**, leading to
slotting in most major
supermarkets

Today, achieves **\$16.8
million** per year in
revenue



Our Objective

Our goal was to build brand recognition for Bellucci Premium, drive consumer interest and pave the way for sustainable growth and national distribution in the U.S. We aimed to create a strong presence that resonated with both consumers and retailers, showcasing the product's quality and establishing Bellucci as a trusted choice for olive oil.



Our Strategy

We executed a targeted approach to generate market demand for supermarket placements. Our location-based marketing program leveraged social channels and geographically-targeted tools, combined with in-store sampling. QR codes were integrated to allow consumers to trace the origin of the olive oil, enhancing transparency and trust. This innovative strategy effectively engaged consumers and demonstrated strong demand to retailers, compelling them to slot Bellucci products.

