

# Pagani Pasta Case Study

brandinstinct\*



Strategy/  
Identity/  
Experience/

# PAGANI

## The client

Pagani is a top 10 Italian pasta player globally and they are the number two European player in the Corporate B2B market. Pagani's focus is creating tailored products for companies that either use them as an ingredient or sell them under a private label.

## The insight

While B2B marketing projects often result in generic communications, we believe it is only because you have to dig deeper and find the emotional beneath the functional. The allegedly performance-led, functional values are, after all driven by emotional values such as passion, commitment and a unique worldview.

Pagani's new brand, with a strategy focusing on B2B account holders and major buyers as a target audience, is highly differentiated from the rest of the pasta category. The strategy still holds significant consumer appeal as discerning consumers will find the idea of using the same ingredients as world class restaurants and hotels appealing.



## The result

In just under four months, Pagani launched their new brand in the recent Ciba food exhibition in Parma, Italy. Exposing a new business suite, brochure, catalogue, web-site and booth design, all designed by Brandinstinct.

Peter Asseberg, CEO of Pagani says: "Brandinstinct succeeded 100%. We feel very satisfied: we have been collecting enthusiastic comments both inside the company and outside, from our customers, suppliers and even from some kind competitors. The toolkit we were given by Brandinstinct is something very flexible and easy to use: we feel we can work by ourselves even on some new applications related to the ones we have received from them. What makes Brandinstinct different is that they are very good at listening, understanding and translating their customer's needs. Working on a new identity is not a picnic. Thanks to Brandinstinct we didn't live the stressful and demanding side of the project (I'm sure there was one...) we were involved on a regular base, effortlessly, and enjoyed many nice and challenging parts of the project. It was a lot of fun and satisfying every time we received news from them. "

