

delicious.
CASE STUDIES



THE DELICIOUS. CASE STUDIES

Qantas Epicure FOOD CLUB



THE CHALLENGE

How does the national carrier own and become part of the food conversation?

THE INSIGHT

Nearly half of all Australians consider themselves foodies who trust food brands and celebrity chef's for their food information

THE ROLE FOR DELICIOUS

delicious launched the notion of a 'household name' chef 15 years ago - with Jamie Oliver and Nigella featuring in Issue 1. delicious has hosted over 500 sold out events over 10 years

THE SOLUTION

Invite Qantas Epicure branding to sit alongside all content relating to an end of summer dinner at Icebergs. Qantas Epicure was seen with the head chef of Icebergs as well as A-List Chef talent Colin Fassnidge

THE RESULT

QANTAS EPICURE Logo ran on the call to action in print and on menu's - the EVENT SOLD OUT IN 24 HOURS @ \$150/head

BONUS: Colin Fassnidge posted on his channel to 44,000 followers and tagged Qantas Epicure

BONUS: The event was picked up by The Sunday Telegraph with Qantas Epicure named

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Miele KITCHEN APPLIANCES



THE CHALLENGE

The #1 appliance brand in Australia wants to own the food cycle from paddock to plate with millennials and their traditional audience.

THE INSIGHT

With Millennials projected represent 30% of retail spend by 2020 (more than boomers) and over 50% of the workforce - they are an important market who are also influencing food culture up and down the demographics. Food is no longer a source of fuel - it is part of consumers food psyche ie. their foodology.

THE ROLE FOR DELICIOUS

delicious supports emerging producers, talent and produce - and last year celebrated the 10th anniversary of the delicious produce awards at the new benelong at the Opera House. The delicious produce awards was live telecast during The Project and achieved over \$8mill in PR - reaching millennials everywhere.

THE SOLUTION

Miele was invited to be naming partner of the 2016 delicious produce awards - becoming synonymous with the A-List Chef talent and up and coming Producers that fill the room. This is blasted across all delicious and Miele owned platforms - and beyond

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Diageo
ALCOHOL



THE CHALLENGE

In a cluttered drinks market and a fragmented food media landscape - how does Diageo own home drinks?

THE INSIGHT

Food Magazines (and dedicated food brand websites) are the #1 source of food information. 50% of Australians said that branded content makes their life easier when it comes to recipes (up 26% from 2011)

THE ROLE FOR DELICIOUS

With the launch of delicious.com.au, Australia's #1 food lifestyle brand could be at the fingertips of audiences looking for trusted and fabulous solutions to home entertaining.

THE SOLUTION

Diageo became the ONLY drinks partner for launch via a NATIVE only approach which focused on the return of the welcome cocktail as well as drinks and food matching - in time for summer