



SNAPCHAT
DISCOVER

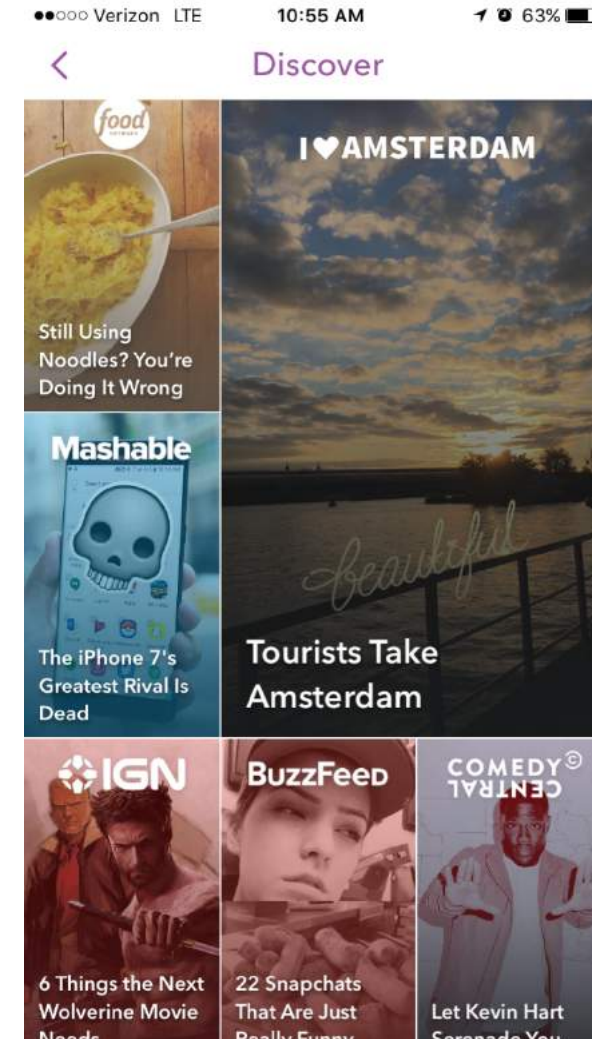
Building a Winning
Snapchat Game Plan for
Food Network — And You



DISCOVER VERSUS STORIES

Ephemeral content creation with a social media app.

- Snapchat started as a messaging app allowing users to send pictures and chat with friends through disappearing content
- Stories were introduced to allow users to share personal content with a larger audience
- Discover launched in January 2015 as the content arm of the app, with 12 partners including Food Network
- Currently FN produces 14 “snaps” or pieces of content per day, five of which are video, almost all of which have a long form element to encourage users to swipe up
- We measure success in time spent and completion rate with PVs being very dependent on first tile image and headline
- Ad sales can sell themed editions either based on the editorial calendar as it exists or as a pitch to editorial for a new theme



HOW TO SPEAK SNAPCHAT

Food Network content through the lens of a millennial audience.

- Our goal is to create content that is in line with the Food Network brand but that also feels relevant to our core audience on Snapchat.
- Our focus with each snap is to expand our traditional recipe and cooking content by including everything that makes eating fun: breaking food news, pop culture, zeitgeist pieces, edible travel, party tips and basic crafting
- Humor, irreverence and celebrity are all high-performing content areas that we will continue to explore within the context of our overall brand look and feel.
- Key millennial words we always like to keep in mind: sriracha, kale, mason jars, artisanal, rainbow, sprinkles and nostalgia.

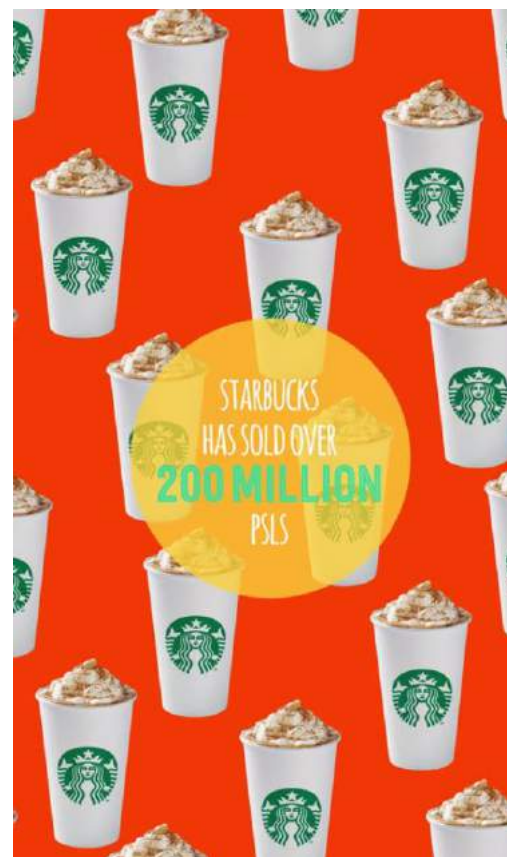


WHAT CONTENT RESONATES?

Listicles, diets, what NOT to do and hacks are all our highest performers and buzz words.

TOP CONTENT PERFORMERS:

- Video segments from Chopped, Unwrapped and Pioneer Woman
- Grandma's Secret Blueberry Pie
- 100 Calorie Snack Ideas
- Don't Even Think About Eating These 12 Foods
- What Does 100 Calories of Food Look Like?
- Microwave Hacks Every New Cook Should Know
- I Tried the Baby Food Diet
- I Ate Foods I Didn't Really Like For a Week



TRANSLATING TRADITIONAL CONTENT TO SNAPCHAT

We take existing content for an older audience and make it work for millennials.

Make a Wintry Peppermint-Stripe Pillow

Add another layer of cheer to your holiday decor with this retro peppermint-stripe throw pillow. The best part? No needle and thread required.



Fignside Out Productions



By: Brian Patrick Flynn

Tags: Holiday Crafts Crafts Holidays Accessories Christmas Pillows No Saw

Materials Needed

- white pillowcase
- pillow insert
- red ribbon (varied widths and shades)
- white ribbon (varied widths and shades)
- scissors
- stick pins
- fabric glue



DIY

Dorm-Ready
Peppermint Pillow

A Peppermint-Inspired
Project

food network's
healthyēats

Healthy Eats Home Healthy Recipes Chefs and Restaurants Healthy Tips Subscriptions

10 Time-Saving Kitchen Hacks

by Katie Cavuto-Boyle in Uncategorized, December 13, 2013

PRINT Email Facebook Pinterest Twitter Google+ Comments (2)



True, time in the kitchen can be relaxing and therapeutic — but that doesn't mean efficiency is a bad thing. There are lots of shortcuts that make cooking a healthy meal quicker and simpler. Here are ten favorite tricks of the trade.

- Pomegranate seeds are like gold — especially if you have to take your time to pick them out individually. Try this instead: Cut the pomegranate in half, and gently loosen it with your hands. Holding the cut side down over a bowl, whack the skin with a spoon. The seeds will pop right out!
- For easy cutting of fruits and vegetables, start by cutting a small piece from one side of the ingredient to form a wide, flat surface. Then use the flat surface to stabilize the produce. The food will be less likely to roll around (and you'll be less likely to cut yourself).
- Forget chopping garlic. Use a Microplane and grate it instead. The same trick works for garlic.
- Avocados are actually quite simple to cut, if you know this old move: Cut the avocado in half lengthwise. Give it a twist to release the halves. Strike the blade of the knife into the pit. While holding



HOW DO WE WORK WITH FOOD NETWORK TALENT?

Network talent are featured in take-over editions with exclusive content and promotions.

Talent create custom content either on their on phones, within their show production schedule or with our Snapchat crew in the Food Network Kitchen. All talent promote from their social handles cross-platform on the day of the takeover.

- Katie Lee
- Alton Brown
- Geoffrey Zakarian
- Giada De Laurentiis
- Jeff Mauro
- Duff Goldman
- Andrew Zimmern
- And more!



LOW-FI CONTENT PRODUCTION WITH SCRIPPS LIFESTYLE STUDIOS

We shoot original content across social platforms and teams, editing for each outlet.

Original videos and photography are shot and edited by the year-old SLS team, launched to assist with daily publishing platforms.

Where we shoot:

- Two studios in Chelsea Market offices
- In the Food Network Kitchen
- On location in New York City



HOW DO WE WORK WITH INFLUENCERS?

Key influencers can help to grow and expand our audience in the millennial demographic.



Original series from
Hannah Bronfman
@hannahbronfman
(331K Instagram
Followers)



Original series from
Supernatural, co-pro
with Food.com (4K
Instagram Followers)



Original series from
Skyler Bouchard
@nycdining (145K
Instagram followers)



Original series from
Instagrammer and
cake expert
@Chelsweets (85K
Instagram followers)



Original series from
Tieghan Gerard
@halfbakedharvest
(247K Instagram
followers)

INFLUENCERS AS PARTNERS

Sharing content on social media.



nycdining
Snapchat
Following

4,830 views

nycdining IT'S LIT 🔥🔥🔥 find out where to get this giant #lit TIKI BOWL on @FoodNetwork's Snapchat Discover Channel today!!! #SippingwithSkyer

marynilan @allisenj3 @terryp91 yummmmm

brunofarahbarreto @johnphillipe

brunofarahbarreto @mah___05

stanislav_muzyka_tennis This is great :)

❤️ Add a comment...



halfbakedharvest
Following

5,447 likes

halfbakedharvest You guys!!! Today is the day! The first episode of Tieghan's Harvest Table is out on @foodnetwork snapchat discover channel! Yes!!! We are making this end of summer Ramen soup and it is the BEST! Be sure check out the full recipe today on food networks snapchat discover channel! ☺️☺️

view all 98 comments

hr_josh2013 I saw it on snapchat and I was SO excited for you! look at you being so fancy! I've been following you for a long while and I am impressed by your hard work and also by your amazing kitchen! go you!

@halfbakedharvest

nicolejustine88 Great video!!! You make cooking ramen look so easy!

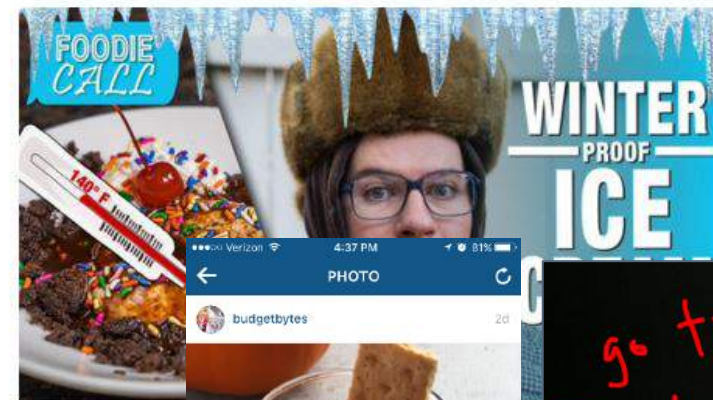
sszarka @kkseoul

dinastijahan Yumm!

❤️ Add a comment...

Justin Warner @EatFellowHumans · 23h

Foodie Call returns with @biggayicecream and it's like better than cartoon cats. On @Snapchat now!



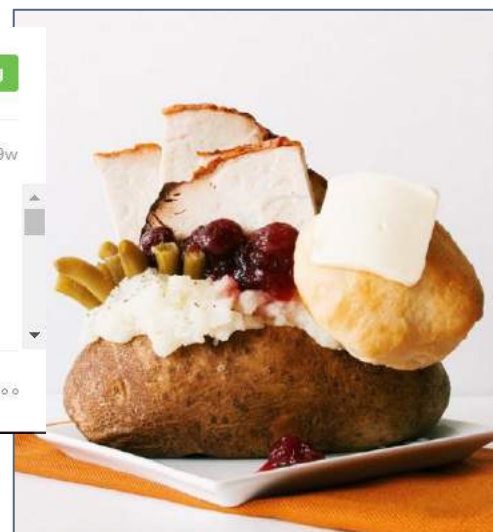
hannahbronfman
Following

3,659 likes

hannahbronfman If you tweet or snap me what I'm making on today's episode of Feel Good on @foodnetwork X Snap #discoverpage I will send one lucky person a sick package with lots of goodies hand picked by yours truly! Now go watch and tweet/snap me!!!!

#feelgoodwithhannah #episode2

❤️ Add a comment...



legamissunshine
Following

102 likes

legamissunshine Snapchat, be sure Overstuffed and C Potatoes on today Snapchat Discover this one, my Turkey Potato, and 5 more

#turkeycinnabaki

legamissunshine #foodblogger #fo #bakedpotato #ba #overstuffedbake #bhgcelebrate #in #152grams #feed #buzzfeed #abm #huffposttaste #m

meghanhiggs @dbates_022

magic_kingdom_mamas @shellygrove r

legamissunshine @meghanhiggs dmnir kinndom mamas Thanks for

❤️ Add a comment...

go to
Foodnetwork
discovery
Page
And Check
out my video
on apple
juice

@krispyshorts



DINING WITH SKYLER: WHAT DOES IT MEAN TO BE AN INFLUENCER?

The varied roles and responsibilities of being an influencer.

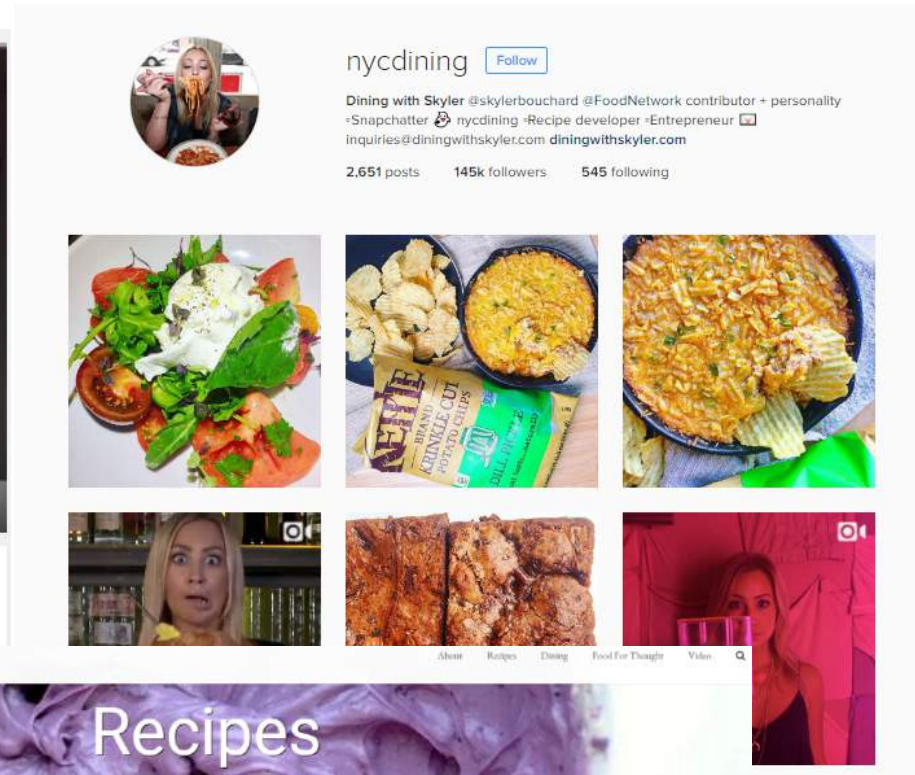
- Social media personality
- Instagram influencer
- Recipe developer
- Entrepreneur
- Blogger
- Photographer



Rainbow Tie Dye Cake Balls - Ballsy Bites Episode 1



+ Add to Share ... More



Dining with Skyler



Featured



Breakfast



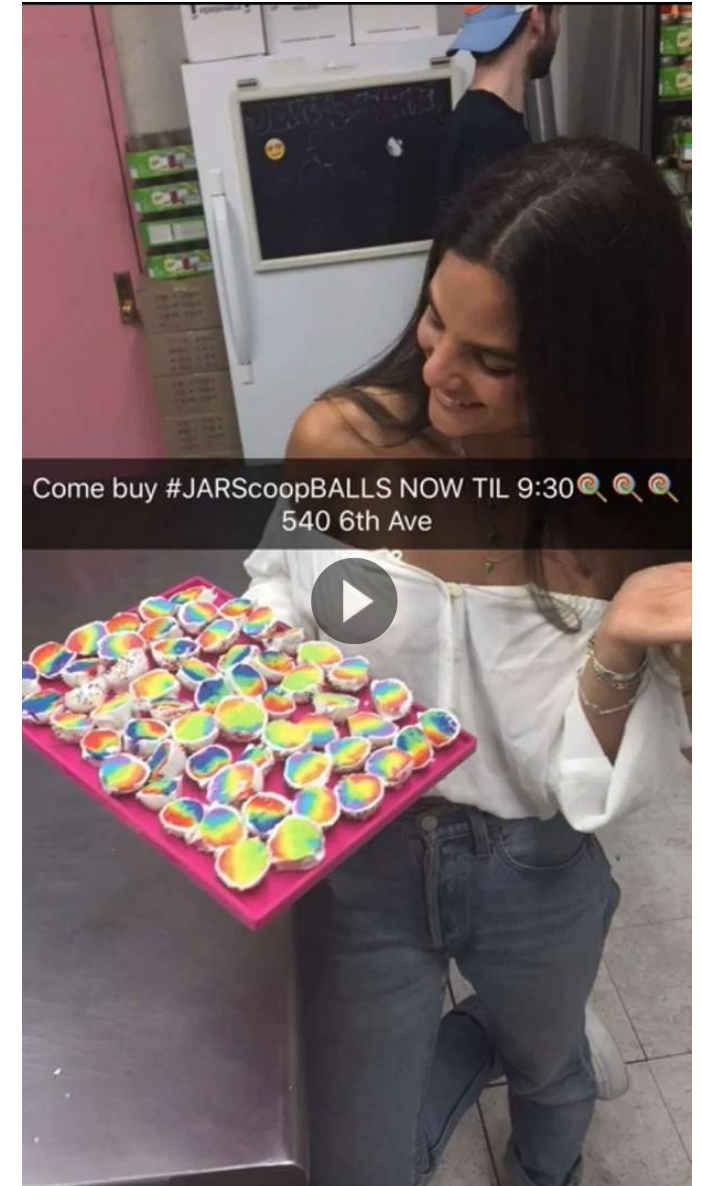
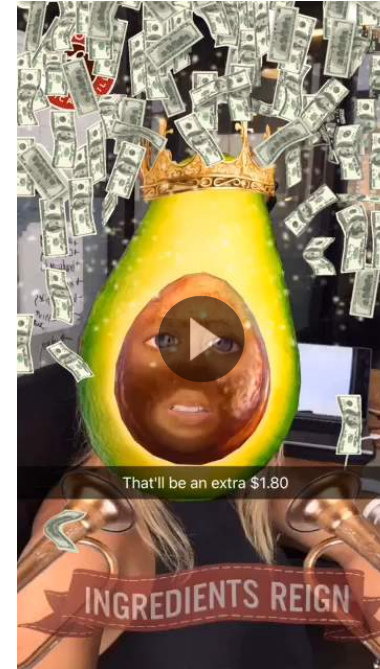
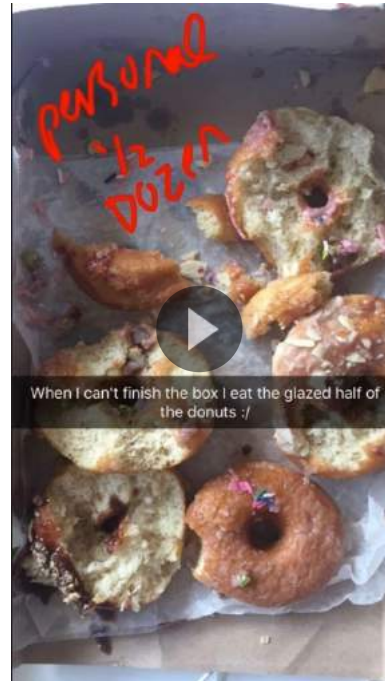
Lunch/Dinner



WHY USE A SNAPCHAT INFLUENCER TO BUILD YOUR BRAND?

There are many ways to utilize influencers in brand marketing.

- Story-telling
- Personalization
- Natural brand/product integration
- “Keeping it real”
 - Funny filters make content more engaging
 - Behind the scenes
 - The “anti-commercial”
- Multi-channel social media promotion



Influencers work with brands from start to finish to produce the best promotional content.

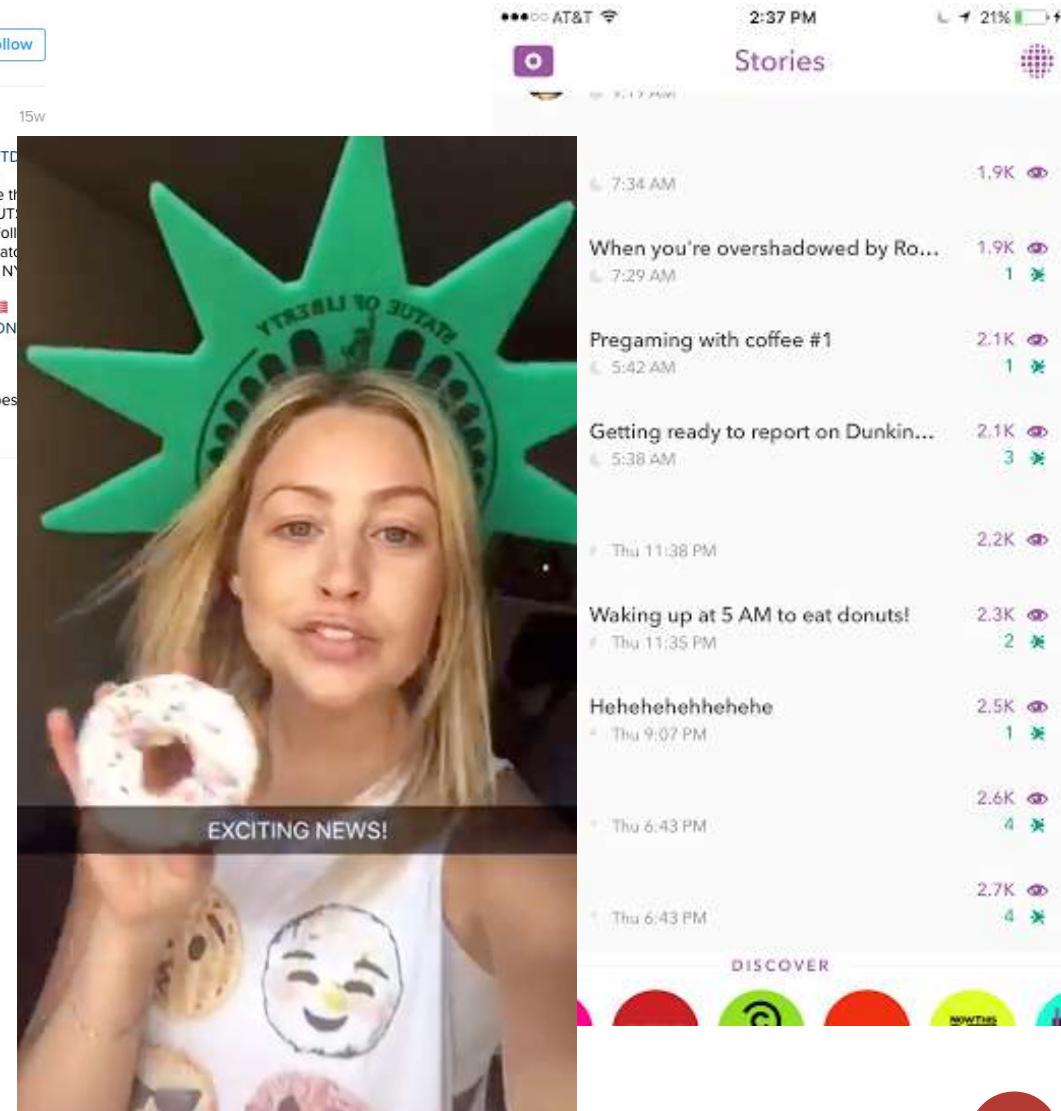
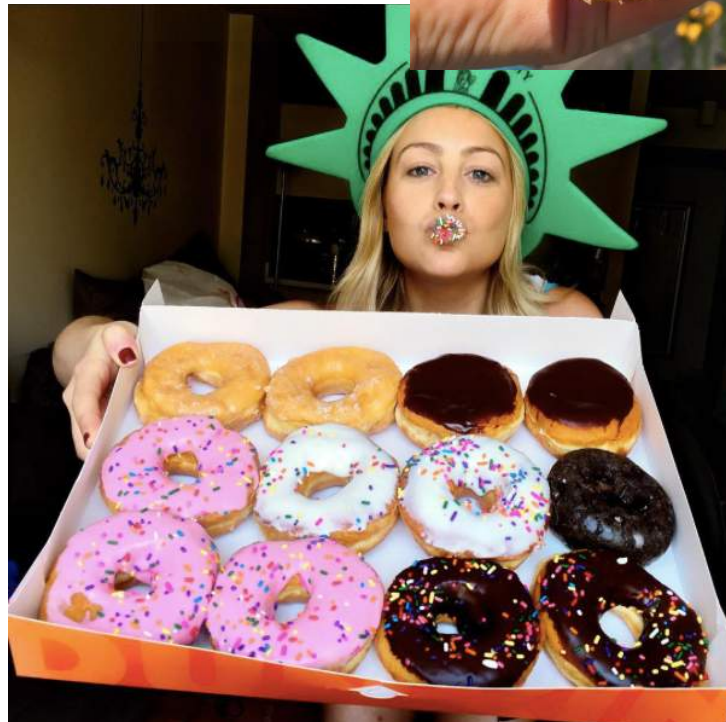
- Campaign
- Compensation
- Prep
- Personal Snapchat stories
 - The airplane mode technique
- Takeovers
- Managing content calendar



CASE STUDY: DUNKIN' DONUTS

Dunkin' used Snapchat and Instagram influencers for their #NationalDonutDay campaign.

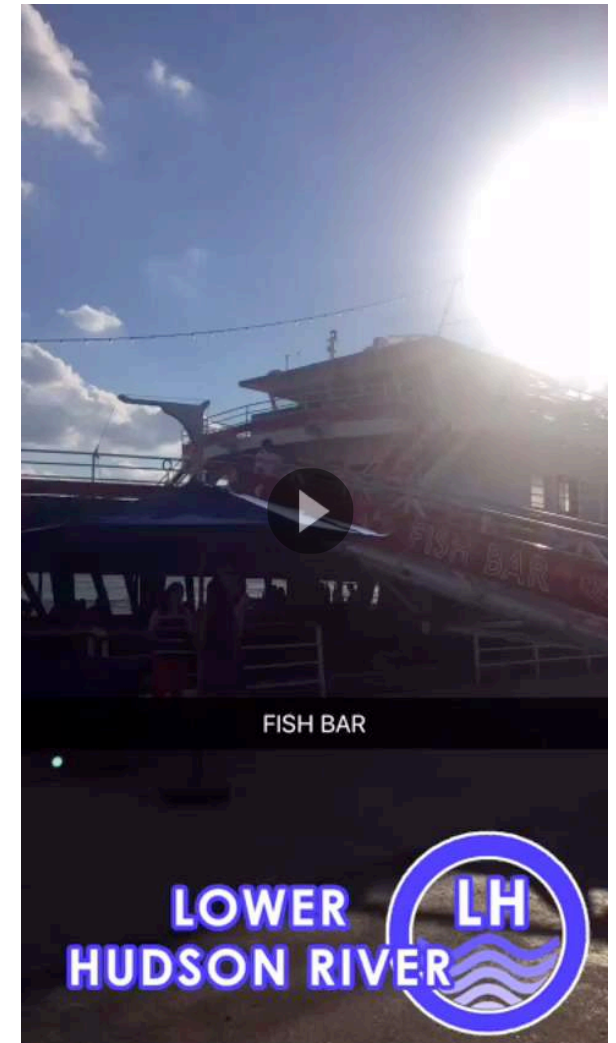
- #NationalDonutDay
- Geotag filters
- Influencer takeovers
- Cross promotion



EVENTS

World Yacht used social media influencers to promote their New York river cruises.

- 2 Instagram posts
- 1 Snapchat story
 - 1 photo of each dish
 - Videos of experience



SKYLER'S BUSINESS MODEL

This is what working with an influencer could look like.

- Engagement and audience size affect price points
- Engagement measures success
- Media kit
- Gifting vs. paid advertising
- Social media packages
 - Influencers like to utilize all of their platforms
 - Snapchat and Instagram go hand in hand



Skyler Bouchard
@nycdining
diningwithskyler.com



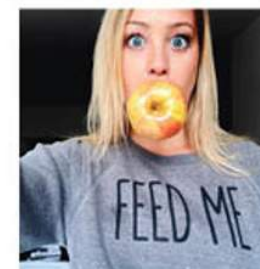
Food Blogger



Personality



Recipe Developer



Influencer

STATISTICS



PARTNERS



SERVICES

Recipe Development

Develop creative original recipes with high quality photos for my blog, other food media channels (such as Food Network's snapchat), and food brands for their use.

Integrated Influencer Advertising

Creative Instagram posts promoting products through personalized, natural product placement.

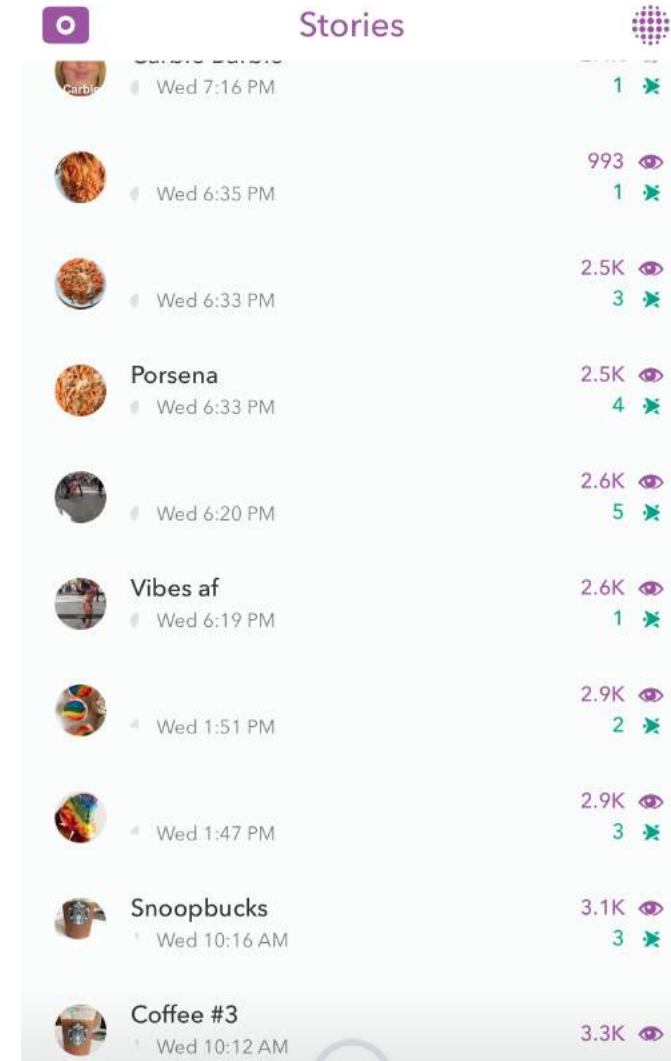
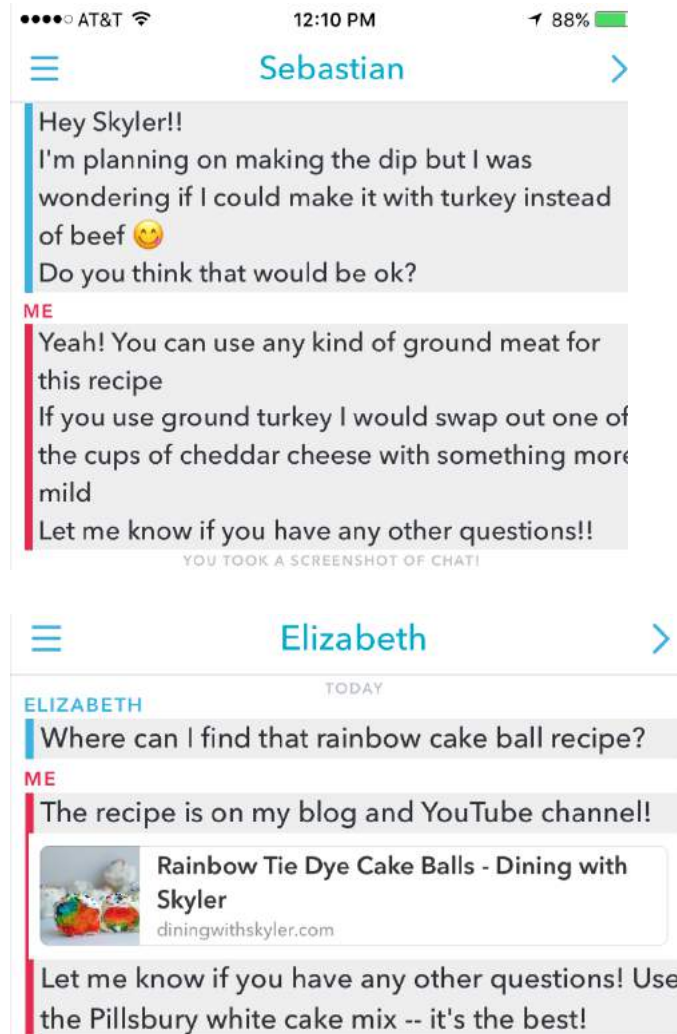
Loyal Brand Partnerships

Create customized monthly social media campaigns with brands to provide them with content, boost exposure, and boost social media following. This involves a certain number of photos and blog posts a month of the brand's choosing.

TRACKING

Influencers track engagement on Snapchat by recording the views.

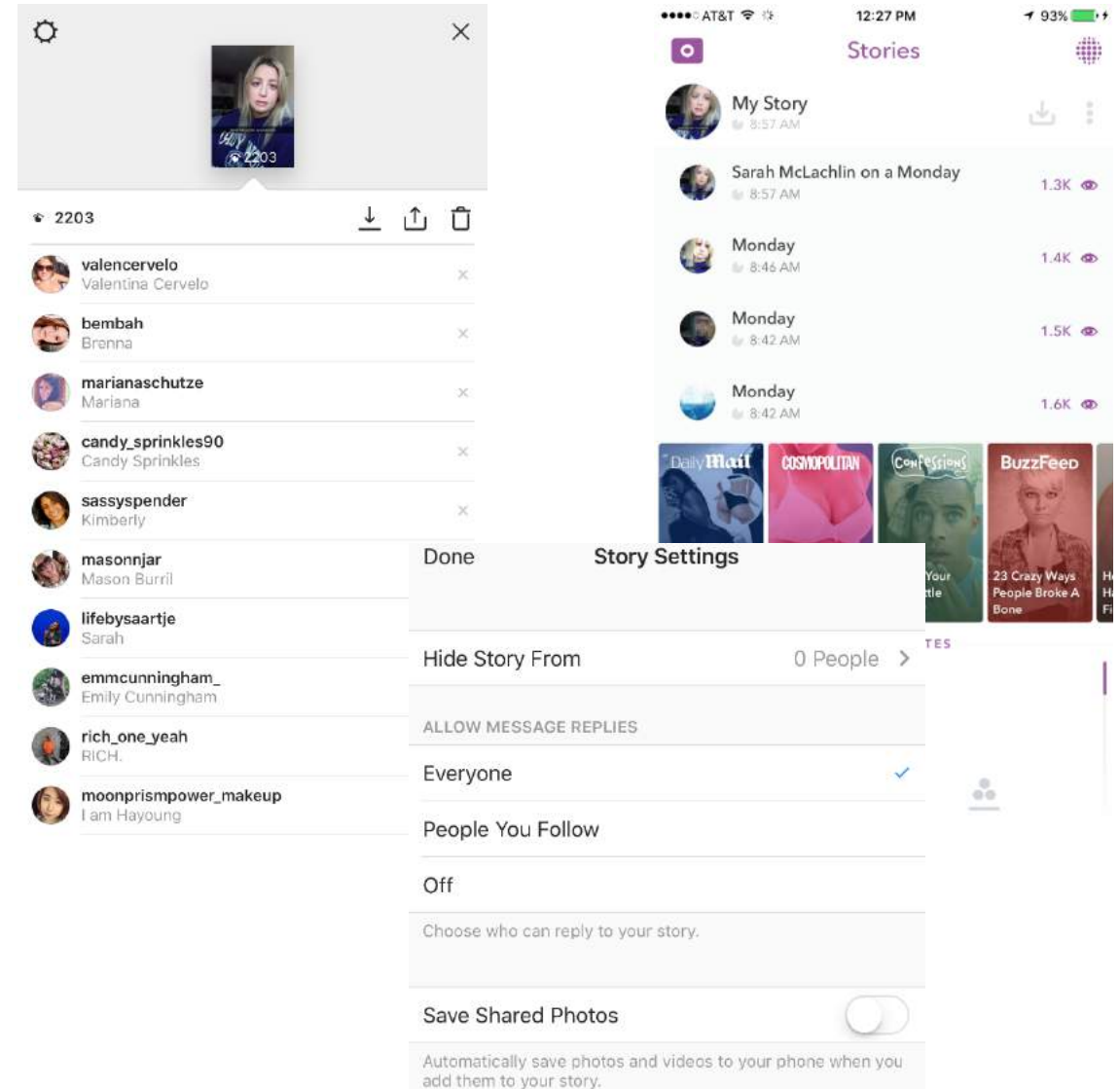
- Views
- Screenshots
- Messaging
 - Direct audience engagement
- Download the full story



THE LAUNCH OF THE INSTA-STORY

How to balance both story-telling platforms.

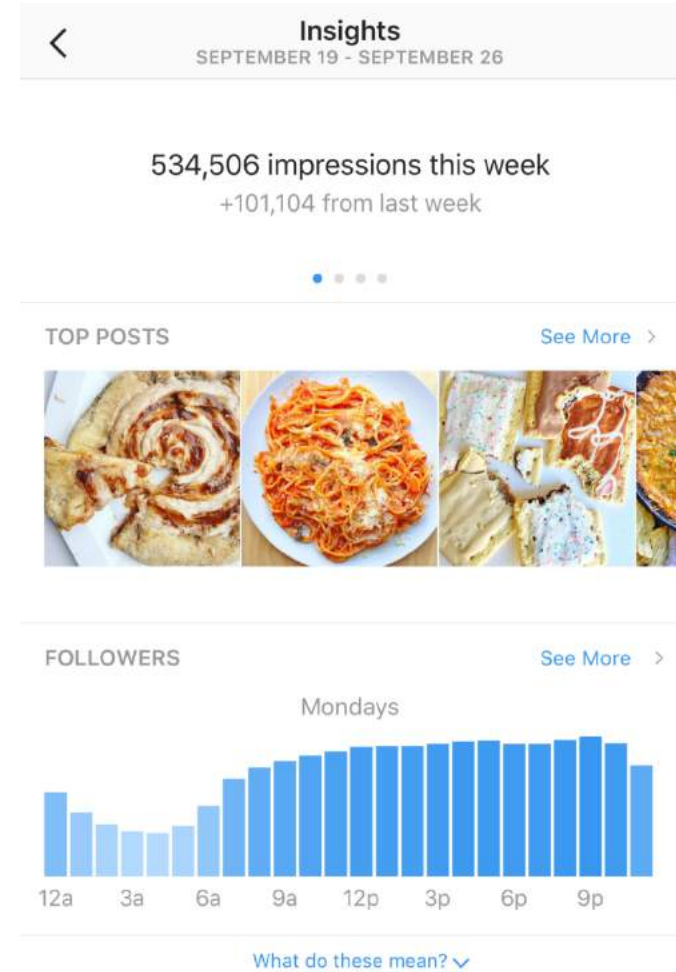
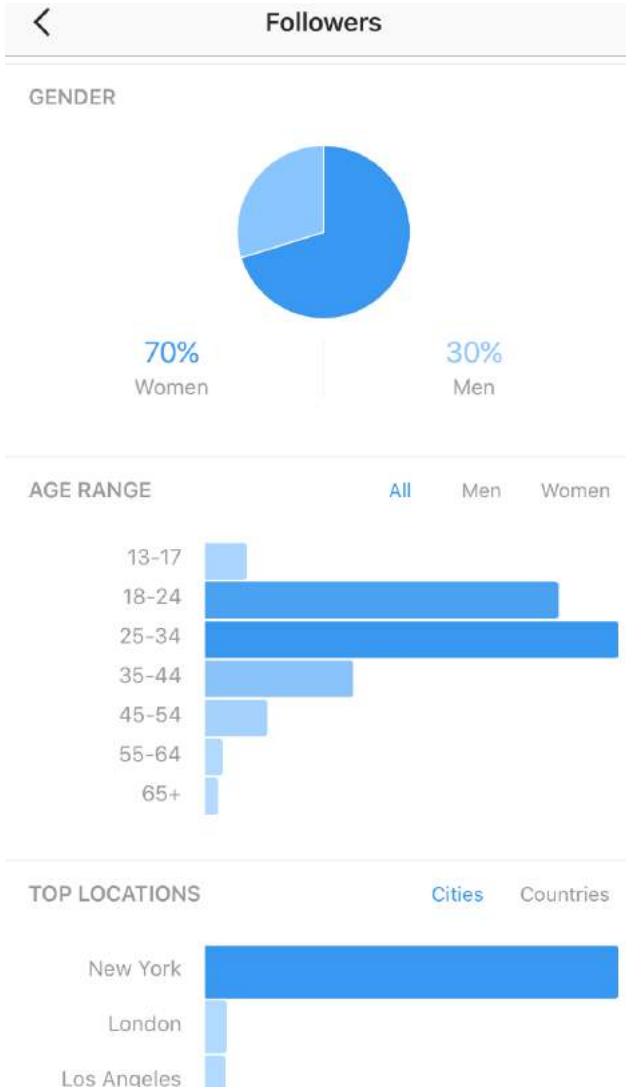
- Why use Snapchat over Insta-story?
 - Personalization
 - Stable audience
 - Filters
- Benefits of Insta-story
 - Instagram audience
 - Camera roll uploads
 - Doesn't have to be captured "in the moment"
 - Unlimited viewer tracking



THE FUTURE

Where is the influencer marketing headed?

- The rise of the “micro-influencer”
- Importance of engagement
- Stronger analytics and demographic measurement
- Influencers will become central to larger advertising campaigns



FOOD NETWORK SOCIAL MEDIA PROMOTION

Consistent promotion across Food Network's Instagram, Twitter and Facebook accounts.

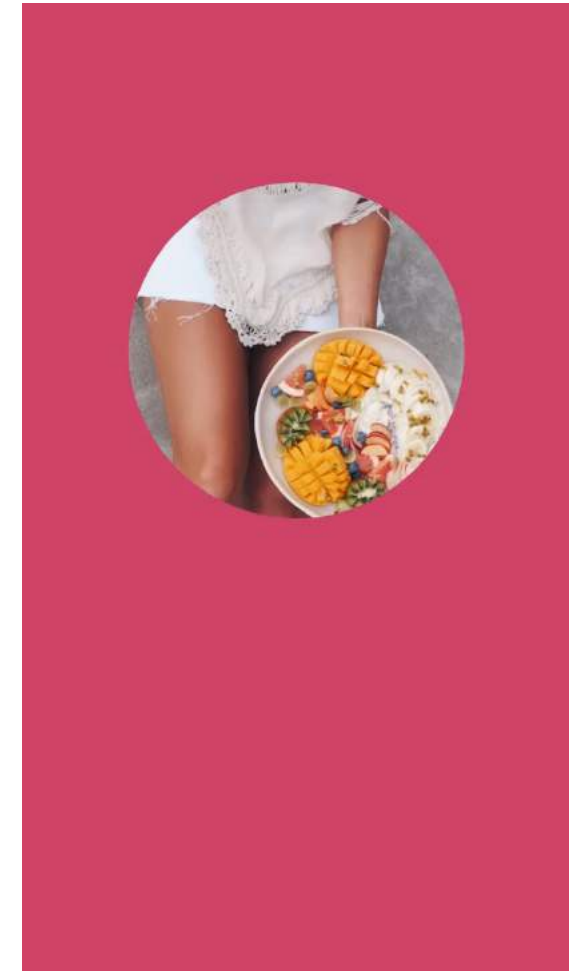
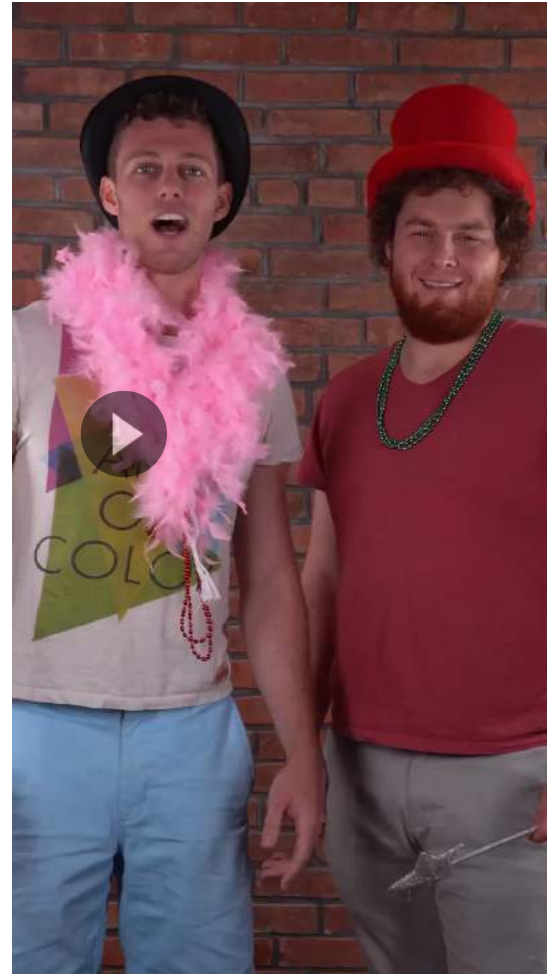
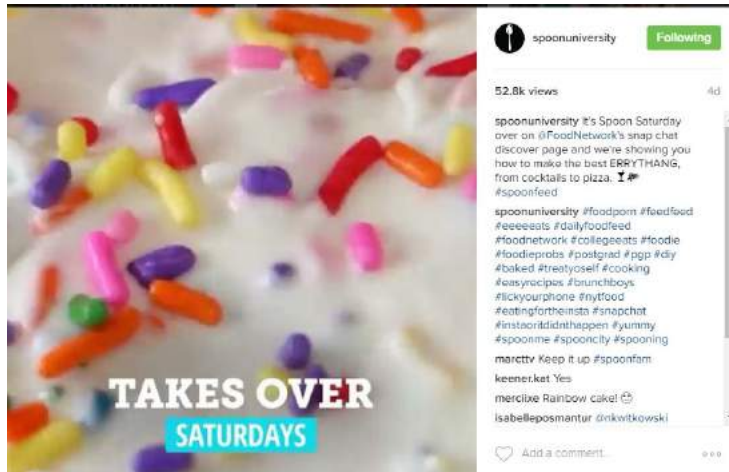


PARTNERSHIPS

Bigger audience reach and new audience development through partnerships.

Spoon University: Every Saturday is a full takeover of our channel with repurposed and original content geared towards the millennial audience. Spoon U promotes this partnership to their network of university foodies across the country.

Well & Good: 10 pieces of content are provided each month to showcase health and wellness content and expand Food Network's audience in the wellness space.



CLINIC

This is small exercise or assignment loosely based on how we set up a snapchat strategy for the company and how we present it to influencers or partners.

Choose a traditional brand, media or a product. Why would Snapchat work for them? Come up with a marketing plan to appeal to millennials on Snapchat for that brand, including an influencer partnership. Pick an influencer you're excited about and one you think can be represent the brand. Come up with a proposal for that influencer based on your marketing campaign and goals.

- What are you goals for this promotion? What will be the measure of success?
- What is your budget?
- What is your reach?
- How many influencers do you want to work with?
- What's your timeline?
- What's the review process or how involved will you be?
- Structure of the content?