



# StarChefs Campaign Development

## Speak the Language Chefs Speak

Develop a chef focused campaign that speaks directly to chefs who purchase your product.

### The Concept

Create a dialogue between your brand and your target audience. With over 10 years of web, food and wine industry experience and intimate knowledge chefs, the StarChefs marketing team will work with you and/or your agency to develop creative that speaks to our audience of chefs.

### StarChefs Steps to effective campaign development

1. Identify goal and/or problem to be solved
2. Conduct market research to assess brand awareness and market perception
3. Identify and secure key chefs for campaign
4. Create integrated web, print, and collateral for campaign

### Custom Web Ad Development

Develop creative for website advertising (banner, box, wide-sky)

- \* Web Ads (banner, box, widesky)

### Custom CHEF Advertising Campaign

Create custom advertising campaign. Identify and align key star and rising star chefs that use your product; secure chefs to participate in Campaign; create custom Web Ad Development.

### Collateral Design

Design specific marketing materials consistent with look and feel of campaign

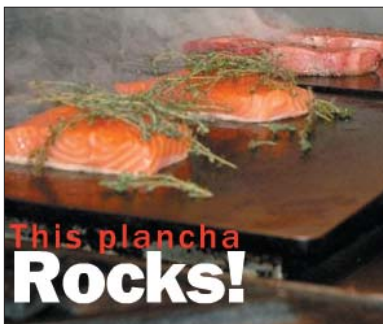
- \* Postcard
- \* Free-standing tradeshow banner
- \* Product Fact or Sell Sheet
- \* Print Ad

**Market Research** – StarChefs will conduct industry research focused on the country's top culinary professionals and/or consumers through surveys on StarChefs.com. Research your customer's buying process.

- \* Measure brand awareness and customer attitudes toward your brand.
- \* Conduct competitor analysis.

**Site Advertising** – StarChefs.com provides an excellent platform and extensive visibility within its qualified audience of chefs and industry professionals.

A **sponsored asset area** drives users from the sponsored asset through sponsor's interactive ad to the sponsor's site. Fixed or rotating placement on StarChefs.com can include: home page banner or box, feature sponsorship, Top 10 Recipes, and StarChefs Studio techniques pages.





## Case Studies

### Jade Range:

**\*Goal:** Develop a chef focused campaign to increase range sales to restaurants and hotels.

**\*Result:** Based on results from the market research effort on the range buying process conducted with over 800 chefs, StarChefs developed the 'Chefs that use Jade' campaign. Campaign increased direct sales of Jade ranges to fine dining independent and multi-unit operators \$1.5 million.

### Pernod:

**\*Goal:** Dust off the bottle, create excitement around Pernod, update the brand image.

**\*Result:** StarChefs in tandem with Pernod's agency created two chef focused campaigns: 'Mixing Magic' and 'Pernod 101' to focus on bartenders and chefs respectively. Pernod cocktails and seafood dishes created with Pernod can now be found on menu's in hip bars and restaurants across the country.



### Nespresso:

**\*Goal:** Help Nespresso overcome the prejudice of many chefs against espresso pods and smaller machines.

**\*Result:** Position Nespresso machines as the sports car of espresso machines: small but sleek and powerful. Educate chefs about the high quality of the quality of the coffee in Nespresso pods and emphasize the many benefits of pods - cost per unit, ease of use - less training, less labor with faster pours, and no concerns that shots will be pulled poorly.



## Audience

### Demographic

	Age	Income	Male	Female
Professional	33	\$66,518	56%	44%
Consumer	37	\$119,370	23%	77%

### Profile

- \* 34% attended Culinary School
- \* Thirst for information about all things culinary
- \* An appetite for new industry trends and products
- \* A desire to be part of a community of food and wine professionals
- \* Discriminating about equipment and raw ingredients used in their cooking
- \* Responsive to targeted and informed messages from StarChefs
- \* Willing to receive recipes and food-related information by e-mail

### Traffic

- \* 19,974,793 hits/month
- \* 8,246,312 page views/month
- \* 584,062 unique visitors/month
- \* 9+ minutes average "stickiness"
- \* 7 pages viewed per session