



Smart is...

Listening for changes in consumers' culinary desires and responding dynamically with timely information and promotions

Using a web-development platform built with IBM digital experience software, Amadori Group integrates its highly interactive website with public social networking sites and applies IBM predictive analytics software to dynamically monitor what consumers say about the Amadori brand and products. The software analyzes relevant free text against structured company data, such as user profile information, to uncover hidden attitudes and opinions. Amadori uses the resulting insight to identify culinary buying habits, foster consumers who influence others' purchasing decisions and refine its products, website and digital marketing campaigns to generate more sales.

Amadori Group converts consumer sentiments into near-real-time sales

A manufacturing company uses social media and predictive analytics to deepen consumer engagement

Amadori Group, or Gruppo Amadori in Italian, is a leading food company in Italy that produces and markets poultry and pork products. Headquartered in San Vittore di Cesena, Italy, the company employs more than 7,000 people and operates 16 production plants.

Keeping pace with changing culinary preferences

Amadori wanted to evolve its marketing to dynamically align with the changing lifestyles and dietary needs of young people aged 25–35. It sought to create fun ways to engage this target segment by exploiting the potential of online marketing and social media. The company wanted to boost brand visibility, encourage customer loyalty and gauge consumers' reactions to products and marketing campaigns.

Having previously worked with IBM Business Partner Tecla.it S.r.l. and IBM® Global Technology Services®—Integrated Technology Services on a successful migration from the Microsoft Exchange application to an IBM Domino® landscape, Amadori once again teamed with Tecla and IBM to design and implement an innovative solution to support a new digital marketing strategy.

Engaging young adults with creative digital marketing promotions

Together with Tecla, Amadori used IBM WebSphere® Portal and IBM Web Content Manager software to create and manage interactive content for four mini websites, or “minisites,” which promote ready-to-eat and quick-to-prepare products that fit young adults' preferences and lifestyles. For example, to market its new Evviva sausage product, the company created the “Evviva Il Würstel Italiano” minisite and let consumers upload images and videos of themselves attending events organized by Amadori. To encourage participation, the company offered the winner a spot in its next national ad campaign.





Business benefits

- Boosts by 100 percent the company's ability to dynamically monitor and learn about its brand health using sentiment analysis
- Improves the company's social media presence by 100 percent using near-real-time marketing insights, gaining 45,000 Facebook fans in less than one year
- Establishes direct communications with the target segment through web integration with social media
- Increases sales by facilitating timely promotions such as eCoupons

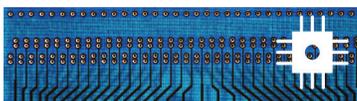
“With Evviva, we targeted people who enjoy happy hour and pizza parties,” says Francesco Fabbri, ICT project manager for Amadori. “We launched the in-field campaign to beaches all over Italy, generating a lot of buzz. People could submit their photos and videos on YouTube, Facebook, as well as on Amadori’s website. The content was synched through WebSphere and IBM DB2® software and linked to automated Web Content Manager workflow so our marketing staff could review it before posting on any platform. If someone puts a ‘like’ on a video in Facebook, visitors saw the same ‘like’ on our WebSphere portal and vice versa. The most liked submittal on Facebook won.”

With this and other campaigns, Amadori marketing staff compiled a database of consumer profiles by asking minisite visitors to share data to enter competitions, download applications, receive regular newsletters and sign up for events. Additionally, the company uses Facebook Insights technology to obtain metrics on its Facebook page, including the number of new fans and favorite content.

Monitoring marketplace perceptions of the Amadori brand

The company capitalizes on IBM SPSS® Data Collection software to help assess people’s opinions of its products and draw conclusions about any fluctuations in the Amadori brand’s popularity among consumers. For example, as it launched its Evviva campaign TV advertisements and Beach Party Tour, Amadori experienced a flood of consumer conversation. The company captured comments about the product from its website and social media networks using the SPSS software’s sentiment-analysis functionality and successfully adjusted its marketing efforts in near-real time. The software does not depend solely on keyword searches, but analyzes the syntax of languages, connotations and even slang to reveal hidden speech patterns that help gauge whether comments about the company or Amadori products express a positive, negative or neutral opinion.

Smarter Commerce: Improving consumer engagement through analytics



Instrumented

The interactive digital platform supports rapid, accurate data collection from business partners and customers.



Interconnected

The digital platform also provides an integrated view of the company’s end-to-end processes, from production plan to marketing and sales.



Intelligent

Content management, data collection and predictive analytics applications monitor and analyze social media relevant to the Amadori brand, helping the company anticipate issues and better align products and marketing promotions with customers’ needs and desires.



Solution Components

Software

- IBM WebSphere® Portal
- IBM SPSS® Data Collection
- IBM Web Content Manager

Hardware

- IBM® BladeCenter® H Chassis
- IBM BladeCenter HS22

Services

- IBM Global Technology Services® – Integrated Technology Services

IBM Business Partner

- Tecla.it S.r.l.
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“The web content management solution has enabled the fast creation of high-quality interactive minisites, which provide us with a platform to communicate in a faster and more direct way with our consumers.”

— Gianluca Giovannetti, group chief information officer (CIO) and business process director, Amadori Group

Maintaining brand integrity and consistency across product lines

Building on the success of marketing minisites, Amadori launched a new corporate website built on the same IBM portal and content management technology. The company now concentrates on bringing visitors to the corporate website. Instead of individual minisites, Amadori offers sections within the website, some with different templates and graphics and a user interface specific to a particular marketing or ad campaign.

“For example, we introduced a new product that is made from organic, free-range chickens,” says Fabbri. “As part of the marketing plan, we offered webcam viewing in a new section of our corporate site so visitors could see how the poultry live and grow. We created a new graphic, but the URL, the header and the footer are always the same so visitors understand that they are always in the Amadori site.”

Visitors can move from one section to another, remaining longer and learning about other offerings. With new content added weekly, the Amadori site has become bigger and is gaining greater prominence in Google and other search engines. “The first year after implementation, our website traffic grew to approximately 240,000 unique visitors, with 30 percent becoming loyal users,” says Fabbri.

Keeping content current and engaging to diverse audiences

With more content and a high volume of traffic on the web, it is important that visitors continue to easily find what they are looking for no matter how they access the Amadori site. With this aim in mind, the Amadori project team created a content taxonomy organized by role and area of interest. For example, when people visit the Amadori website, they see a banner inviting them to “Reorganize the contents.” They can identify themselves as consumers, buyers or journalists/bloggers and slide selection bars to indicate interest level in corporate, cooking and/or entertainment information. The content appearing on the site changes in real time based on these selections. “If the visitor identifies himself as a professional buyer interested predominantly in corporate information, the icons he sees at the top of the screen invite him to either view a digital product catalog online or download a PDF,” says Fabbri. “In that same area of the screen, a consumer interested in cooking sees an icon that clicks through to pages with recipes for preparing dishes using Amadori products.”



“Our customers and visitors can organize the content on our website to match their interests. The user interface changes dynamically based on how they identify themselves and rank the importance of different topics.”

— Francesco Fabbri, ICT project manager,
Amadori Group

Whatever the selections, portal integration with IBM enterprise content management solutions, Web Content Manager software and other back-end applications helps ensure the content displayed is relevant and up-to-date. The online product catalog, for example, is linked with the company's ERP system.

In addition, a significant benefit of the highly interactive Amadori digital marketing strategy is that active engagement with consumers through social business capabilities pays off in fresh, relevant content. “We focus a lot on cooking with our products because there are a lot of search requests for recipes,” says Fabbri. “In fact, we conducted a contest to encourage customers to upload recipes. Now we have more than 100 on our site with pictures, ingredients and instructions.”

Designated authors within the marketing and communications departments can approve and publish content on the sites without having to involve IT, making it faster and easier to keep desired audiences engaged.

Amadori has recently integrated mobile capabilities with the portal platform. People now access the corporate site from almost any device. The system recognizes the device type and automatically presents information in the right template.



The inside story: Getting there

The Amadori Digital Strategy is a general rethinking about the opportunities for contact and the development of dialogue and relationships with different target audiences. “We understood the critical role of technology in helping us change how we approached marketing campaigns,” says Francesco Fabbri, ICT project manager at Amadori Group. “In the past, we started from scratch with each campaign, investing money and time to launch a website with a different URL, platform and web marketing agency. With the portal implementation initiative, we took the opportunity to not only make better use of resources, but also to reinvent how we engage with consumers across the business.”

For more information

To learn more about how IBM can help you transform your business, please contact your IBM marketing representative or IBM Business Partner.

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For more information about Amadori Group, visit www.amadori.it.



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