



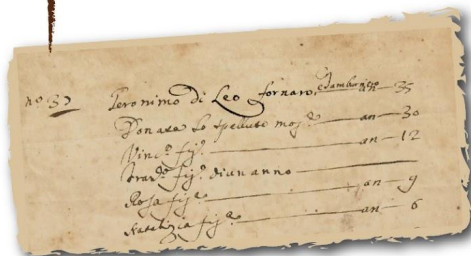
Di Leo: the palm oil case in the biscuit sector



Time line

1663

Primo
documento ufficiale



1860

Francesco Di Leo
apre il suo forno
nella città di Altamura



1960

l'attività si trasformò in
una vera e propria azienda,
la Di Leo Pietro s.n.c.



oggi

un'impresa in espansione che
opera integrando innovazione
e tradizione con materie
prime di elevata qualità



Di Leo today



8th brand in the Italian
biscuit market



Exports in the European market: England,
Belgium and non-European countries: Usa,
Canada, Israel, Australia



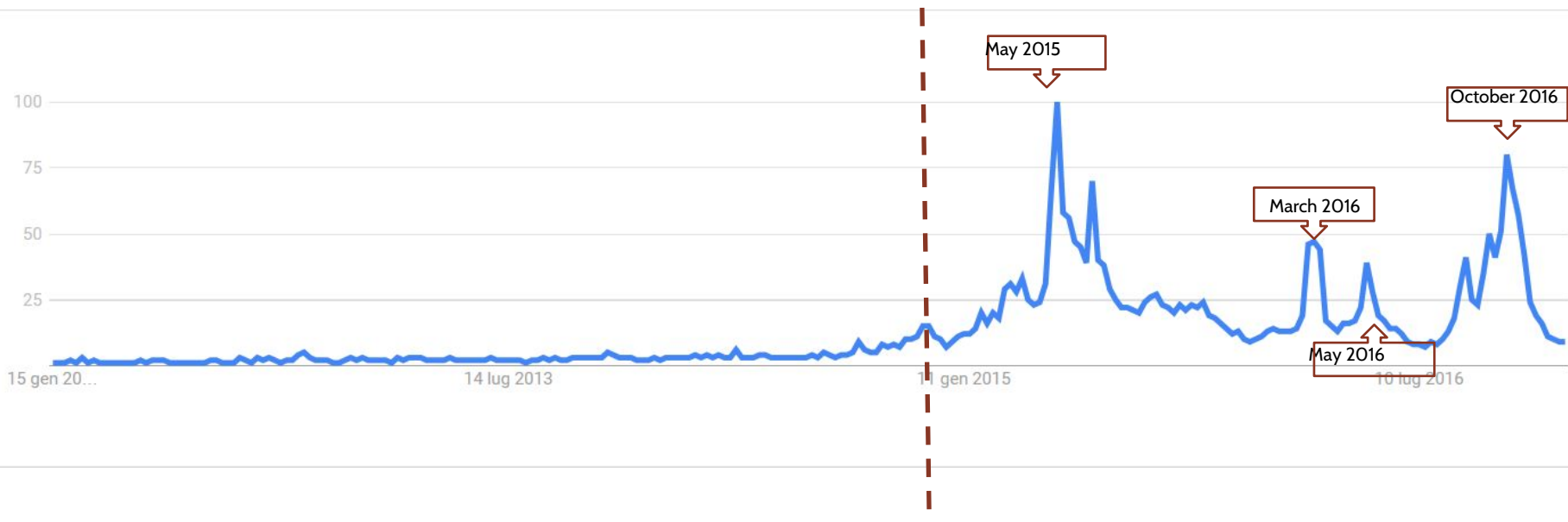
Start with why

- ❑ **Mission:** To satisfy consumers' needs, supplying products that are traditional and innovative at the same time
- ❑ **Vision:** To build a different brand
- ❑ **Values:** Tradition, goodness, craftsmanship, «All the goodness, the old-fashioned way»





Google trends – research with keyword : “palm oil” in Italy





To take a position: Di Leo and the oil palm case



- ☐ In 1990 a famous corn oil was launched in Italy. In the adv, the actor jumps a fence to show that corn oil is light and healthy
- ☐ Di Leo makes biscuits with corn oil because they could be light
- ☐ In 2015 Di Leo is the first biscuit brand to promote «palm oil free» biscuits, on packs and in adv

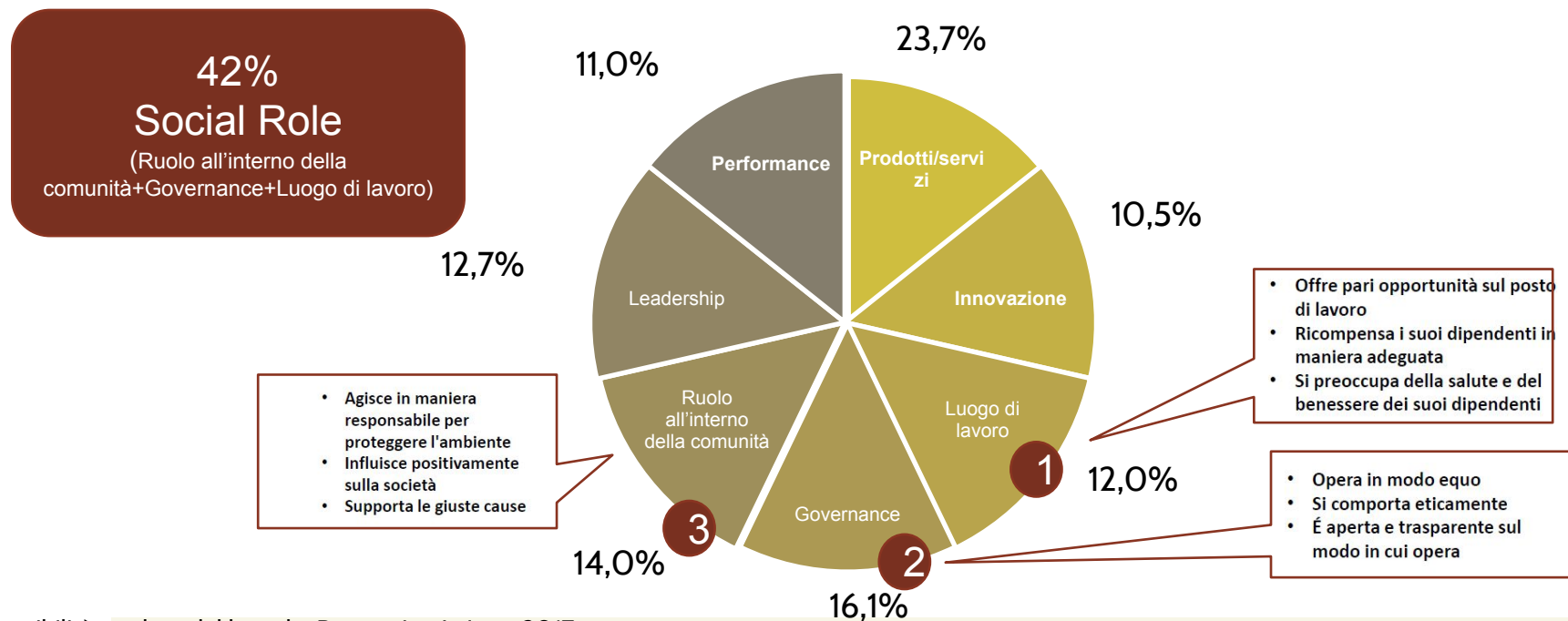


Fattincasa Di Leo, has always been palm oil free

- This important decision makes Di Leo brand promise more credible
- Fattincasa sales in 2016 increased by +156% compared to 2014



CSR an important leverage for brand reputation





CSR: Protecting Sumatran orangutans, their forests and their future

- ❑ In 2016 the partnership between Di Leo and SOS (Sumatran Orangutan Society) outlined a CSR project to save orangutans and their habitat: the primary rainforest in Sumatra
- ❑ Primary rainforest in Sumatra is one of the most important biodiversity habitats left on Earth
- ❑ In just 25 years, 48% of forest in Sumatra were lost, due also to illegal oil palm plantation





Cause related marketing



- From 1st October 2016 to 1st October 2017, 1% of the sales of each unit of Fattincasa biscuits was allocated for the project
- Di Leo reached 42,000€

The goals

1. 15 Sumatran orangutans were introduced back to the wild
2. 1 hectare of orangutan habitat was restored, by planting 1,000 trees
3. Primary rainforests in Sumatra were long term preserved





Logistical support to save orangutans



1,000 trees planted



Local Name	Latin Name	Total
Sempuyung	<i>Hibiscus macrophyllus</i>	220
Kopi-kopi	<i>Aporosa frutescens</i>	356
Rambutan	<i>Nephelium lappaceum</i>	126
Salam	<i>Syzygium polyanthum</i>	188
Ketapang	<i>Terminalia catapa</i>	110
Total		1,000



Landing site to explain the project



Scopri

Landing site

- Accessi: 5.192
- Tempo medio: 03:40
- Provenienza accessi
 - Diretto 30%
 - Facebook 35%
 - Google organic 26%
 - Altri referral 9%

- Follow-up of funds raised
- Pictures that shows how Di Leo spends funds
- Users could buy Fattincasa biscuits and Di Leo rewarded with official campaign t-shirt and cap