



GREAT
BRITISH
CHEFS

COOKING WITH KIDS

in association with Tesco Realfood

TO DISCUSS YOUR
CAMPAIGN CONTACT
tim@greatbritishchefs.com



Great British Chefs has become known for their signature recipes from Britain's finest chefs. Historically the recipes have been adult focused, but in 2013 we partnered with Tesco to develop a campaign to get Britain's kids cooking and eating with their parents. With the help of 21 of our chefs, including Marcus Wareing and Nathan Outlaw, we set out to create recipes that would engage kids and encourage parents and kids to spend more time cooking and eating together.



RECIPES

100+ exclusive recipes, developed by 21 of our award winning Chefs, all of which include highlighted steps demonstrating how kids can get more involved. The recipes cover various occasions (from breakfast to dinner) and type of dishes (snacks to main meals) ranging from Bacon stuffed spuds, Rice Krispie fish fingers, to a finger licking Chocolate orange pudding with orange chips. Every recipe is accompanied by a beautiful image showcasing what the end result could look like!



KIDS APP

The app has been given significant feature in iTunes, being both selected as Editors' Choice and included in two iTunes email newsletters. The Kids app received over 50,000 downloads in its first month and generated a host of rave reviews across numerous media titles.



VIDEOS

25 kid-friendly instructional videos were produced to help both kids and adults tackle specific recipe steps. These ranged from really simple tasks like separating an egg or melting chocolate to more complex tasks like evenly rolling pastry and making a pancake batter. As part of the campaign, two videos featuring Marcus Wareing and his son Jake, cooking from their home kitchen were also produced and syndicated to national media [Guardian and Telegraph].



GREAT
BRITISH
CHEFS

To learn more email tim@greatbritishchefs.com
or call on +44 (0)7779 320740





GREAT
BRITISH
CHEFS

COOKING WITH KIDS

in association with Tesco Realfood

TO DISCUSS YOUR
CAMPAIGN CONTACT
tim@greatbritishchefs.com

The Telegraph

Master chef Marcus Wareing and son in the kitchen

Top chefs feature in an online campaign to get children cooking. So Harry Wallop puts Marcus Wareing (and son Jake) to the test in their home.



theguardian

YORKSHIRE POST

Your news, countryside, sport and business. Your Yorkshire.

The campaign received over 100 pieces of press across National and Regional Newspapers, consumer titles, food blogs and the tech press. We had major features in The Guardian, The Telegraph, The Yorkshire Post and were reviewed by the major app reviewers.

RESULTS EXCEEDED EXPECTATIONS.

SIGNIFICANT INCREASE IN WEB
TRAFFIC AND ENGAGEMENT.

105 PIECES OF PRESS COVERAGE.

50,000 APP DOWNLOADS (1 MONTH)



SOCIAL MEDIA

We ran a co-ordinated campaign across both Great British Chefs' as well as Tesco's social media channels with a combined reach of 1.4m: including 2 highly successful Q&A sessions on the Tesco Facebook page which together received almost 2,500 'Likes', over 650 comments and 150+ shares; two Google+ Hangouts, one from Marcello Tully's restaurant on the Isle of Skye and the other with Dominic Chapman and his son from their home kitchen in Berkshire; Pinterest boards and a Twitter campaign.

COMPETITIONS

To launch the campaign, Great British Chefs ran a competition to win 3x £100 Tesco Gift cards which received over 10,000 entries. Subsequently, Tesco ran a competition to win a meal at one of the Great British Chefs restaurants, promoted across their social media channels and within their email programme, which also attracted thousands of entries.

ADVERTISING

Contextual "Cooking with Kids" and Tesco branded advertising was served against appropriate content across Great British Chefs whilst Tesco also ran a digital advertising campaign promoting both the Cooking with Kids content as well as the app across sites including Nigella, MSN Food and Jamie Oliver and Tesco Realfood. The campaign also featured in email programmes with over 2x previous average open/CTR.



GREAT
BRITISH
CHEFS

To learn more email tim@greatbritishchefs.com
or call on +44 (0)7779 320740

