



# THE CHALLENGE OF TASTE



# CULINARY ADVENTURE

During isolation **everyone rediscovers cooking** – foodies, hobby-cooks, even non-cooks (desperate times call for desperate measures 😊).

These days **experiments, new skills and know-how** are highly valued, especially when given by some of the **most popular chefs and hobby cooks** in Bulgaria.

The role of the **inspirer, mentor and campaign nucleus** will be played by the MasterChef Judge – **chef Silvena Rowe**.

# THE CHALLENGE

To engage the audience, the Instagram profile of ladyzone.bg will announce a special challenge with a partner that will present 7 different recipes with its product – an exclusive and diverse user-generated content.

The project will start with **chef Rowe** – one of **the most adored and trendy cooks** right now, with an **enormous, strongly engaged audience** in social media. Chef Rowe will be the first to create a special dish, presenting it step by step.

Afterwards, she will challenge the guys from **Men in the kitchen**, which will then challenge **3 of the top performing MasterChef** participants from the current season.





# THE CHALLENGE

Via this chain-reaction-mechanics we will activate the audience **every 3 days with a brand new recipe in the social media** of 1 of the cooks and ladyzone. All ambassadors will provoke their followers to recreate the recipe, to upload it as an Instagram story and tag ladyzone.bg, the celebrity themselves and the brand.

In the end of the campaign, three people that took part, will get the chance to win a special prize, provided by the partner.

This gamification **will grab the audience's attention**, using the insight that **everybody spends longer time online** during the quarantine period, we will provide them with **know-how in the kitchen** and **opportunity to win a prize**.



**CAMPAIGN**

**AMBASSADORS**





# SILVENA ROWE

Professional chef & MasterChef Judge

## APPEARANCE:

unique beauty / impressive style  
and outlook

## PERSONALITY:

talkative / passionate / charismatic

## ASSETS:

passionately speaking about  
how to live a quality life

## INSIGHTS:

lives in Dubai / 90% vegan and supporter of  
healthy eating and living / one of the most  
famous female chefs in the world

## BRAND AMBASSADOR:

food & beverages  
kitchen appliances  
fashion & accessories  
beauty care



41 863 124 000

# MEN IN THE KITCHEN

Digital series hosts at bistro.bg



## APPEARANCE:

three handsome male cooks

## BRAND AMBASSADOR:

food & beverages  
kitchen appliances  
fashion & accessories

## PERSONALITY:

creative gourmet cooks / striving to perfection

## ASSETS:

three different perspectives  
combined into one delicious idea

## INSIGHTS:

unique interactive cooking show with tasting part/  
event catering / signature menus for every project



3 600

**bstars**



# THREE MASTERCHEF COMPETITORS



Three of the best performing participants from this season of MasterChef with strong social media presence will take part in the campaign with their own recipes.

\* The campaign will not include the brand MasterChef and/or its brand identity in any way, due to additional licensee rights.



# COMMUNICATION

Every brand ambassador will communicate the challenge in their social media profiles for a period of 3 days actively via 1 carousel post capturing the recipe steps and 1 story with the challenge mechanics, each.

In the end of the third day every cook will challenge the next one in row in order to keep the audience engaged during the whole campaign.

Every participant will publish 1 additional reminder post.



LOVE is the  
best ingredient.

# DIGITAL PROPOSAL



# DMP & LANDING PAGE

On ladyzone.bg we will create **entirely branded landing page** on which our hosts will announce the weekly challenge for the users. The main content will consist of **short branded video messages from every cook and recipes**, which can be used for the purpose of the game.

We will use our **Data management platform** to **reach the foodies across our digital platforms**. For the communication we will use **video rolls up to 15'** and **Π-wallpaper**.

# SOCIAL COMMUNICATION

The campaign will include **social communication on Facebook and Instagram**. There will be 7 sponsored post from our social profiles so **we can reach the foodies** on their preferred social platform.  
Two of the posts will be for generating traffic and the others will be for engagement.





**RADIO**

**PROPOSAL**



# RADIO N-JOY

Through the radio activity **we shall reach bigger and diverse audience**, which will be **challenged to participate in the culinary race**.

To reach maximum listeners, the radio will air **branded promo announcements with the voices of the campaign participants**. Also **sponsor tags** will be broadcasted – together with the promos in the ad unit of the radio program. **Live announcements** from the radio host of the rubric “Master Zone” will be specially prepared for the sponsor.





# WHY TAKE A CHALLENGE?

For the first time bTV Media Group creates a **social media-based campaign**, combining so many **diverse celebrity profiles** from the bSTARS portfolio. All the content generated will be **gravitating towards a hot topic today – cooking**, and will activate their followers while **organically positioning the partner**.

Collaboration with one of the **top chefs** in Bulgaria while also supporting rising culinary stars.

In addition to using **DMP** in the campaign and reaching an audience with an interest in the campaign topic, we present the partner with a **unique chance to be among the few brands to collaborate with our chefs**.





For a special tailor-made offer, please contact our team!

share

engage

reach **more** 