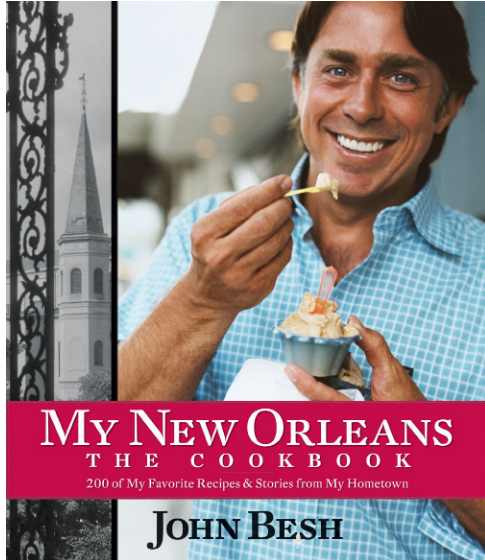


CASE STUDY: MY NEW ORLEANS: THE COOKBOOK

Demonstrating A Year-Long Strategy With Measureable ROI



OVERVIEW:

In 2009, Andrews McMeel Publishing retained Bullfrog & Baum for a 12-month term to handle the media relations surrounding the launch of acclaimed chef John Besh's first cookbook, *My New Orleans: The Cookbook*.

My New Orleans is Besh's celebration of the food he loved as a boy growing up on the bayous, refined in his years of study in America and in Europe and brought home to his beloved city. It is here that he has passionately thrown himself into the rebuilding of post-Katrina New Orleans, and to making his restaurants – Restaurant August, Lüke, Besh Steak, La Provence, and Dominica – indelible parts of the city's restaurant landscape. *My New Orleans* is also a photographic journey of Besh's personal past and a celebration of the city's iconic food imagery.

CLIENT OBJECTIVES:

- Garner awareness of the cookbook's release through strategic media relations, securing stories and segments that would in turn generate sales
- Secure national profile pieces and broadcast coverage, highlighting key recipes and story elements related to the cookbook
- Solidify key local coverage including calendar listings, broadcast segments, and print interviews, promoting Besh's 13-city cookbook tour
- Create marketing partnerships and events with like-minded brands, building alliances to further promote cookbook sales and awareness

MEDIA ANGLES:

The core of Bullfrog & Baum's media strategy was to identify and uniquely service the naturally existing angles stemming from the cookbook and its content. Examples include:

- Culinary elements including key ingredients, cooking techniques and recipe-driven features
- Product "front of book" placements
- Personal and hometown stories surrounding key chapters of the cookbook
- Holiday stories including Mardi Gras, Thanksgiving, Christmas, and other topics recollecting select recipes
- Profile stories positioning Besh as the leader of a new generation of New Orleans' chefs, dedicated to preserving the unique cuisine of the city
- Profile pieces positioning Besh as a spokesman for the state of Louisiana, championing local products and producers [fisherman, farmers, purveyors, etc.]



SUMMARY OF RESULTS:

- Secured feature stories with recipes and photos in a diverse range of national outlets, capturing a wide audience, including: *Men's Health*, *Men's Journal*, *People Magazine*, *Food Network Magazine* and *Southern Accents*.
- As "front of book" placements and inclusion in cookbook round-ups [featuring the cover of the cookbook] are recognized for driving book sales, Bullfrog & Baum secured the following coverage: *Saveur* (Best Cookbooks of the Year feature), *Town & Country* (cookbook spotlight), *The New York Times Dining Section* (Best Cookbooks of the Year) and *Fine Cooking* (Best New Cookbooks to Give as Gifts).
- Brokered a Reuters Q&A feature, which appeared in more multiple newspaper and print outlets.
- Pursued media opportunities for Besh in regional markets throughout the 13-city book tour; which resulted in newspaper food section features including: *The Chicago Tribune* (which included a national module), *The Houston Chronicle* and *The Birmingham News* in addition to appearances on local television outlets including WGN TV Chicago "Lunchbreak" and CBS TV San Francisco "Eye on the Bay."
- Brokered major features on national television outlets including: ABC News "Nightline" with producer Sarah Rosenberg on her recurring "Platelist" segment (4-5 minutes) which showcases the country's best chefs and NBC's "Today" show with books producer Jacqueline Levin, where chef Besh demonstrated seasonal fall recipes from the cookbook.
- Online placements secured on food outlets from AOL.com, MSN's Delish.com to culture outlets like TheDailyBeast.com and TheAtlantic.com which in turn created direct links to online shopping outlets such as Amazon.com, positioning the book for streamlined point of purchase sales.

BEST "HIT"

Based on feedback from Andrews McMeel, the media placement that drove the largest spike in book sales was ABC News' Nightline, which aired on November 23, 2009. My New Orleans and Besh were showcased in a four-minute segment that included a one-on-one interview with the Chef along with footage of him demonstrating select recipes from the Thanksgiving chapter of My New Orleans.

In addition, according to Nielsen Media Research, ABC News' Nightline was #1 for the 2009 November sweep among adults 18-49 with total viewership outperforming NBC's then "The Tonight Show with Conan O'Brien" and "CBS' Late Show with David Letterman." To review the Besh segment first hand, please click on the following link

<http://abcnews.go.com/Nightline/Platelist/john-besh-orleans-chef-shares-recipes/story?id=9119215&ros=true>

SUCCESS STORY

Bullfrog & Baum created a systematic and strategic process for launching the cookbook to all forms of media. To begin, Bullfrog & Baum identified key long-lead outlets, providing unique storylines and exclusives. To secure these profiles and solidify the interest of this media group, Bullfrog & Baum enacted the following tactics: a) a scheduled series of desksides, where press were provided the opportunity to meet Besh in person, gathering his personal perspective on the creation of the book and its recipes; and b) a tiered national press mailing of the cookbook's blurb to further seed stories.

As the launch of the cookbook approached, Bullfrog & Baum initiated short-lead outreach [print, online, broadcast] and worked closely with the publisher to solidify press opportunities during Besh's 13-city book tour. In addition, a cookbook launch party was executed in both New York City and New Orleans, where media were invited to sample tasting portions featuring key dishes/recipes from the cookbook. Lastly, a second phase mailing was implemented, this time including the final hardcopy of the cookbook. Throughout the campaign, customized and continuous pitch efforts were conducted by a core team of publicists.

Total 84,745,1919 consumer impressions were garnered via over 70 placements with combined circulations of 146,557,886.

As for cookbook sales information, Andrews McMeel's two initial print runs (60,000 books) are sold out and the publisher already has outstanding orders to fulfill for a third printing, which should begin shipping in early January, 2010.

