

Social media selected Instagram: 28% of the city-dweller present on the web have an instagram account 59% of users aged from 18 to 29 years old 25% of users aged from 30 to 49 years old Facebook: The social networks's community gather 60% of the social networks users Everyone has Facebook: parents, children and young adults. Youtube: 40% of YouTube users are parents 1 in 3 of the buyers on internet saw a video on YouTube before finalizing their purchase.







Brand Content -> video on our YouTube page of one of our cooking classes and a chef making a recipe

News Content -> post on our Instagram and Facebook pages on our new recipes with a 15% discount for the first 100 orders on these.

Related Content ->article from one of our partners who is a local producer

Fan Content -> Contest: our subscribers post on our Facebook page a video of them preparing a dish with one of our packed lunch







Digital operation

Mechanics of the operation:

The operation is a contest where the participants film themselves cooking an imposed recipe, then they put their video on our Facebook and we let our subscribers choose the winner who will have his video published on YouTube and on our site, he will also win a cooking class with Nick Bradley on the Halloween theme (cooking class on October 30th). We will publish some other videos having been successful on our website the following weeks

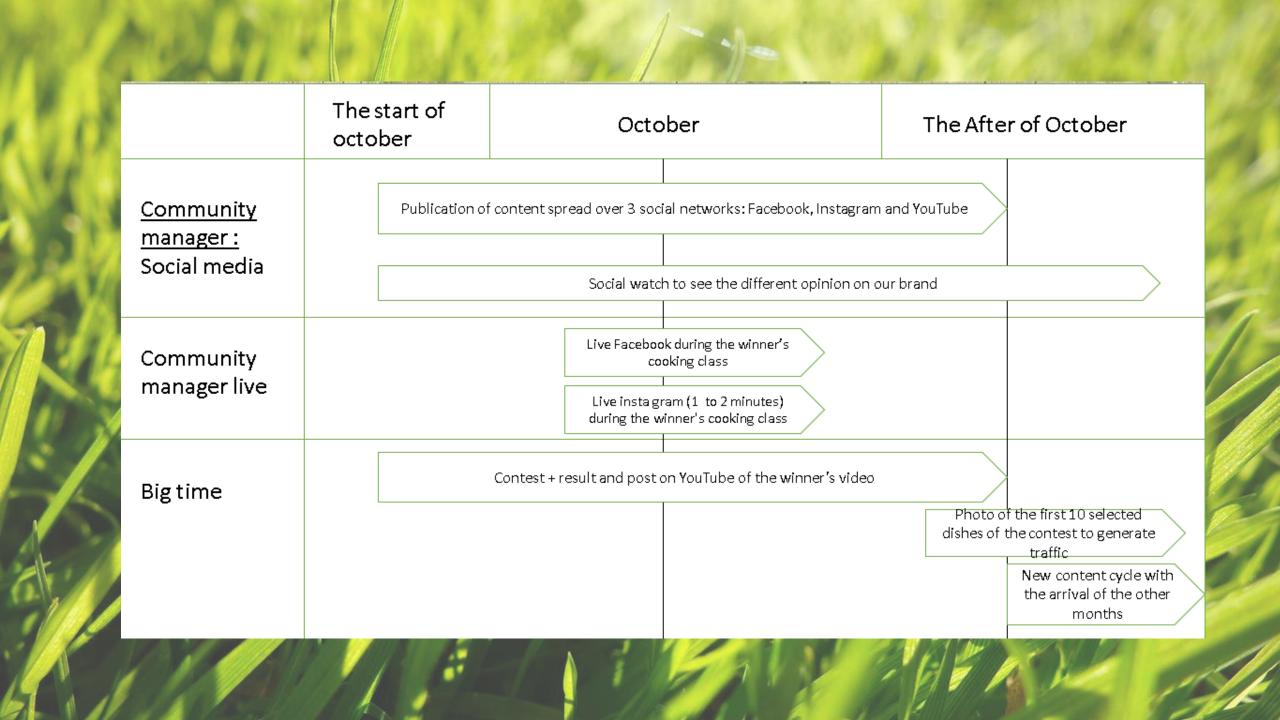


CONTEST

Your video for an unforgettable price!









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