



GREAT
BRITISH
CHEFS

Jus Create
ESTD 1954
JUS-ROL

Jus-Rol Case Study

BRAND OBJECTIVE

The long term brand ambition for Jus Rol is to be the UK's favourite meal for the weekend and to position the brand as the source of fabulous, modern weekend meals, taking on brunch, roasts and other weekend staples. At present, there is a feeling that pastry isn't inspiring enough and lacks a modern application.

AUDIENCE

"Passionate Foodies" - people that love and enjoy food (reading, learning, watching and, obviously, eating).

THE CHALLENGE

Create a fully integrated campaign that goes beyond straight advertising to inspire people to cook with pastry on the weekend. The commissioned content to be used across all channels, including advertising, in-store POS and social media.



INSPIRATIONAL RECIPE CONTENT

Great British Chefs commissioned 24 recipes from a combination of chefs and bloggers focused on a series of key moments: Friday night in, Saturday brunch, casual Saturday lunch and show-stopping Sunday lunch. Four of the recipes were turned into videos. The content was from a wide range of chefs and bloggers including Mark Dodson, Dominic Chapman, Marcello Tully, Russell Brown and Adam Gray, Food Urchin, Helen Graves, Sally Abé and Ren Behan. The recipes included a Pithivier of chicken, squash and sage; Chicken, chorizo and manchego filo parcels; Stilton, pepper and mushroom quiche; Pear and walnut tarte Tatin; Puff pizzas and a host of others.



*SPRING VEGETABLE PIE
BY FOOD URCHIN*



MILLE-FEUILLE OF PEACH AND RASPBERRY WITH A CITRUS CREAM BY SALLY ABÉ

HOW TO COOK

A series of How to Cooks were commissioned that linked to Jus Rol including: How to crimp a pie crust; How to make a lattice top; Top tips on cooking pastry; How to work with puff pastry.

BRAND RELEVANT EDITORIAL

In order to inspire our community of passionate foodies to think differently about pastry, we created a series of engaging editorial about pastry. The campaign included the following articles: The modern pie; The history of British pastry; The golden age of the game pie.

LAUNCH EVENT

To launch the campaign, we hosted an event at a cook school with Michelin star Chef Mark Dodson and Sally Abé, former Head of Pastry at The Ledbury. They presented a hands-on masterclass to showcase a range of incredible recipes for a select group of journalists and food writers.



MEDIA SUPPORT

As part of the campaign Great British Chefs delivered significant targeted advertising, optimised around the back end of the week and into the weekend. The advertising was delivered around all existing pastry content on the site, newly commissioned Jus Rol content and high traffic pages. The advertising campaign also included a series of tenanted Home Page Takeovers themed around pastry.

COMMUNITY OUTREACH

To amplify the campaign, we shared the newly commissioned recipes and editorials with our community via Newsletter features (135,000 subscribers), Facebook posts (158,000 likes), Tweets (62,000 followers) and Pinterest boards (620,000). In addition we ran a Twitter Q&A on pastry to generate buzz with opinion formers.



*CHOCOLATE AND PEANUT GANACHE TARTELETTE
BY MARK DODSON*



*SPICED PINEAPPLE PUFF RING TART
BY ANDY WATERS*



*CHICKEN, MANCHEGO AND CHORIZO BRIOATS
BY FOOD URCHIN*



*ROOT VEGETABLE TARTE TATIN
BY FOOD URCHIN*



*PORK, APPLE AND WHOLEGRAIN MUSTARD ROLL
BY RUSSELL BROWN*



*SPICED LAMB AND APRICOT FILO PIE
BY RUSSELL BROWN*