



FOOD THOUGHTS™

Food Thoughts Case Study

BRAND OBJECTIVE

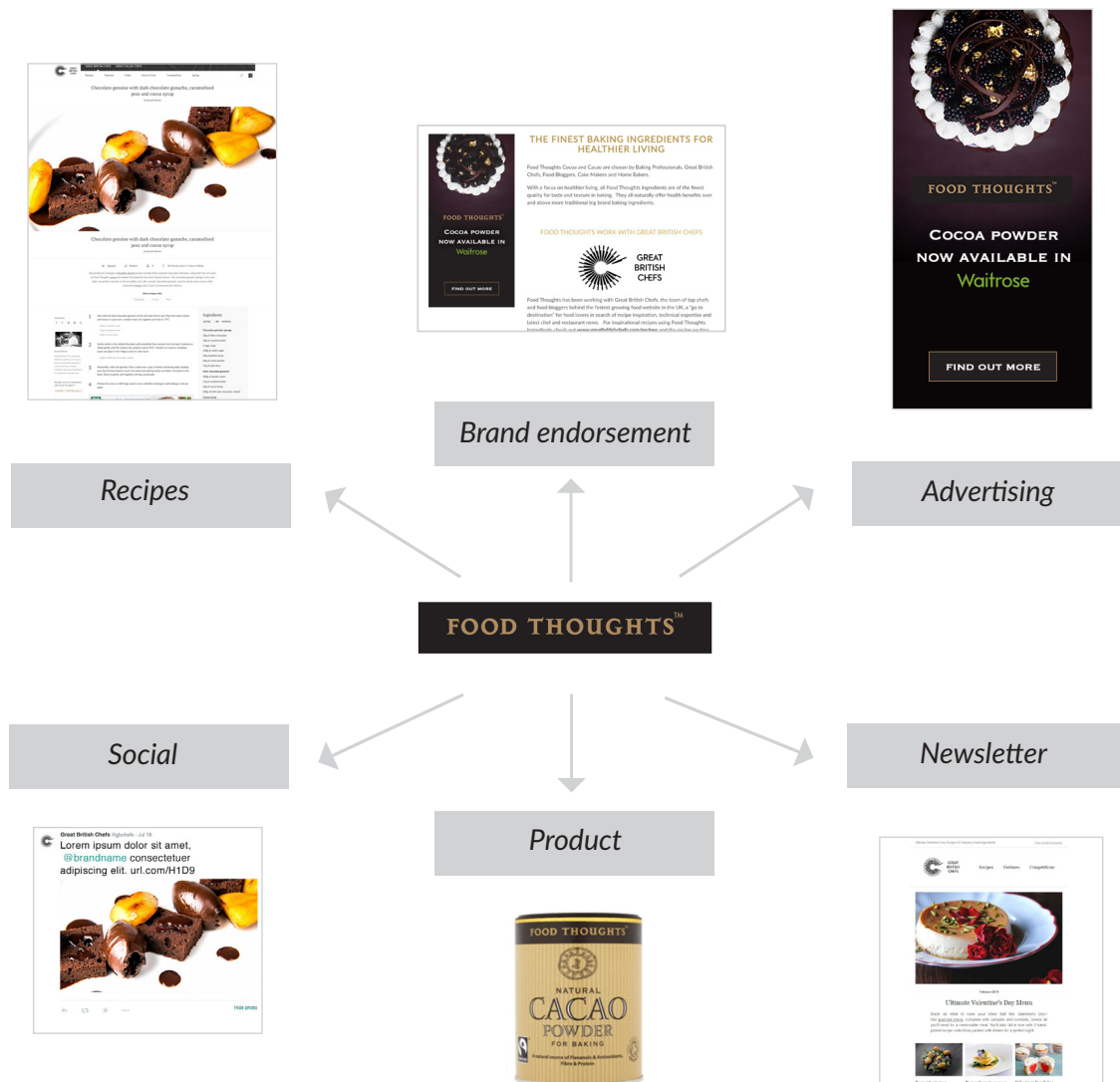
'Food Thoughts' was founded in 1989 in partnership with Oxfam and is the original Fair Trade Cocoa. The brand's distribution is growing rapidly and the brand team are working to raise brand awareness for this fantastic product. Many people use drinking chocolate as an ingredient within baking recipes rather than Cocoa and 'Food Thoughts' are on a mission to inspire people to stop using overly sweetened drinking chocolate and use unsweetened cocoa and Cacao nibs instead.

THE CHALLENGE

Great British Chefs were challenged by Food Thoughts to help them build their brand and inspire foodies to buy their great products. We have partnered with them for a over a year and a half and have delivered a wide range of collaborative campaigns.

THE CAMPAIGN

We developed a series of integrated campaigns that revolve around inspirational recipes using Food Thoughts products as the key ingredient. This branded content from highly authoritative voices was then amplified through our various marketing channels, through editorial placement over key periods (e.g. Valentine's, Easter and autumn baking)



INSPIRATIONAL RECIPE CONTENT

We exclusively commissioned a series of Britain's greatest chefs to produce recipes in which 'Food Thoughts' Cocoa and Cacao nibs were core ingredients. The recipes were from chefs like Russell Brown and Francesco Mazzei and bloggers like Urvashi Roe, Angela Field and Rosana McPhee. The recipes were designed to have deliver an impact in social media and inspire people to create fabulous cocoa recipes at key baking moments.



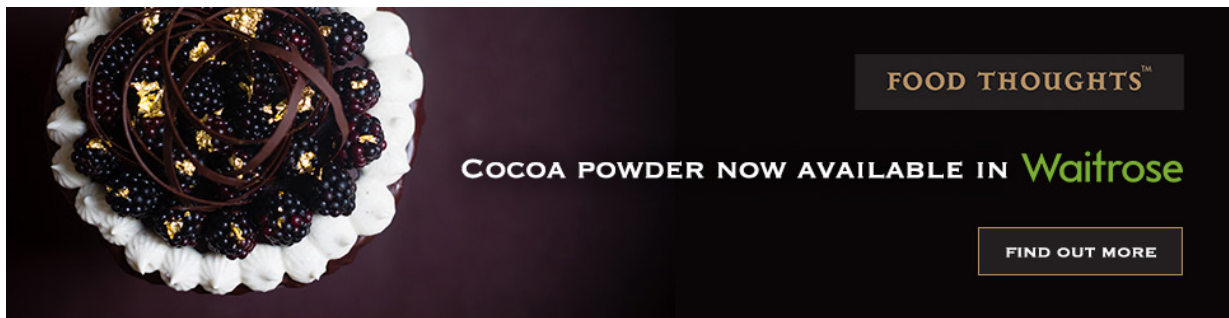
AUBERGINE AND CHOCOLATE CAKE
BY FRANCESCO MAZZEI



CHOCOLATE PEANUT BUTTER SANDWICH COOKIES
BY RUKMINI IYER

EDITORIAL PROMOTION AND MEDIA SUPPORT

The 'Food Thoughts' recipes were then promoted to our audience via highly visible editorial placement on key landing pages (e.g. home page) and via inclusion in popular recipe collections (e.g. Easter and Valentine's Day recipes). A series of native adverts drew attention to the new recipes and tied 'Food Thoughts' to the premium content and the relevant events (e.g. better baking this Easter). We also created an article about Cacao Nibs, what they are and how to use them.



COMMUNITY OUTREACH

To inspire our audience to engage with the 'Food Thoughts' recipes we promoted them via our various channels. This involved sharing them via Facebook (170,000), Twitter (69,000) and including them in our weekly newsletter (135,000 subscribers). The social posts were very widely shared and retweeted and reach hundreds of thousands of influencers.

CONTENT SYNDICATION AND USAGE

The content we have created has been very well leveraged on Food Thoughts own website and has given them a great collection of premium recipes to inspire their audience with. The recipe content has also been used on their packaging.

CAMPAIGN RECIPES



CARDAMOM AND CACAO NIB BISCOTTI
BY URVASHI ROE



CACAO NIB AND CHIA SEED FLAPJACK COOKIES
BY URVASHI ROE



CACAO NIB AND COCONUT BISCUITS
BY ROSANA MCPHEE



RICH CHOCOLATE ORANGE CUPCAKES
BY SALLY ABÉ



BLACKBERRY MARSHMALLOW CAKE
BY ANGELA FIELD



CHOCOLATE GENOISE WITH DARK CHOCOLATE GANACHE, CARAMELISED PEAR AND COCOA SYRUP