

Case-In-Point

MARKETING SUPPORT

CHALLENGE

- The manufacturer of countertop cooking equipment had planned a "Chef's Challenge" event, encouraging more innovative use of their equipment to highlight menu versatility opportunities. Antunes wanted to leverage the event to reach audiences who were less aware of their brand and to grow social media followers.



SOLUTION

- A plan was designed to promote the video content captured at the event, targeting chefs and other decision-makers from relevant segments:
 - A teaser video was promoted through a paid LinkedIn campaign, inviting viewers to follow the brand on social media to see "Chef's Challenge" menu innovations
 - Select videos capturing chef participation also were promoted through paid LinkedIn campaigns
 - A landing page was developed to contain all videos, event information, branded content and CTAs for social follows and website visits, and the URL was used in all social posts (organic and paid)
 - A written piece of content summarizing the trends surfaced through the event was produced and promoted organically and through a sponsored LinkedIn post

RESULTS

- The LinkedIn campaigns' average click-through rate nearly tripled industry averages at 1.14%, contributing to a 55% increase in YouTube subscribers and above-average increase in LinkedIn followers. In addition to the social activity, the campaign landing page attracted nearly 700 unique users who actively engaged with the videos and other content.

/// IMAGINE SOMETHING Different

Antunes

Antunes Chef's Challenge 2019

Antunes equipment is known for its tremendous versatility, allowing chefs and operators to constantly innovate and expand their menus. To demonstrate all that Antunes makes possible, we recently invited seven chefs from the U.S., Canada and Mexico to come together for a special cooking competition using Antunes equipment.

Each chef used the versatility of Antunes equipment in surprising new ways. Explore their delicious creations in our videos below.

BE SURE TO JOIN US AS WE SHARE NEW RECIPES, EXPERT TIPS AND MORE.

/// See The Chefs In Action

7 Extraordinary Chefs Imagine Something Different

See how Chef Waltham used the Deluxe Food Warmer and Egg Steamer to create a decadent smores-style bread pudding topped with meringue.

Save the rich flavors of Chef Morales' Southern-style shrimp and grits, prepared using the Jet Steamer and Rapid Steamer.

Experience "The Food of the Future" with Chef Chibowski as he prepares his delectable flatbread with wild rice and farro alongside the Deluxe Food Warmer, Jet Steamer, Hot Dog Cooker and Flatbread Toaster.

Take a bite out of Chef Hanzel's Chicago-style Italian beef sandwich with homemade pickled gardenia, made with the Rapid Steamer and Versus Contact Toaster.

Get a firsthand look at Chef McDermott's "okonomiyaki" — a savory Japanese pancake with pork belly and marinated shrimp — created using only one Egg Steamer.

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