

CASE STUDY: GILT TASTE INTRODUCING THE INTERSECTION OF COMMERCE & CONTENT



THE GOAL:

To create awareness for and an understanding of the new Gilt Taste, a culinary-focused website that merges intriguing content with hard-to-find food products in the Los Angeles market.

Gilt Taste, launched in beta in May 2011 as the only Gilt Groupe site that does not require membership, offers an on-going full-priced marketplace of curated artisanal products and wines, as well as thoughtful original editorial content, gorgeous photography, delicious recipes, one-of-a-kind videos and Daily Special sales. Ruth Reichl, former editor in chief of *Gourmet* and restaurant critic of *The Los Angeles Times* and *The New York Times*, serves as Gilt Taste's Editorial Advisor.

Bullfrog & Baum was hired in fall of 2011 to integrate the new brand into the Los Angeles market.

THE PROCESS:

In keeping with the spirit of the brand, the agency decided early on that the overall communications strategy was to adhere to its central mores, as a true content-meets-commerce entity that is at once "inspired, inspiring, honest and coveted." Effectively, the media outlets, tactics and story angles for Gilt Taste targeted like-minded partners and coverage.

Pursuing a multi-layered approach that naturally integrated Gilt Taste into the Los Angeles market, Bullfrog & Baum developed a public relations plan that included a launch event and strategic media outreach. Media outreach tapped into key, third party tastemakers that would reach the site's desired audience. A mix of food, lifestyle, fashion and design publications, all of which speak to this particular demographic, made up the list of top targets. A bevy of tactical materials, from highly regarded editorial representatives to recipes to curated seasonal products, were cultivated to create a multi-faceted toolkit of angles for delivering the Gilt Taste message.

To showcase the brand experience in a highly personal and meaningful way, the agency gathered an assemblage of top-tier local media, culinary tastemakers and Gilt Taste brand ambassadors for the Los Angeles launch event. Bullfrog & Baum identified an opportunity not only to build brand loyalty amongst this group of highly impactful influencers, but to leverage the event and host/ambassador Ruth Reichl for prime media opportunities.

THE RESULTS:

Bullfrog & Baum invited 25 top tier media and captured a 76% return rate of confirmed attendees for the Los Angeles event.

Lifestyle coverage maximized the brand image of Gilt Taste through the patronage of local chef and media influencers in attendance at the Los Angeles event, culminating in star-studded pictorials and recaps in *Los Angeles Confidential*, *Los Angeles Magazine online*, *Grub Street* and *LAist*. Consumer-driving online stories were generated through seasonal goods available on Gilt Taste, from *C Magazine's* coverage of perfect holiday gifts to local *NPR* affiliate *KCRW's* feature of summer pies on their gastronomically focused *Good Food* blog. In-depth discussions of the website, its core values and specific products were published through well-curated interviews with Editorial Advisor Ruth Reichl, in prestigious local outlets such as *The Los Angeles Times* and *LA Weekly*.

