



**CASE STUDY:**

# ZUCCHI ITALIAN OLIVE OIL SOCIAL MEDIA CAMPAIGN



With more than 200 years of family heritage and a distinction as the first certified sustainable and traceable extra virgin olive oil brand, Zucchi entered the U.S. market with a powerful story to tell. As the brand looked to increase distribution, earn shelf space, and build credibility with American consumers, Zucchi partnered with evok to elevate awareness while communicating sustainability in an authentic, approachable way.

Evok developed a social-first strategy designed to bring Zucchi's cultivar-to-table philosophy to life through compelling visuals, educational storytelling, and audience-specific messaging. By positioning the brand around its commitment to sustainability, traceability, and craftsmanship, our team helped establish Zucchi as a trusted, premium olive oil brand while driving meaningful engagement across digital platforms.



**INDUSTRY**  
PACKAGED GOODS



**AUDIENCE**  
UPSCALE CONSUMERS  
YOUNG PROFESSIONALS



**CATEGORY/TACTICS**  
STRATEGY & PLANNING  
SOCIAL MEDIA  
CONTENT CREATION  
PAID SOCIAL  
BRAND POSITIONING  
THOUGHT LEADERSHIP  
CREATION  
REPORTING

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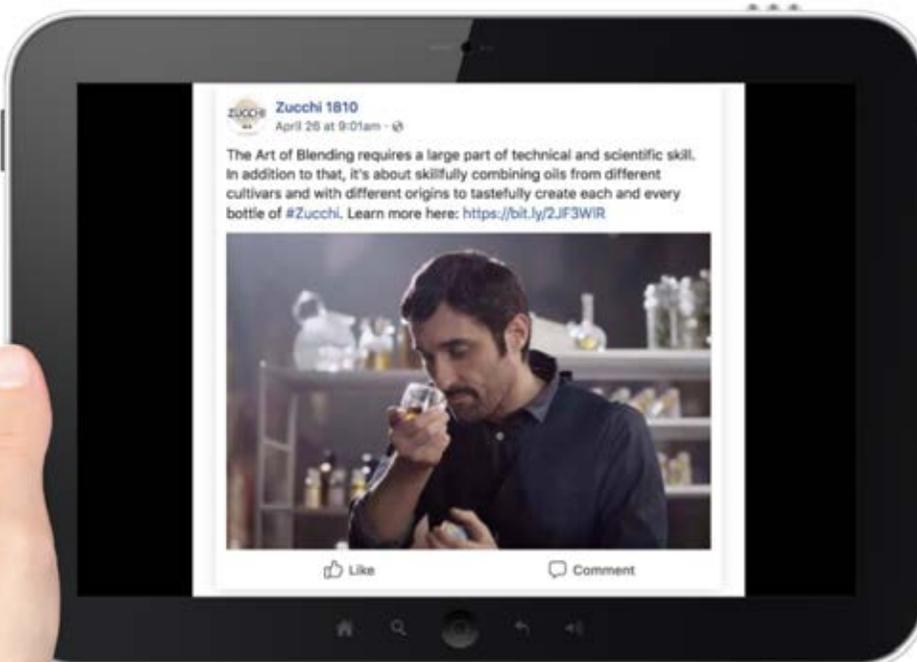


Display Ad



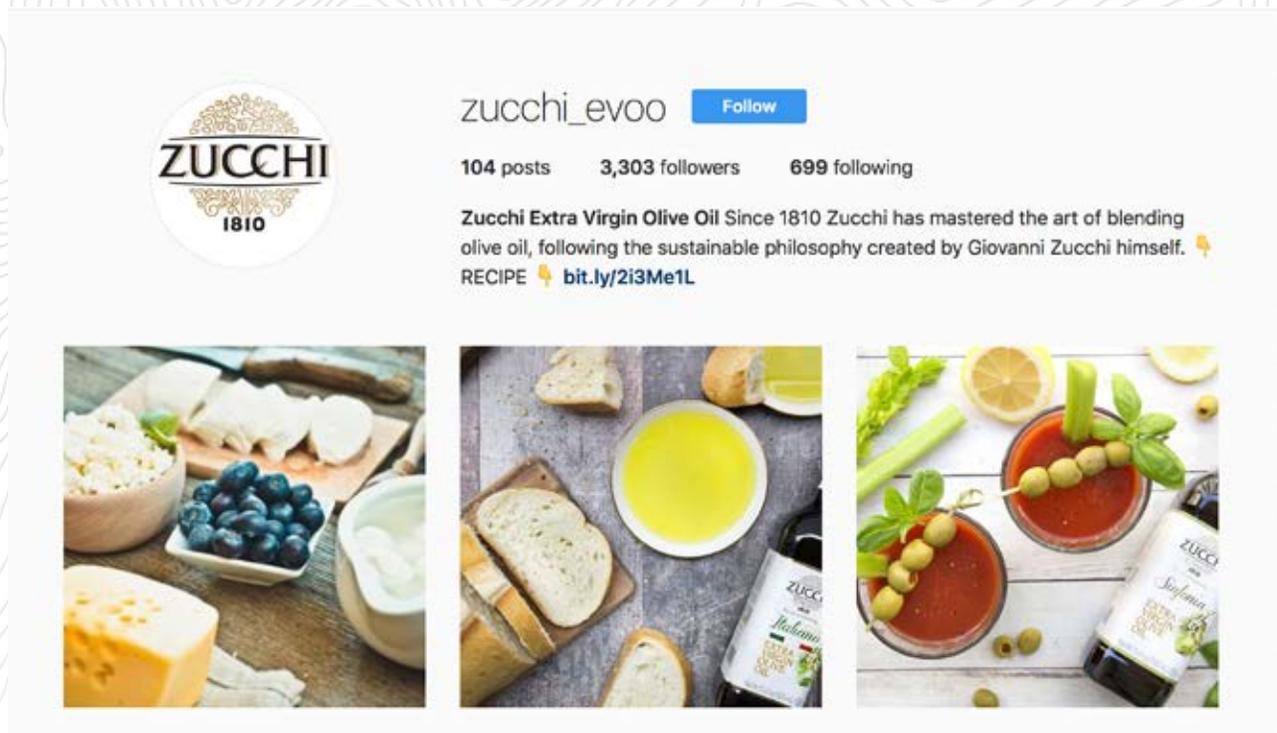
IDEAS.

As the first certified sustainable EVOO in the market and stemming from over 200 years of family-operated business, Zucchi crafts unique blends of olive oil using only raw, traceable ingredients. The consumer packed goods brand had a desire to increase distribution and shelf space across grocers in the U.S. while building social engagement and sharing their support for sustainability in a tasteful manner. They turned to evok to create inviting content that encompasses their cultivar-to-table approach.



Social Media Mockup

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### Organic Social Media Content



## WORK.

To start, our team created three brand personas—foodies, upscale living and young professionals—to better reach our target audience.

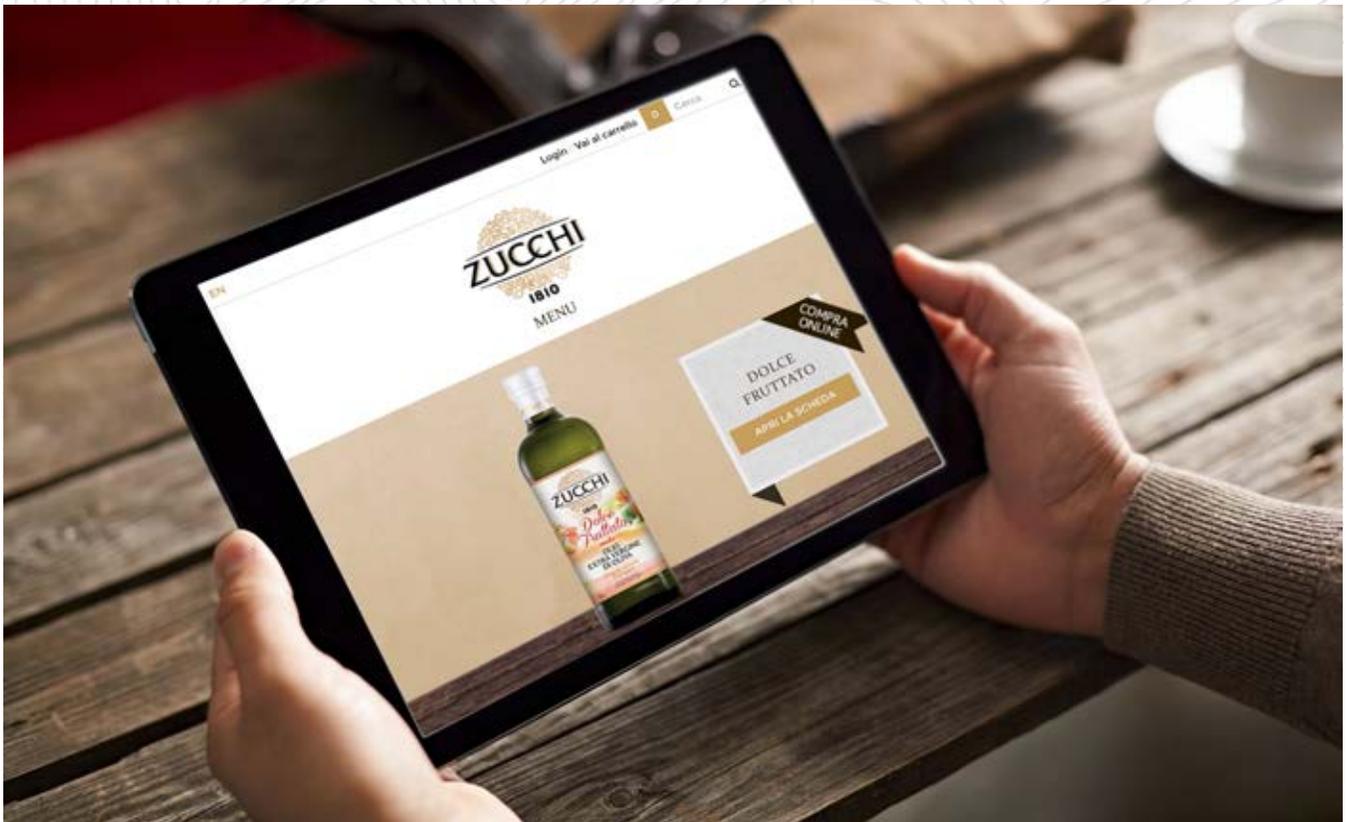
We then developed and implemented a social media strategy using organic and paid content through Facebook, Twitter and Instagram. Maintaining a consistent brand voice, we elevated the brand story across all platforms with an emphasis on Zucchi's four sustainability pillars: social, nutritional, environmental and economic impact.

Using vibrant, eye-catching food images and educational content on sustainability and traceability, we positioned Zucchi as an innovative, trustworthy and authoritative leader in the olive oil industry.



### Packaging Design

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Website and Packaging Design



## RESULTS.

671%

increase in total impressions

17,784%

ad clicks

627.9%

increase in total engagements

## Orlando American Advertising Award

Zucchi Influencer Program 2020

### KEY TAKEAWAYS

- A social-first strategy grounded in sustainability and traceability positioned Zucchi as a premium, trustworthy leader in the olive oil category.
- Defining clear audience personas allowed evok to deliver tailored content that resonated with food-focused, lifestyle-driven, and professional consumers.
- High-quality food photography and educational storytelling elevated brand perception while reinforcing Zucchi's cultivar-to-table philosophy.
- Consistent messaging across organic and paid social channels drove significant performance gains, including dramatic increases in impressions, engagement, and ad interaction.
- Evok's integrated creative and social approach supported Zucchi's distribution goals and earned industry recognition, including an Orlando American Advertising Award.