



CASE STUDY: STORYTELLING (2019)



CLIENT OVERVIEW



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

www.hawkesbaytourism.nz



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 90 sec piece to be shared on the F.A.W.C homepage, a 30 sec version to be shared through paid social media adverts and a 15 sec vertical Instagram edit.

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- ⇒ Create a journey of discovery to engage audience
 - ⇒ Increase interest in events and viewership
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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.



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.

Watch our videos below.



Chef profile: Casey McDonald



Chef profile: Nik - Delicosa



Chef profile: Francky Godinho



Chef profile: David Griffiths - Mister D



Craggy Range Restaurant

