CAMPAIGN

By Alexis Krouk

STRATEGY

Objective:

Motivate "home gourmets" to purchase their first piece of Le Creuset cookware.

Target Audience:

The "home gourmet." They enjoy cooking at home 4+ days per week. They also enjoy cooking to socialize. The target audience is primarily female, married, 35+, and has disposable income.

Problem:

Though the brand is known for its quality, people still wonder why it's so expensive

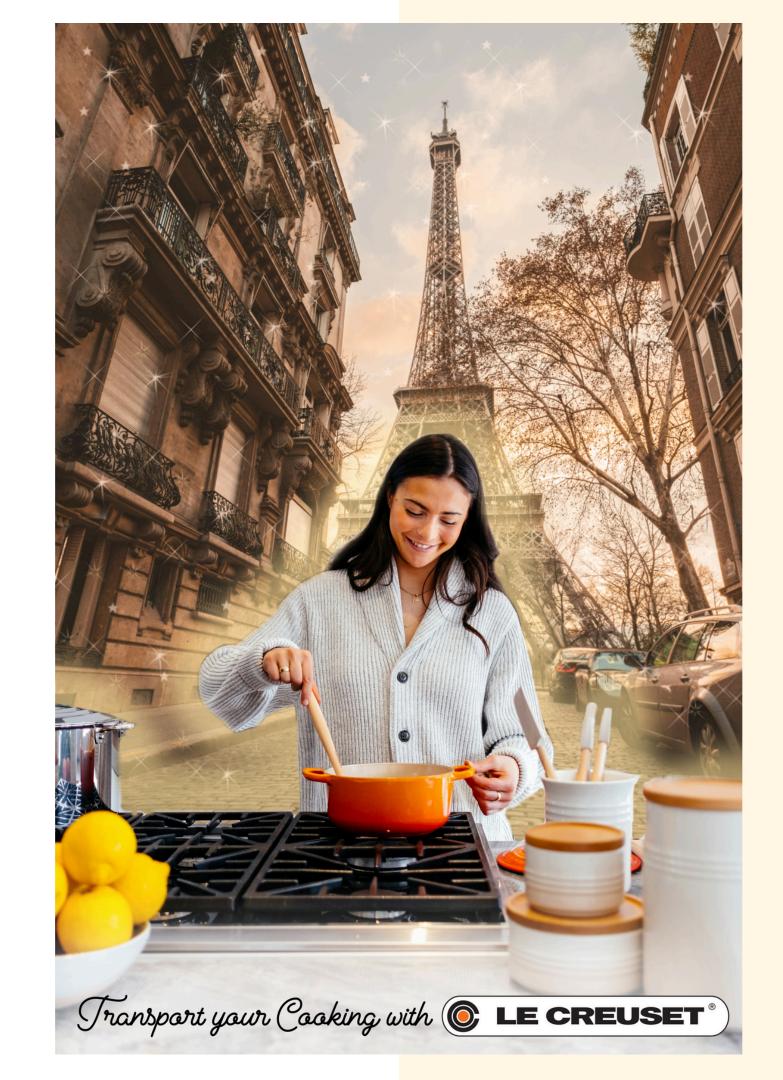
Insight:

The "home gourmet" looks to elevate their cooking and learn to cook like a professional chef. Le Creuset helps you transform into a chef, and your food becomes a masterpiece.

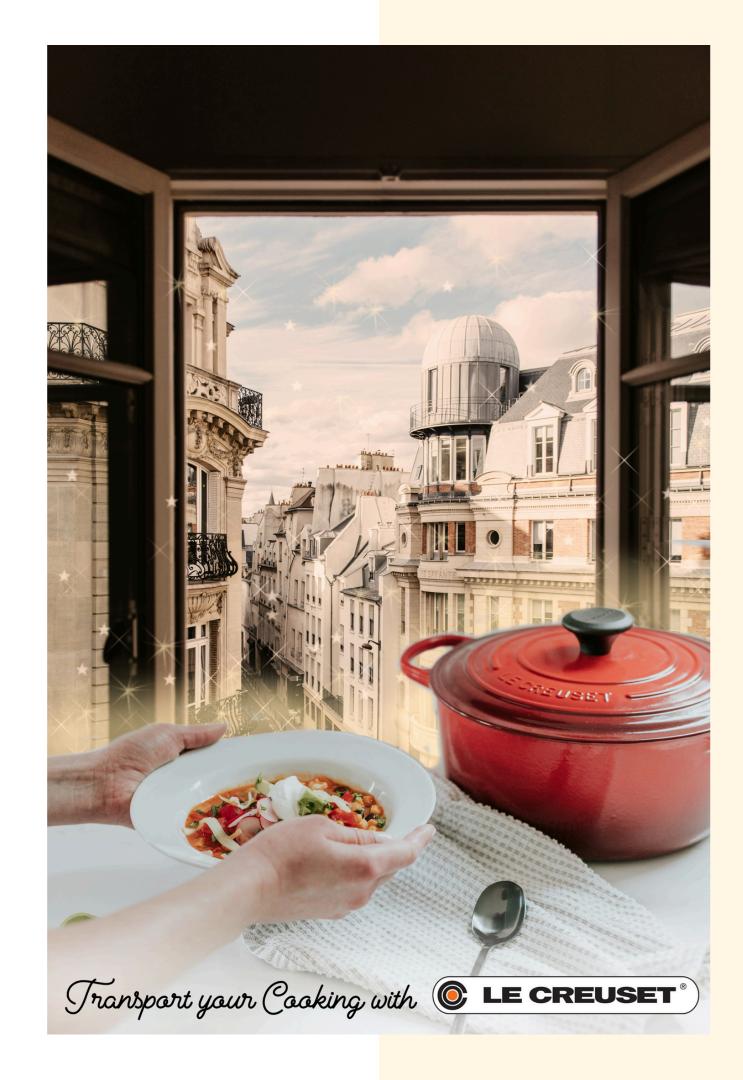
Strategic Proposition:

For the home gourmet, your cookware is a point of pride, like a badge to show you're no ordinary cook.

AD 1



AD2



AD3



THE BIG IDEA

- When using Le Creuset, you are "transported" to the streets of Paris. France is often associated with a sophisticated and professional way of cooking, especially Paris, and classically trained chefs often train in France.
- The tagline communicates that, when using Le Creuset, you can cook like a professional chef that trained in France. This concept also ties back to the French history of the brand.

- It helps accomplish the objective by communicating that Le Creuset can help to elevate your home cooking.
- It connects to the target audience by relating to the "home gourmet" that cooks often and is always looking to try new recipes and improve their cooking.