

PROBLEM

In Italy 1.300.000 people are Philadelphia fans on Facebook, but not everybody can enjoy it. From the many messages we receive on our page, we realized that some were about a particular problem: **lactose intolerance**. A problem which concerns 25% of Italians.

SOLUTION

We decided to answer these messages providing a solution and creating the first lactose free Philadelphia. And, to thank the fans who gave us this idea, we called **the first 4 of them** who made that request on our Facebook page and gave them the opportunity to spend an unforgettable day which ended with their **first tasting experience of lactose free Philadelphia**.

RESULTS

Philadelphia has entered the lives of even more people, starting from the first 4 that have tasted it. The video of that day has become the central part of the launch campaign of this new product which has triggered **24.000.000 impressions**, **10.000.000 reaches**, **95.000 users** and **140.000 exchanges** on our page. Lactose Free Philadelphia is now available in all Italian supermarkets.



Marty Strecapede > Philadelphia Italia

I'm lactose intolerant! Why don't you make a Philadelphia suitable for me?

Mi piace · Commenta · 17 settembre 2012



Helena Erra > Philadelphia Italia

Salve ho una piccola proposta per noi intolleranti, perchè non farlo a basso contenuto di lattosio?

Mi piace · Commenta · 26 settembre 2012



Chiara Longo > Philadelphia Italia

a quanto una Philadelphia senza lattosio? Mi manca tanto :(

Mi piace · Commenta · 3 ottobre 2012



Eleonora Climan > Philadelphia Italia

Salve ho una piccola proposta per noi intolleranti, perchè non farlo a basso contenuto di lattosio?

Mi piace · Commenta · 23 novembre 2012



Valeria Magoni > Philadelphia Italia

Fate un philadelphia senza lattosio, per favore... Giuro: ne comprerò a palate!!!

Mi piace · Commenta · 4 ottobre 2012



Chiara Basolu > Philadelphia Italia

Ciao, vorrei sapere, se per fare la cheesecake, e nella ricetta è prevista la philadelphia classica, posso sostituirla con la balance?? cambia così tanto??? (io non posso mangiarla sono intollerante al lattosio quindi non ne conosco il gusto)

Mi piace · Commenta · 10 aprile 2013



Philadelphia Italia

For all the people that were waiting for it... the first lactose free Philadelphia!



... AND THE FIRST CAMPAIGN MADE TO THANKS THE FIRST PEOPLE THAT GAVE US THE IDEA ON FACEBOOK



Philadelphia Italia

This is the spot of the new campaign, made to say thanks to the first people that ask Philadelphia Lactose Free on Facebook.



👍 Piace a Marty e altri 15.394.924 intolleranti al lattosio.

NOW ALSO LACTOSE INTOLERANTS CAN ENJOY AND SHARE THEIR RECIPES.



THE FIRST PHILADELPHIA BORN AS A DIRECT RESPONSE TO FACEBOOK FAN REQUESTS.

