

BOOTH'S

FOOD, WINE AND GROCERY

Idea 3: Booths recipe video

WHY?

Each month, 500 million people watch recipe videos made by BuzzFeed's Tasty channel, especially given that Tasty is just 15 months old. This just shows how many people are interested and love watching food recipe videos. Therefore, it will be a great opportunity for Booths to follow this strategy.

A short recipe video for social media would be a perfect way to Booths to expand their market and attract a younger demographic to their products.

WHAT?

Another part of this Christmas ad campaign would be a short recipe video showing customers how to make one of Booths' most popular Christmas dishes for themselves.

1 minute long, fast paced, no audio except Christmas music in the background. Can be taken on a phone camera and no casting which means the budget will be a lot lower than the others.

This video will be short and snappy, perfect for platforms like Instagram and twitter.

Booths has no above the line advertising activity. Its primary marketing spend is in the Christmas campaign. It uses tactical activity at a local level and all this communication follows the style, look and feel of the corporate identity.

Overall, we want to create an advert that:

- Take pride in the quality of their business.
- Take pride in being northern and working with local producers.
- Work hard to engage with the communities within trade.
- Best quality products in attractive stores run by welcoming staff.
- Show their own label product ranges which they created in partnership with local suppliers and producers.

HOW?

We would create a selection of recipe videos for several of Booths' Christmas dishes:

Christmas Dinner, Festive smoked ham and maple syrup, Christmas Pudding, Mince Pies and/or Booths handmade clementine and cranberry cake

These energetic, snappy videos would be cheap and easy to film, and a perfect addition to the Christmas ad campaign.

