



COOKING UP A SOCIAL MEDIA STORM

MasterChef Simon Gault has a remarkable talent for bringing together the best people, tastes and techniques from around the World. As an executive chef, Simon has guided restaurants to become Restaurant Of The Year on multiple occasions. New York's Influential magazine - Conde Naste has recognised one of Simon's restaurants as being within the Top 50 in the world.

Simon Gault has his own range of cookbooks, seasonings, stocks, deli shop, MasterChef Judge and intensive filming schedule.

TRAFF1K D1G1TAL WAS ENGAGED TO:

Implement Digital Strategy and Social Media Campaign.

ANALYSIS: Traff1k D1g1tal initially performed an analysis on Simon's personal profile and accounts. It was apparent that Simon understood the importance of Social Media but needed to generate a return on investment. His brand needed to engage with the conversation that was occurring during the airing of MasterChef New Zealand and other TV programs he featured in, however due to time constraints and a busy schedule, he was unable to manage this himself.

Target Market

Restaurants, 9 in total. Foodies. MasterChef followers.

Brand

Strong growing brand with a large following.

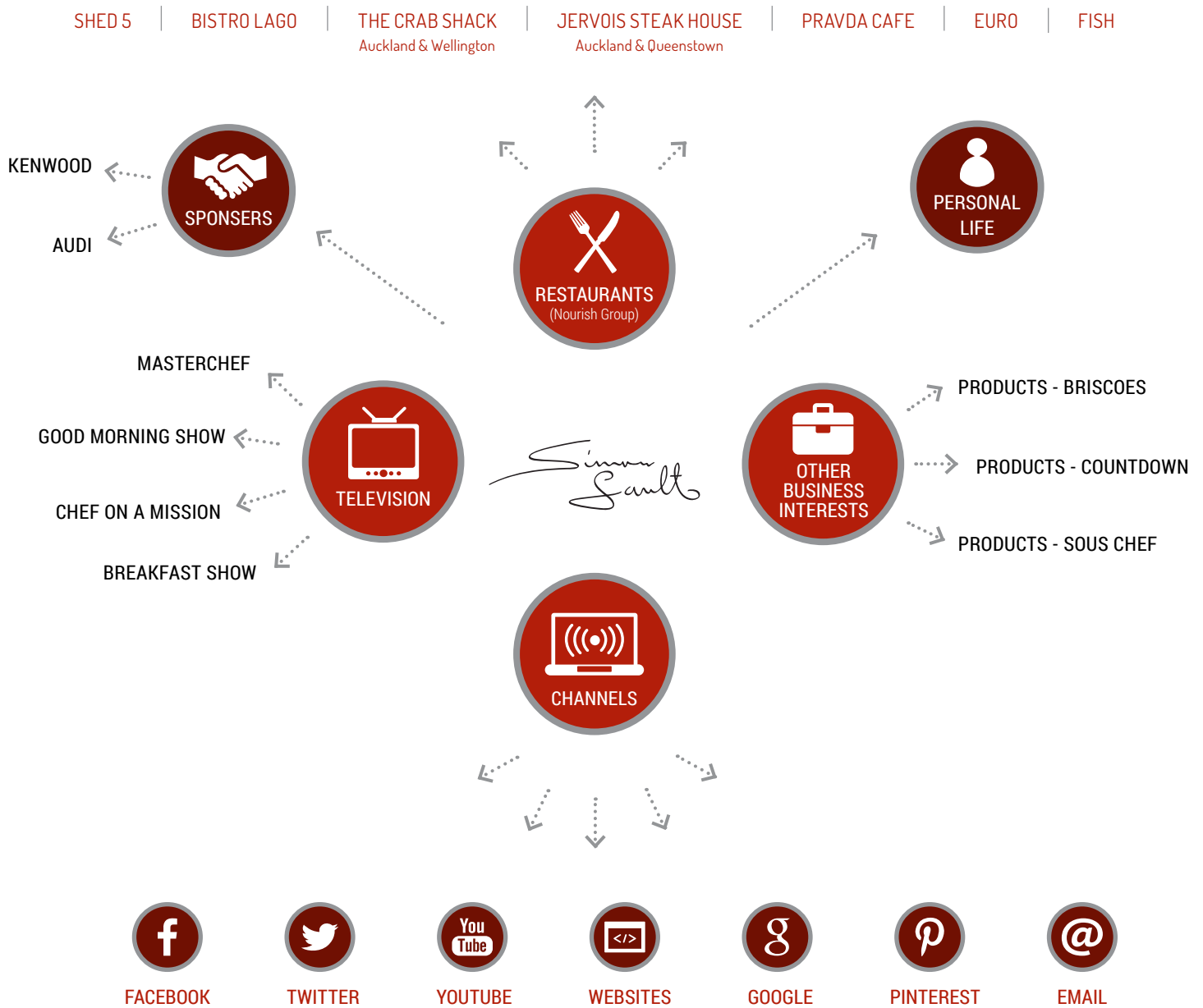
Account

Personal facebook account operating, no fan account.

Other Social Media

All other Social Media accounts including Twitter, YouTube and Pinterest non existent.

STRATEGY:



RESULTS:

| | | | |
|--------------------------|-----------------------------|--|--------------------------------|
| +40,000 | 2.8M | SPOTLIGHT | 3,300% |
| LIKES & +7,000 FOLLOWERS | MONTHLY AVERAGE IMPRESSIONS | MOST VISIBLE AND POPULAR MASTERCHEF NZ JUDGE | INCREASE IN LIKES YEAR ON YEAR |

Source: Simon Gault Facebook, throughout 2013-2017.