FINALIST 2013

B2B AWARDS

CHEF - BOCUSE D'OR

ESSENCE OF AUTHENTICITY

Category 3 : Best Use Of Live-Event Marketing

McCANN Enterprise

FINALIST 2013

B2B AWARDS

Category number:	3
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Name of company entering:	McCann Enterprise
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SUMMARY

The Bocuse d'Or – also known as the 'Concours mondial de la cuisine' - is the biennial world cooking championship for the world's leading chefs. Named after the world renowned chef Paul Bocuse, the event takes place near the end of January in Lyon, France at the SIRHA International Hotel, Catering and Food Trade Exhibition. It is one of the world's most prestigious cooking competitions and frequently referred to as the culinary equivalent of the Olympic Games.

The Nestlé Professional CHEF brand is one of the largest sponsors of the Bocuse d'Or event and in November 2012, tasked McCann Enterprise with developing a full communications strategy for this event, encompassing every aspect of the brand presence at the event from driving traffic to it; to designing the 'stand' itself; to building the menus & engaging the chefs; through to gifts; the programme itself; and follow up post-event.

This was a prestigious honour as the chef community is notoriously closed to outside agencies or brands.

Based on this brief, McCann Enterprise designed a communications and channel programme which drove awareness of the event amongst chefs; engaged the chefs during the event; educated customers about our product range; and followed up post-event.

NESTLÉ PROFESSIONAL: CHEF

Nestlé Professional provide creative branded food and beverage solutions for the foodservice industry. Nestlé Professional work with chefs of all levels; baristas; business operators; and industry experts to help build their customers' business and drive growth.

They own several famous brands such as CHEF, MAGGI, DOCELLO and NESCAFE.

The CHEF brand was created in 1976 with the launch of the famous dark veal jus in France. CHEF products are world class professional products; developed in conjunction with Michelin star chefs; and are made using only the most premium ingredients. They are culinary aids designed to deliver the same scratch-made quality that chefs would make in their own kitchen – if they had the time or budget to do so.

STRATEGY

Through interviews with chefs and research, we identified that the CHEF target market are Passionate and Purist chefs – those that run white table cloth restaurants who are time poor, but would only use the finest quality ingredients in their food preparation. They are a very close knit community and the thought leaders are the Michelin starred chefs.

We used this insight to develop the brands' Energising Idea: Your ambition is our mission. This demonstrates that we understand and mirror the aspirations of our customers.

We blended this with what we know about the Nestlé CHEF product range: ingredients as close to scratch-made as chefs make themselves – but alleviate the time pressures they face. As a result, the campaign line developed was 'the essence of authenticity'.

We designed our stand in two parts: firstly, a 'culinary lab', which was designed to house a Michelin starred chef demonstrating his skills and creating innovative dishes with culinary alchemy. We sited screens on the outside to showcase the theatre of the production – and obviously every fantastic dish was produced using our CHEF product range.

Secondly, we designed a CHEF 'culinary lounge'. Knowing that our customers visit Bocuse d'Or in order to be able to socialise and share ideas and innovations, we created a relaxing environment for them. In the entrance area there were sofas for chefs to enjoy a glass of champagne, and the films that we produced to showcase other chefs' work were screened. Once the chefs had finished, they were invited to a lunch sitting – of which there were 3 per day. These were cooked by Michelin star chefs and allowed the chefs to really relax; sample our products; and enjoy the ambience brought to them by CHEF.

Every piece of communication was designed to reinforce the idea of authenticity to ensure that we demonstrated that the brand is not a short-cut – it is about developing superior products, without compromise.

EVENT'S OBJECTIVES

The objective was to reinforce the position of CHEF as a premium brand which brings inspiration and creativity to customers; to ensure that customers or potential customers came away from the event really understanding that CHEF is one of the finest ingredients for their kitchens; and is a brand that mirrors their own ambitions to be the best.

We were to drive traffic to the CHEF booth; make the stand and environment dynamic; engage chefs during the event; then build lasting relationships with these customers and potential customers – leveraging the influence of top-end chefs to support and build the brand.

TARGET AUDIENCE

The target audience for this event are top end Passionate and Purist chefs who run premium white table cloth restaurants. They are reluctant to use any short-cuts in their kitchen, which means that engaging them with a culinary aid brand is very difficult. In addition, they are a very closed-knit community, which is hard to penetrate.

Furthermore they act as brand ambassadors because they are thought leaders and highly influential in their field.

These chefs attend the Bocuse d'Or because it is the worlds' most prestigious culinary competition.

MEDIA OR CHANNELS USED

The touchpoints used were extensive – especially considering the limited budget. The objective was to provide very targeted and direct communications, rather than communicate through every possible touchpoint.

- Invitations– personalised to ensure the chefs knew this experience was designed for them
- Booth design and build – we created a closed environment to build the feeling of exclusivity while being accessible enough to not alienate potential customers
- PR material – every word delivered the creativity, innovation and passion that chefs have for their metier
- Menus – in 3 languages, they were on the cutting edge of culinary alchemy and utilised our product range
- Banners – to drive awareness and provide directional signage
- Leaflets – with information on the brand and the product range
- Bags – to give chefs something tangible to take away
- Postcards – recipes with images
- Gifts – branded chef tongs; a chef white jacket; as well as recipe cards and postcards
- Place mats –of the menus saving space and cost
- Films – a series of inspirational films about chefs were developed to bring the brand to life
- Online (Bocuse d'Or website & CHEF website) – to build awareness of the brand and event
- Follow up eDM – all of the chefs at the event were contacted post event

BEST USE OF LIVE EVENT MARKETING

Essence of authenticity

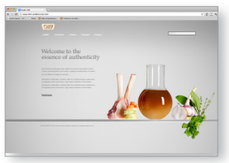
Pre | During | Post



Invitation



eDM



Website



External signage



Programme advertising



Banners/ posters



Leaflets



Videos (big screens)



Booth/Stands



Bags & gifts



Emails



Videos (on booth)



Leaflets



Postcards



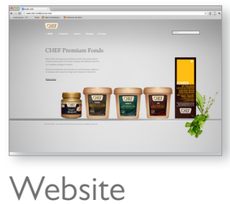
USB's



Menus



PR kit



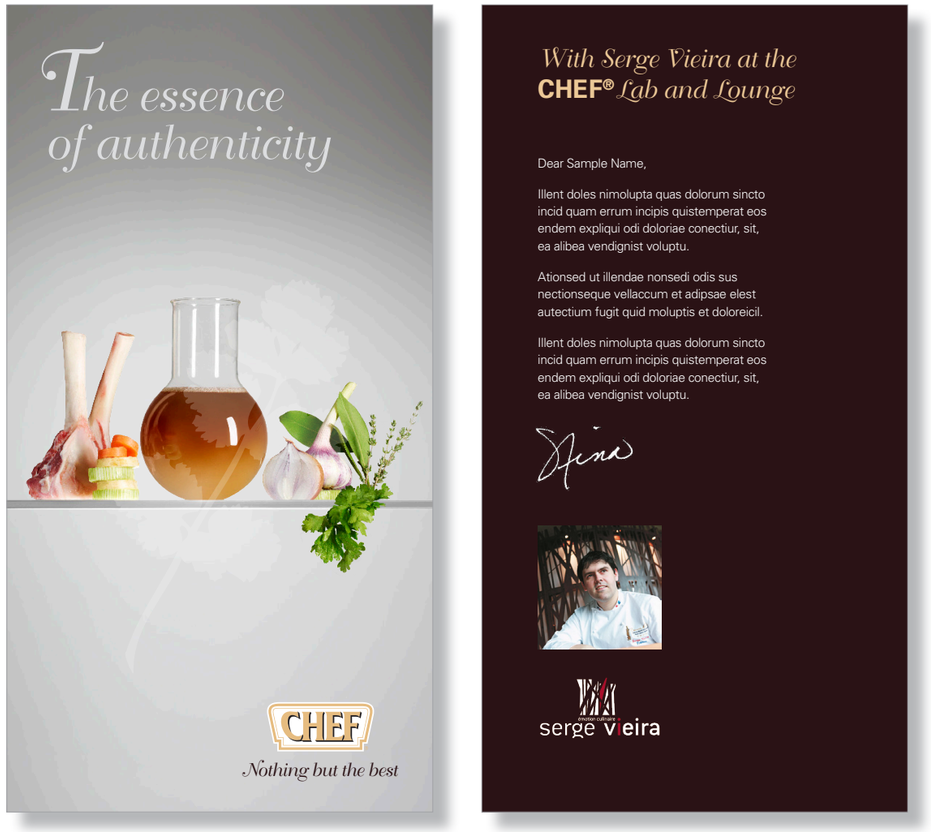
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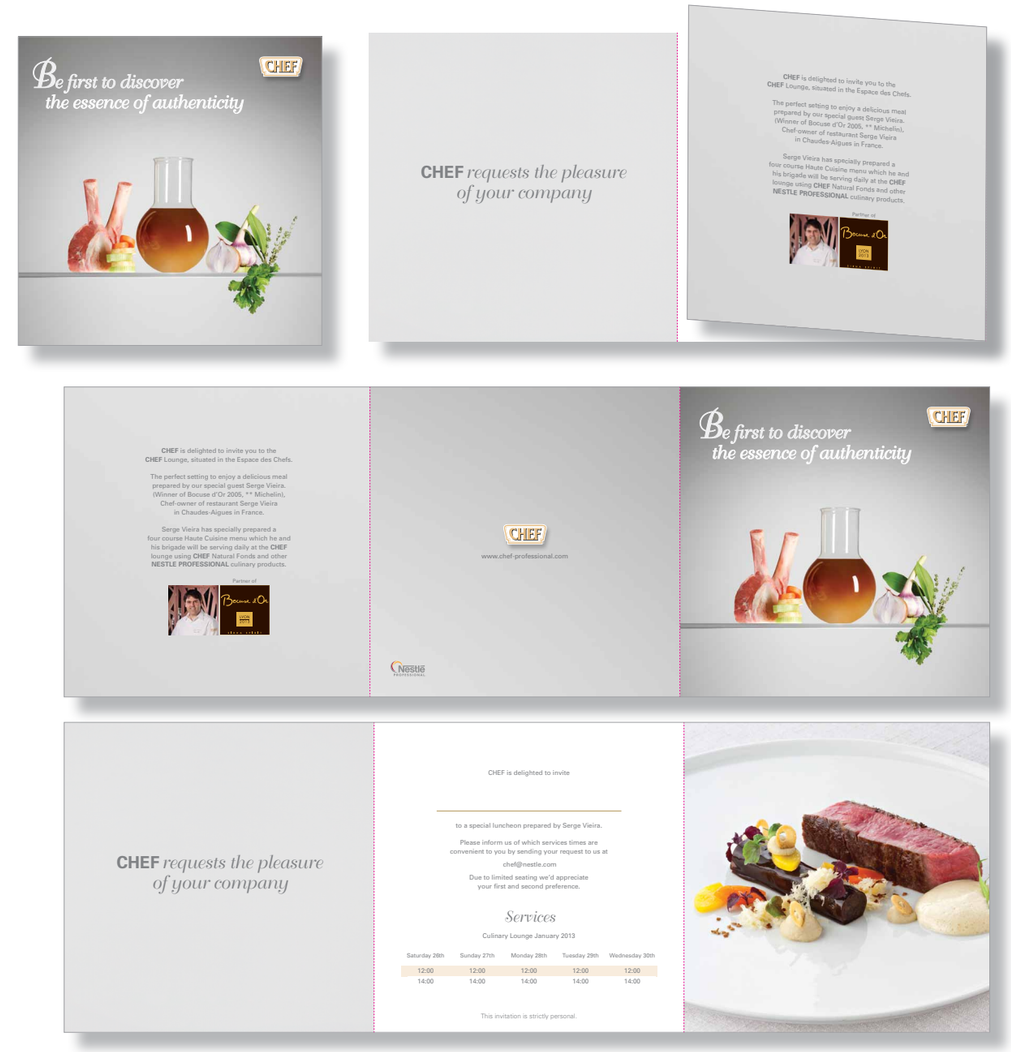
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Bocuse d'Or guest invitation

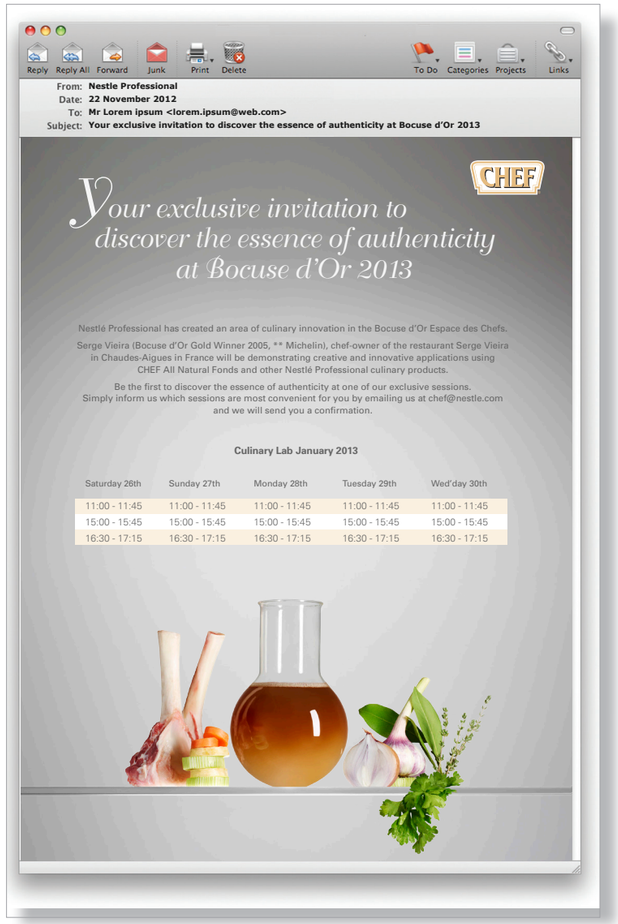
Invite design

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Press advertising





Trade press 1/2 and 1/3 page









Exhibition: culinary lounge









Exhibition: culinary labs

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Essence of authenticity



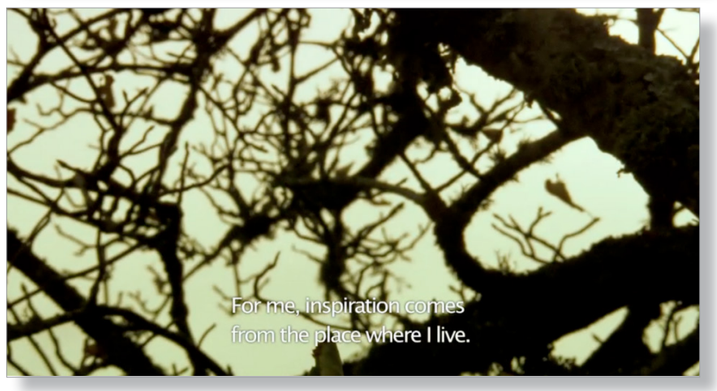




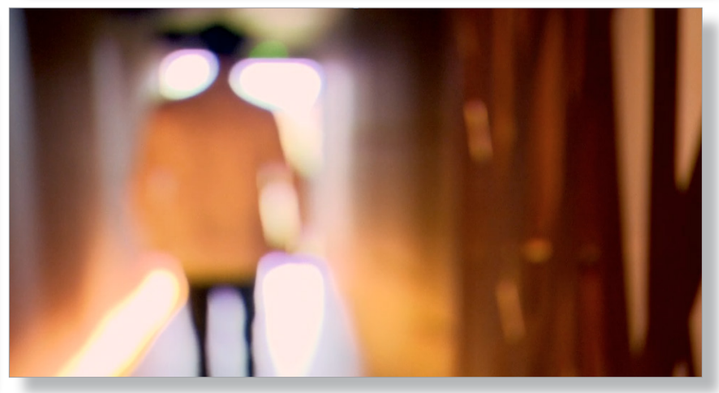












Brand film

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Essence of authenticity

Cover



First reveal

Spread



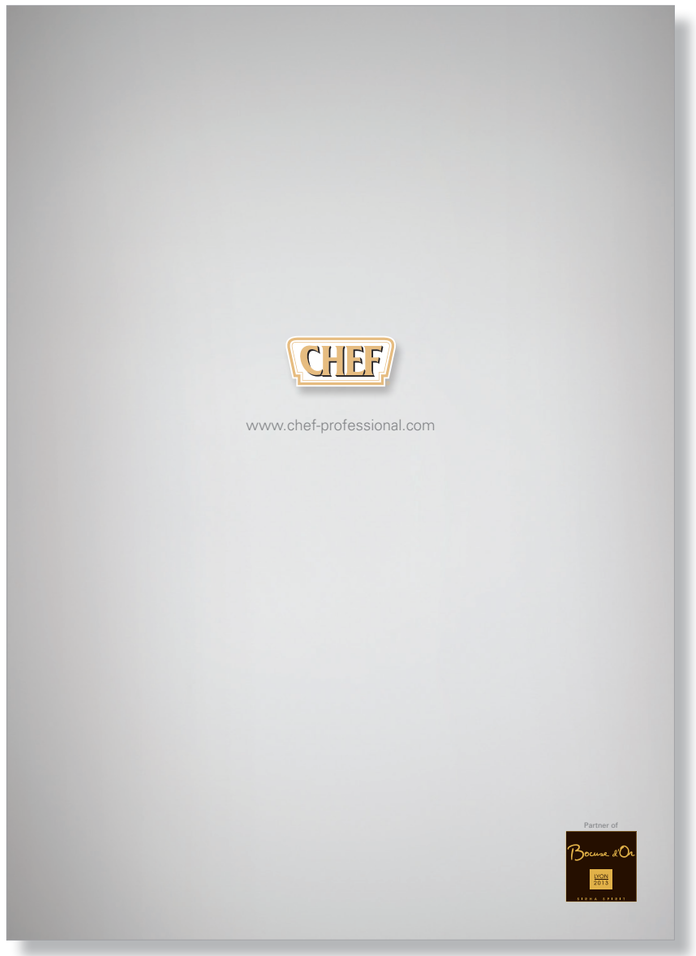
Reverse

Table menu

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Culinary lab menu

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Essence of authenticity

















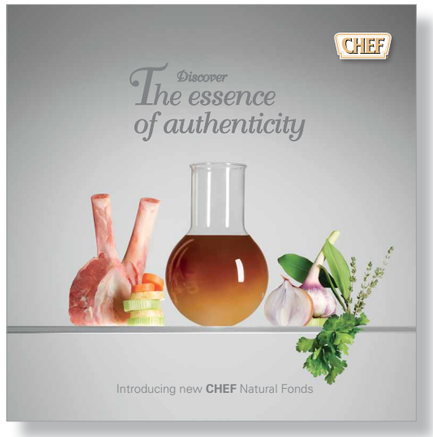
Postcards

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CHEF

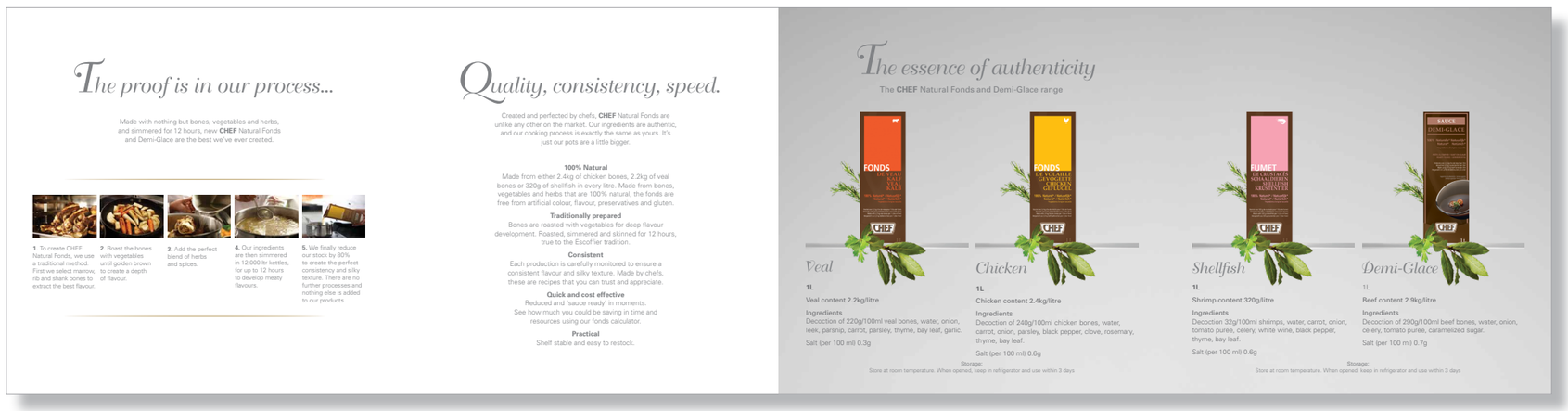
BEST USE OF LIVE EVENT MARKETING

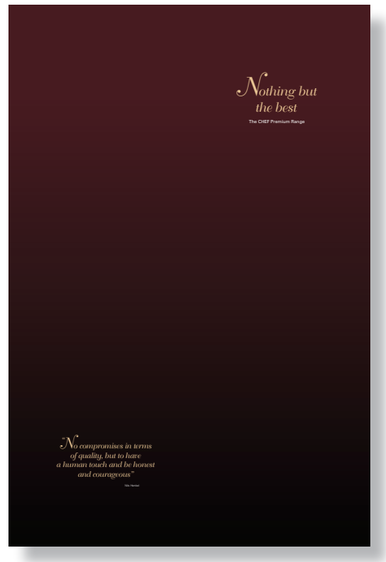
Essence of authenticity











Leaflet

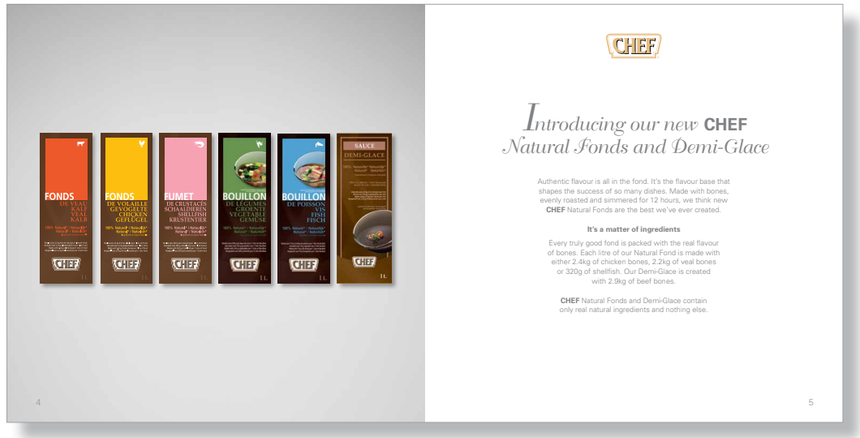
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BEST USE OF LIVE EVENT MARKETING

Essence of authenticity











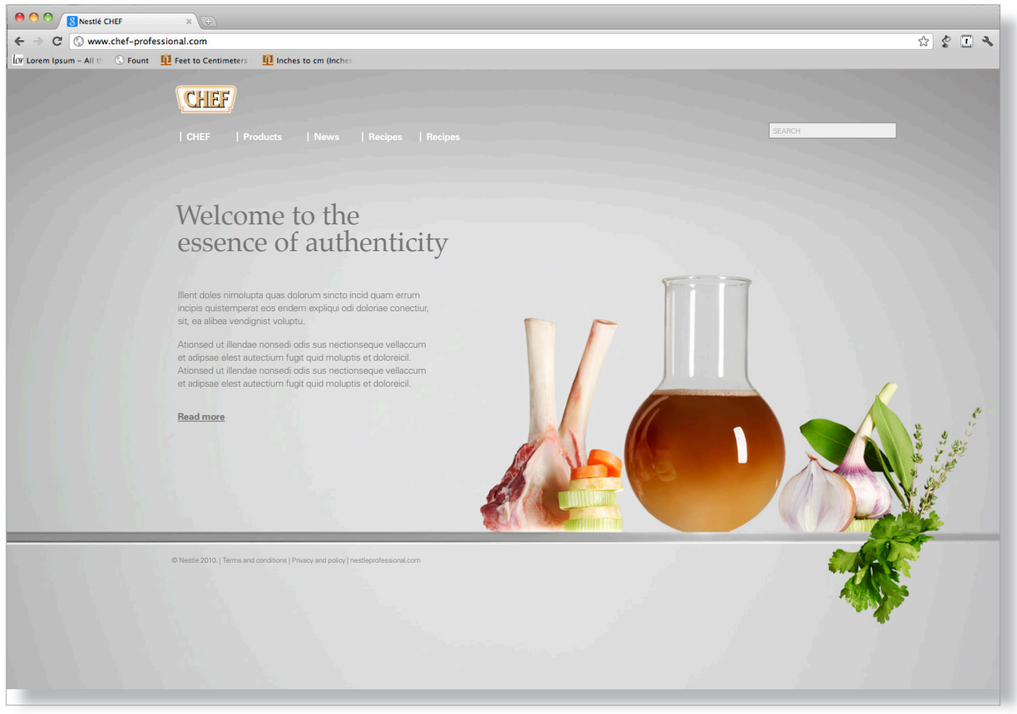
PR kit

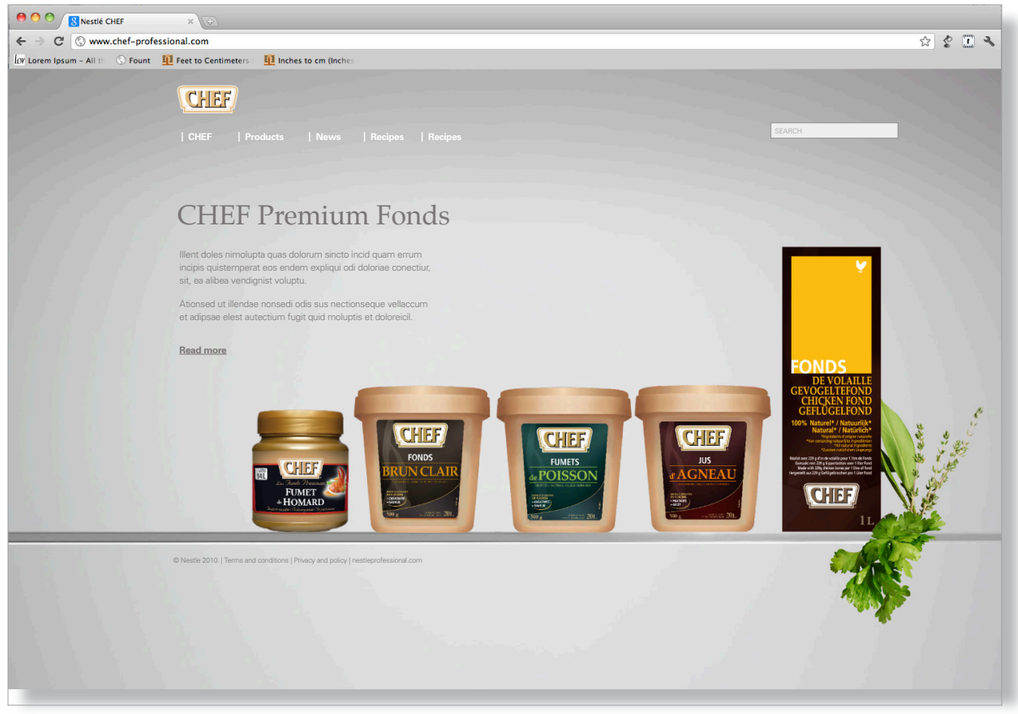
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CHEF®

BEST USE OF LIVE EVENT MARKETING

Essence of authenticity





Website

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CHEF

TIMESCALE OF THE CAMPAIGN (EVENT)

The mix of media used stayed relevant to the event itself and made sure Nestlé Professional was addressing its audience at the right time.

- Briefed November 2012
- Event 26 – 29 January 2013
- Printed over Christmas

BUDGETS

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

RESULTS

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

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