TASTE OF HAPPINESS

EXECUTIVE SUMMARY

PROJECT IDEA

A Taste of Happiness (ToH) is a new global project based on the power of measurable storytelling. By spot-lighting local people and authentic stories, we present and position destinations, their culinary crafts and local flavours to a global audience. In short, we offer innovation in marketing with sales recovery tools in a time of Covid-19.

VIDEO EPISODES

Through engaging 12-minute video episodes created by the best filmmakers, we present destination’s culinary crafts, traditional recipes, flavours and interwine them with stunning landscape pictures and cultural context.
Each episode delivers unique content through narrated stories of two amazing personalities carefully chosen from the culinary industry: chefs, food and drink producers, farmers or winemakers.
What brings them together is the Taste of Happiness.
TASTE OF HAPPINESS DIGITAL PLATFORM

All video episodes as well as additional materials and content including trailers, making-offs and photo galleries are embedded on the ToH digital platform. We **bring viewers to our platform through advanced programmatic campaigns.** We create the desire for presented products and direct viewers to online and offline sales channels through **Real Performance Marketing (RPM)** campaigns. This allows you to build and reinforce the destination image, attract new visitors, and elevate the sales of local products.

MEDIA REACH

Created and executed by a team of highly-skilled professionals conversant in TV and digital media - **ToH guarantees millions of views per episode - a greater reach than popular TV culinary and travel shows!**

In addition to the ToH digital platform, the reach of each episode is supported by prestigious broadcasters such as: **National Geographic,** culinary & travel printed magazines and TV exposure on Canal+.

TARGET GROUP

ToH inspires **world travellers, food- and culture-lovers, shoppers** and well-being enthusiasts with fascinating knowledge about selected destinations and their food & drink culture.

PARTNERS

The project offers its clients a unique opportunity to **build storytelling narratives into their communication strategy** and integrate this with Real Performance Marketing.

As ToH promotes values such as authenticity, passion, respect, sustainability and happiness, we have partnered with **Planet Happiness** to achieve common goals.

CONVERSION & TRAFFIC

ToH views and traffic are measurable through our **Data Management Platform (DMP).** Conversion is delivered by the latest **Big Data** marketing tools and **geotagging** solutions.

CONTACT

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