



# 8-years of elevating Filippo Berio's category dominance

## A real need to bring insight-driven strategy to the team

Filippo Berio use the Elephants team as an extension of their team to drive internal decisions. From marketing, to innovation, to pitch decks.

## An approach which works with a clear objective in mind

We've run on taste test panels for the Filippo Berio pesto for a pitch. We've worked on large scale category reviews in the US. We've developed new on-pack messaging through clear consumer understanding in focus groups.

## Our work has enabled Filippo Berio to continue it's no.1 UK olive oil success

Pitches won, consumers researched, ambitions achieved. We have developed a partnership where the Filippo Berio team know that if they come to us for help, the brand and business will grow and succeed.



Filippo Berio now generates approx. £8.8 million Retail Sales Value per annum. With the help of our consumer insight and pitch deck development.

*"We've worked with Elephants Can't Jump for over 8 years now and every project they do with us brings our business success."*

**Walter Zanre, Filippo Berio UK MD**