

NUTELLA

MAKE ME YOURS

Personalised to foster greater customer loyalty



**CUSTOMERS
WERE INVITED TO
PERSONALISE THEIR
NUTELLA LABEL
AND SHARE IT ON
FACEBOOK.**

- **COMBINING THE POWER OF CUSTOMISED PRINTED PACKAGING WITH SOCIAL MEDIA WAS A HIGHLY EFFECTIVE TACTIC.**
- **CONSUMERS WANT TO FEEL UNIQUE AND BY OFFERING SOMETHING PERSONALISED AND AFFORDABLE, BRANDS CAN ACHIEVE THIS.**

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