

## HOTPOINT CHOOSES INTEGRATED MAGAZINE PARTNERSHIP TO PROMOTE ITS APPLIANCES

Magazine media helps Drive awareness, advocacy and ROI of £5m



### AT A GLANCE

<b>OBJECTIVE</b>	Drive awareness and sales of small cooking appliances
<b>AUDIENCE</b>	Home cooks
<b>PLATFORM</b>	Print, online, newsletters, social media
<b>MAGAZINES</b>	BBC Good Food
<b>MEDIA USAGE</b>	Magazines, TV
<b>MEDIA AGENCY</b>	Dentsu Aegis
<b>PUBLISHER</b>	Immediate Media

### BACKGROUND

In 2014 white goods manufacturer Hotpoint sought to build awareness of its freestanding, built-in and small cooking appliances. In an attempt to become the UK's most-loved cooking appliance brand, Hotpoint teamed up with Celebrity Masterchef winner Lisa Faulkner.



## IDEA

Immediate Media proposed an integrated partnership to create fame and credibly engage at scale with more than ten million home cooks across the three platforms of BBC Good Food magazine, bbgoodfood.com and the Good Food TV channel.



## EXECUTION

The over-arching theme was "Hot Hacks", in other words how cooks can express themselves and make their time in the kitchen easier by achieving shortcuts without compromising on outstanding results. The three month integrated partnership included three-page advertorials in issues of BBC Good Food between November 2014 and January 2015. The print content also appeared on the interactive iPad version. Hotpoint 'Hot Hacks' content hub ran on bbgoodfood.com too, supported by landing page takeovers, e-newsletters, social media Q&A and posts, homepage promo buttons, and competitions.



## RESULTS

Pre- and post-campaign evaluation research among more than 800 BBC Good Food magazine readers, online users and TV channel viewers confirmed the success of the 'Hot Hacks' partnership in creating fame for Hotpoint. A quarter of the exposed audience actively recalled seeing an element of the campaign, rising to one third in the magazine. Three in five felt the campaign was a good fit with BBC Good Food, and more than half felt Faulkner was a good choice to work with Hotpoint. A massive 50% claimed they were likely to buy a Hotpoint cooking appliance in the future - a potential ROI of £5 million. The campaign also generated strong levels of advocacy, with over a third of exposed respondents claiming they'd be likely to recommend Hotpoint cooking appliances to others.

