

CASE STUDY: Medaglia D'Oro

CHALLENGE

Medaglia D'Oro is America's #1 Italian-style espresso, but had seen its sales slowly eroding as an older generation of immigrants was supplanted by "baby boomers." They called on us to reinvigorate sales.

SOLUTION

We developed a print advertising campaign utilizing the brand's strong heritage. It utilized original photography from the 1940s and 50s showing traditional family events and talking about how Medaglia D'Oro was part of the tradition. The campaign was supported with advertorial content, FSIs, a public relation program, and a website to direct consumers to their local supermarket.

RESULTS

The campaign won a national Graphics Design award in 2004. The results also were impressive: Up 24% in Oct., 68% in Nov. and 202% in Dec.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



BLOCK & DECORSO

Branding | Marketing | Public Relations

3 Claridge Drive, Verona, NJ 07044 T: 973.857.3900 F: 973.857.4041 www.blockdecorso.com

CONTACT: Bill DeCorso
E: bdecorso@blockdecorso.com