

CASE STUDY: ZWILLING J.A. HENCKELS PUBLIC RELATIONS PROGRAM SUMMARY 2010

Making a Splash in Cookware and Cutlery

THE CHALLENGE:

Secure editorial coverage and maintain a share of voice for the overall ZWILLING J.A. Henckels brand, including Staub and Demeyere cookware during a downturn in spending on luxury items in the present economic environment and in the competitive high-end cookware and kitchen tool category. Seek inclusion in seasonal stories and gift guides as well as key product round-ups with targeted media outlets.

THE SOLUTION:

Bullfrog & Baum (B&B) targeted a variety of avenues for coverage by executing intensive media relations surrounding the brand's core and new products, as well as equity programming initiatives. The team utilized influencers, creative pitch angles, partnered with key retailers to help drive traffic in-store and promoted the product quality and lifespan to show value for dollar spend. Specific programming included:

- New Product Launch Events
- Seasonal and Gift Outreach
- Trade Outreach
- News Bureau Outreach

THE PROGRAM & RESULTS:

NEW PRODUCTS/EVENT OUTREACH:

B&B coordinated a cooking demonstration for Staub cast-iron cookware and exclusive retailer Williams-Sonoma hosted by Chefs Eduard Frauneder and Wolfgang Ban from renowned restaurant Seasonal in New York to launch the reintroduction of Staub to Williams-Sonoma stores in new exclusive colors, shapes and styles.

April 2010: Thirty top-tier national and regional outlets were exposed to the brand's message about the ease of cast-iron cooking while observing Staub's signature "oven to table" platform.

Highlights: *The Early Show, Esquire, House Beautiful and Town & Country Weddings*



September 2010: The team created an intimate knife skills class hosted by Chef Jesse Schenker of Recette held at The Standard in New York to launch Zwilling J.A. Henckels and Williams-Sonoma's three new cutlery lines.

Twenty-six key national and regional media received a hands-on tutorial on basic knife skills utilizing new Zwilling J.A. Henckels cutlery. Exposure to the knives reinforced the brand as a cutlery authority with superior technologies and expertise.

Highlights: *Details, Fast Company, The Nest, Wine Spectator and Luxist.com*



SEASONAL AND GIFT OUTREACH:

As part of ongoing media outreach, B&B positioned Zwilling J.A. Henckels as a supplier of quality gift options for stories with a seasonal or occasion-specific angle throughout the year including wedding registries, holiday gift guides, Valentine's Day, Mother's Day, Father's Day, summer grilling and more.

Pitches included occasion-appropriate specialty products such as Staub's Heart Shaped Cocotte for Valentine's Day and Zwilling J.A. Henckels' Five Piece BBQ Set for Summer Grilling Season Highlights: *InStyle*, *Every Day with Rachael Ray*, *Maxim*, *Town & Country Weddings*, *Traditional Home*, *WeightWatchers.com* and *NYMag.com*

MAXIM

NEW YORK

InStyle

TRADE OUTREACH:

Press material creation and distribution as well as media outreach was conducted to draw attention to Zwilling J.A. Henckels trade initiatives including IHA (International Housewares Association) and the opening of the 41 Madison Showroom, a space to showcase feature products.

Highlights: *Gourmet Retailer*, *Apartment Therapy*, *TableWare International* and *iVillage*

iVillage



apartment therapy

NEWS BUREAU:

Ongoing media outreach allowed brand messaging to be communicated to outlets via regular editor meetings and opportunistic industry learnings. In conversations with a variety of media, B&B presented Zwilling J.A. Henckels as the go-to brand for both quality and luxury kitchen goods with superior technology.

Highlights: *Bon Appétit*, *Fine Cooking*, *Elle Décor*, *House Beautiful*, *O, the Oprah Magazine*, *PARADE*, *Men's Journal* and *New York Post*

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