Barilla's strategic use of influencers has been instrumental in reaching diverse segments of its target audience, aligning with its brand objectives of promoting authenticity and quality. The collaboration with high-profile endorsers like Roger Federer has provided significant visibility and prestige, appealing to a global audience that values excellence and tradition. However, the growing trend towards micro-influencers, who often boast stronger engagement levels, suggests a potential shift could yield enhanced authenticity and relatability. Micro-influencers, with their niche followings, can offer more personalized and credible recommendations, potentially resonating more with consumers who seek genuine connections with brands (Ref-u567423). Thus, while celebrity partnerships have their merits, Barilla may benefit from balancing these with micro-influencer collaborations to optimize engagement and foster deeper connections with its audience, aligning with evolving consumer preferences and enhancing the effectiveness of its social media marketing strategy.