

Ellen and Bertolli's New Premium Pasta Sauce

Bertolli's Objective: Raise Awareness and Drive Trial

- Communicate authentic flavor, convenient preparation and a restaurant-quality experience in your home

Live On-Air Commercial

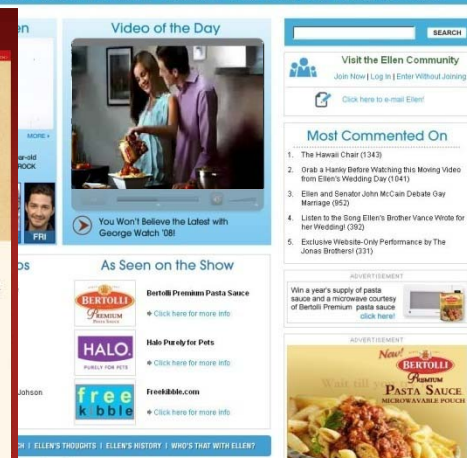
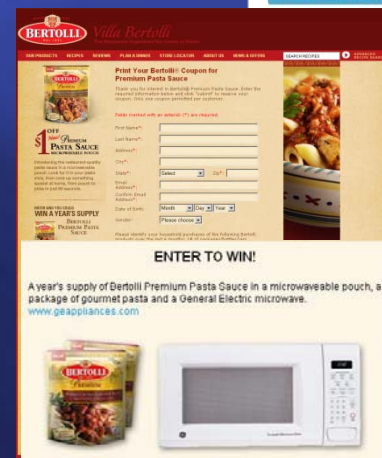
- Ellen brought the concept to life in an on-air commercial where she had a conversation with a "live" Bertolli product
- Together, they incorporated key marketing points in a comedic skit

Multiplatform exposure

- Studio audience received a "Bertolli Nights In" gift package
- Home viewers entered online giveaway
- Co-branded microsite and homepage takeover extended online presence
- Special content included on Ellen's Recipe page
- Links to Bertolli brand site and offers
- Online banners and a broad ellentv.com presence
- Prominent display within Ellen's email newsletter

Results

- Over 72,000 viewers took action and submitted entries
- Over 13,000 click-throughs to Bertolli



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