

## Facebook delivers growth on sales and market share

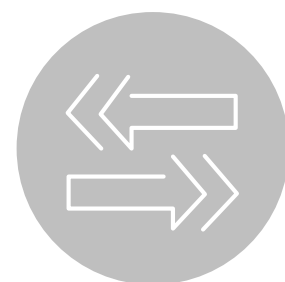
For the launch of the new product Piccolinis Tentazione, Buitoni and its agency ZenithOptimedia invested into a Facebook's campaign. This three weeks campaign, running through January 15, 2016 to February 8, 2016, told a story through two videos and one carousel.

A Test Market study released by MarketingScan showed the incredible impact of this Facebook campaign on sales



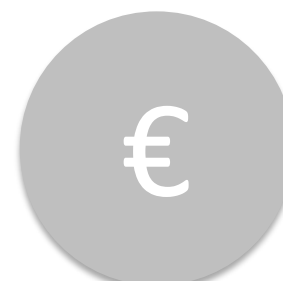
104

Index of halo effect on total Buitoni range\*



158

Index of value sales on specific innovation launched \*\*



5,64€

Return on Ad Spend\*\*\*

*“This campaign was a big bet : a Facebook first launch, based on video and carousel series, with an objective of generating sales. Once again, Facebook happened to be the perfect solution to bring the customers all along the marketing funnel and impact very positively BUITONI sales.”*

Marion Furstein, Nestlé France, Responsible for BUITONI Brand

\* Net Impact Index vs a context without Facebook. Marketing Scan. Value Base Sales

\*\*Net Impact Index, versus a context without Facebook test area. Marketing Scan. Value base sales

\*\*\*Source Marketing Scan :As per Buitoni range, for €1 invested on Facebook, the company earned 5,64€ turnover (ROAS Return on Ad Spend)

