



sousvide
fools.com

Sous Vide Case Study

BRAND OBJECTIVE

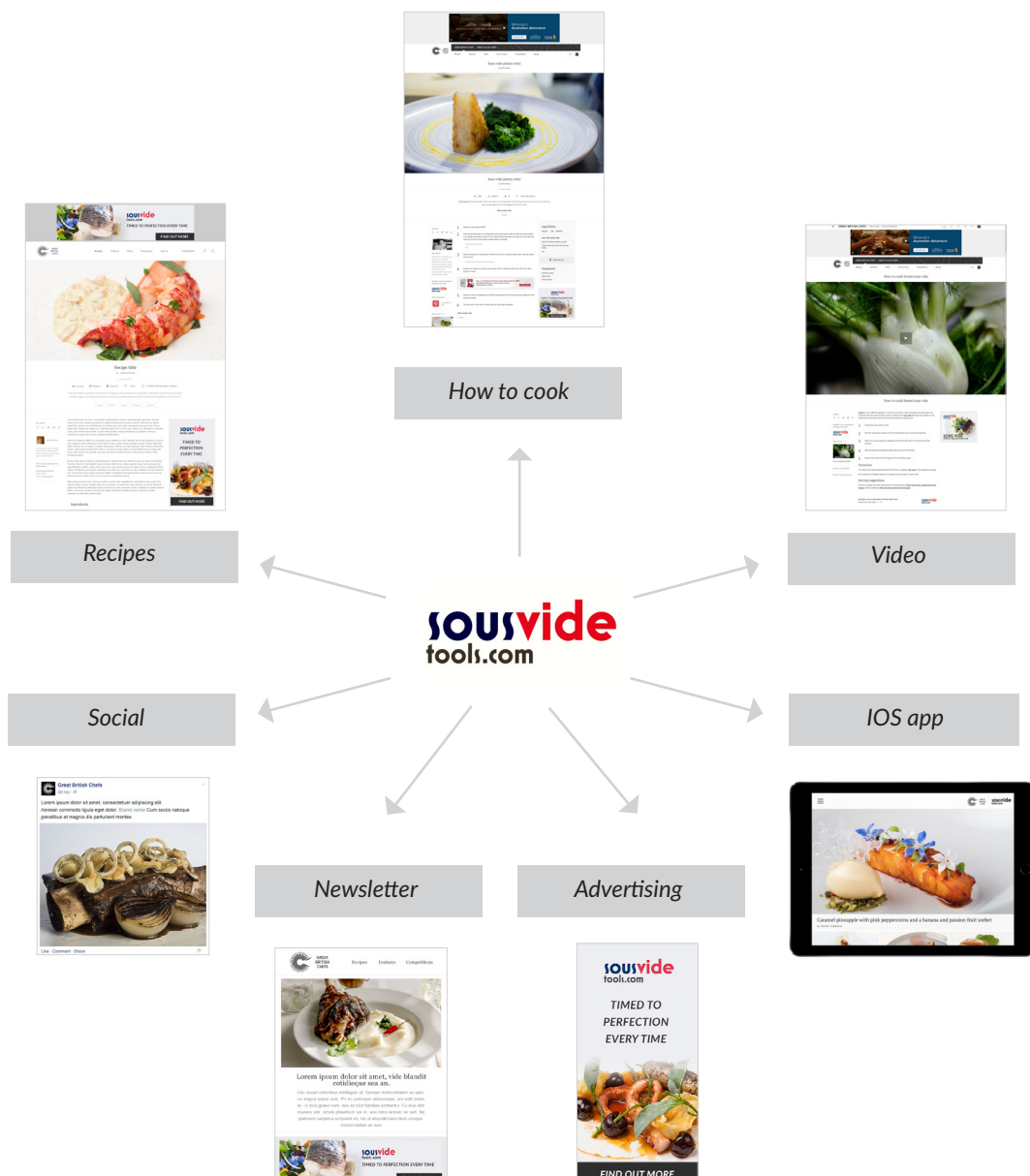
Sous Vide Tools, the leading provider of sous vide cooking equipment in the UK, were looking to inspire a new audience to embrace the sous vide revolution. Sous vide is currently a relatively niche cooking method with huge potential, particularly for foodies. Chefs use sous vide a lot in their kitchens and foodies are very interested in the techniques that chefs use.

THE CHALLENGE

The challenge for Sous Vide Tools was to show foodies how straightforward sous vide cooking can be and to bring the method to life through engaging and helpful content.

THE CAMPAIGN

We set out to help Sous Vide Tools drive adoption of sous vide as a style of cooking through the creation of some inspirational content, an iPad / iPhone app and a digital marketing campaign. The content included a wide range of recipes from chefs like Martin Wishart, Shaun Rankin, Galton Blackiston and Simon Hulstone and a series of how to cooks, many with videos.



INSPIRATIONAL CONTENT

The campaign consisted of a suite of content comprising 63 sous vide recipes from Britain's top chefs, 65 How to Cook articles and 6 features. The recipes were designed to cover a very wide range of proteins from cod, pheasant, lobster, beef, salmon, lamb and even some great desserts with pineapple, pear and melon.



LAMB LEG WITH SHEEP CURD, AUBERGINE CAVIAR AND
ARTICHOKE BY SHAUN RANKIN



SOUS VIDE SICILIAN LEMON AND MINT LAMB SHANKS
BY ROSANA MCPHEE

IPAD AND IPHONE APP

We then brought the campaign content together in an iOS app, designed specifically for iPad and iPhone. The app has been widely featured in the iTunes app store and downloaded thousands of times.

MEDIA SUPPORT

To support the campaign, we amplified this content to our audience via highly targeted advertising on relevant recipes (e.g. beef recipes, seafood recipes) and high-traffic areas such as the homepage. In addition, Sous Vide Tools owned brand sponsorship of all the Sous Vide recipes and How to Cooks on Great British Chefs.



COMMUNITY OUTREACH

To amplify the campaign further and create a social conversation around sous vide cooking, we shared the newly commissioned recipes and features with our community via newsletter features (141,000 subscribers), Facebook posts (170,000), Twitter tweets (69,000) and created a range of Pinterest boards (620,000 followers).



*SOUS VIDE SICILIAN LEMON AND MINT LAMB SHANKS
BY ROSANA MCPHEE*



*WESTER ROSS SEARED SALMON LOIN, FENNEL POLLEN
AND SWEET ONION BY LISA ALLEN*



*ABERDEEN ANGUS RIB-EYE, MUSHROOM PURÉE AND
BEEF TEA BY KEVIN MANGEOLLES*



*LAMB LEG WITH SHEEP CURD, AUBERGINE CAVIAR,
ARTICHOKE AND ROASTED TOMATOES
BY SHAUN RANKIN*



*SLOW-COOKED DUCK EGG WITH WILD MUSHROOMS,
CRISPY SHALLOTS AND TARRAGON DRESSING
BY RUSSELL BROWN*



*SOUS VIDE LOBSTER WITH SAUCE CHORON
BY GALTON BLACKISTON*



*MONKFISH WRAPPED IN PARMA HAM, WITH RED WINE
JUS, LEMON SABAYON AND COCKLES
BY CHRIS HORRIDGE*



*SEA BASS WITH HERB GNOCCHI, CONFIT ONIONS AND
HORSERADISH SAUCE
BY WILL HOLLAND*