Welcome
Objective

We want the audience to...
Understand cooking is fun!
Think it’s easy and healthy to do
Get them in the kitchen and start cooking!
Know that
“Clean up” is easy
Have fun and feel good about cooking!
Who's your Audience?
Female Audience

- Interested in healthy cooking
- Interested that their family members eat nutritious food
- Primary cooks in the home
Age of the Female Audience

Younger women interested in cooking or want to learn how to cook.

Ages of women between 20-65
This group of women

✓ Purchase groceries for their households
✓ Exercise regularly
✓ Volunteer in their community
Your female audience wants to learn new skills.
Male Audience
Single men between 20-40 years
The Modern Man

Well Dressed, Well Groomed & Well Educated
Activities
- Exercise Regularly

Interests
- Shop at health food stores
- Buy organic products
What’s The Message?
Core Messaging

People can have fun in the kitchen cooking with easy and healthy recipes and by using Demarle cookware.
Slogans

Good Cooking, Good Eating, Good Times!
Slogans

Who says cooking isn’t fun?
Positioning

Unique selling points for

Finding Fun in the Kitchen
YOU!
Flexipans by Demarle
Space saving
Demarle Flexipans

Easy to clean

Dishes are Clean.
Demarle Flexipans

Designed with woven glass & food grade silicone
NON-STICK

No oil, no grease, and no sprays
Heat resistant up to 480º
Branding

You’ve got the LOOK!!!
Branding

Branding Guide.swf
Corporate Identity

Business Cards

Letterhead

Envelopes
Collaterals

Off to the presses
Invitations

At-home cooking parties

• Experience “Good cooking, Good eating, Good times” first-hand

• Demarle flexipans
Invitation Sketches
Included in the Flyer

• Logo
• Website to “Finding Fun In the Kitchen”
• Important Dates of Interest
• Special Events
• Special Offers
Flyer Sketches
Brochures

- About you
- Information about your business
- “Finding Fun In The Kitchen”
- Information regarding the Demarle cookware
- Possibly include your Philosophy
The Cookbook

Other Possible Binding Techniques

3 Ring Binder Style

Tabbed Dividers with 6 Categories
1. Appetizers
2. Soups
3. Main Dishes
4. Vegetables
5. Breads
6. Desserts
Wish List & Contact Cards

Wish List

________________________________________________________

________________________________________________________

Information

Name________________________
Address_______________________
City/State_____________________
Zip___________________________
Phone________________________
Email________________________
New Media

The new way to communicate
Included In the Website

- Information about you
- Links to your online recipes
- Forums
- Links to other social media sites
- A Link to the Demarle website
- A place for your web videos
Website-Flowchart

Finding Fun In The Kitchen

HOME

BIO

RECIPIES

MAIN DISHES

BREADS

VEGGIES

DESSERTS

MISC

COOKWARE

COMPANY INFO

LINKS

PHOTOS

CONTACT

CANDYLAND LINK

EMAIL ETC.
Facebook

“Create a Page”

• Share and promote “Finding Fun in the Kitchen” on personal Facebook page
• Invite friends to build fan base
• Post updates/photos

• Invite friends to build fan base
• Post updates/photos
Twitter

Say it all in 140 characters
Food Blog

- Stay connected with your customers on a daily basis
- Let customers know about new recipes
- Let customers rate the recipes
- Offer free downloadable recipes
- Open chats for cooking tips
- Share your enthusiasm for cooking
- Direct customers to your web site
Budget & Timeline
Legal and Ethical Issues

- Photo and model release forms
- Licensing fees for the fonts
- Work for hire - photographer/videographer-release forms
- Licensing fees for photos from the internet
- Permission from Demarle cookware to use company photos and copy