



Brief

Twice a year the Hawkes Bay Tourism Organisation hosts a public event called F.A.W.C. The success of this event is due to the fantastic food and wine experiences all found within the Hawkes Bay region. The brief was to create individual profile pieces for four different chefs in region. We were tasked with creating content that would take the viewer on a journey of discovery through a series of video pieces to engage audiences, increase interest in F.A.W.C events and increase viewership. For each feature, we created a 90sec piece to be shared on the F.A.W.C homepage, a 30sec version to be shared through paid social media adverts and a 15sec vertical Instagram edit.

Deliverables

We decided to make a single video interview of each chef focused on drawing the viewer into the passion of their creations. Along with each interview we captured multiple content pieces to be used in the second phase, which was to repurposing of content. We then created micro-content from the initial piece to share across social media channels. This resulted in a steady feed of content pieces for social media. In addition to this, a selection of stills were captured to accompany the editorial pieces used in traditional PR.

Client Overview

Hawke's Bay Tourism is the official Regional Tourism Organisation for Hawke's Bay, New Zealand.

Results

The concept was well received with content spread across social media linked to the F.A.W.C website with all traffic generated directed towards increased ticket sales. Each of the establishments were able to share the content to their own fans, maximising ROI and participation. The success of the content pieces have proven to give both the participants and the clients an ongoing selection quality content assets which can be used on an ongoing basis.

NEWS - F.A.W.C. Newsroom - Chef profile: Casey McDonald

CHEF PROFILE: CASEY McDONALD

Casey's first role as a qualified chef in Wellington was under the tutelage of Ron Moran at Citron - an iconic fine dining restaurant with only 30 seats, it was a feature on the Wellington food scene for many years. Casey spent these years in the kitchen as a junior chef, learning the workings of a high-end kitchen and honing his technical skills. With a yearning for a more diverse food scene and a move overseas, Casey moved to San Francisco and joined Restaurant Gary Danko, a classic and refined French bistro with a distinctly Californian flavour. The acclaimed restaurant harnesses the exceptional produce of the region, and is still going strong after seventeen years.

NEWS - F.A.W.C. Newsroom - Chef profile: Franky Godinho

CHEF PROFILE: FRANKY GODINHO

St George's owner and head chef Franky Godinho is a passionate chef and a perfectionist who has never been afraid to experiment with new techniques, textures and flavours. His international career has taken him all over the globe and earned him numerous accolades, including 45 medals and the New Zealand Chef of the Year title twice. He is also a member of the New Zealand Culinary Team.

Traditional values and sustainability are at the heart of Franky's cooking philosophy. Nearly all of the fresh ingredients used in his cooking are grown, nurtured, and handpicked from his organic garden adjacent to the restaurant.

GET TICKETS TO F.A.W.C. EVENTS AT ST GEORGES RESTAURANT

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