

TWNN

THE WORLDWIDE NETWORK

## **Case Study: TWN Connect x The Happy Hour Chefs**

Industry Sector: Food & Hospitality

Profile: Fashion

Size: SME

Location: Miami, USA

### **TWN Connect - Elevating The HappyHour Chefs' Global Advertising**

#### Client Overview

The HappyHour Chefs is a premier provider of private fine dining menu designs and in-home catering services. With a strong commitment to delivering healthy, high-quality food and exceptional customer satisfaction, The HappyHour Chefs have established themselves as leaders in the culinary industry. However, they recognized the need for a cost-effective global advertising solution to increase brand awareness, engagement, drive traffic, and connect with their ideal customer profiles on a deeper level. They partnered with TWN Connect to achieve these objectives.

#### Client Objectives

1. Increase brand awareness: The HappyHour Chefs aimed to expand their brand visibility on a global scale and establish themselves as the go-to provider of private fine dining and in-home catering services.
2. Enhance customer engagement: The client aspired to create meaningful connections with foodies and gain a market share of young adults, through interactive and memorable experiences.
3. Drive website traffic: The HappyHour Chefs sought to attract more visitors to their website, increasing the potential for event catering enquiries and ultimately driving business growth.

#### TWN Connect's Creative Solution

TWN Connect collaborated with The HappyHour Chefs to develop a comprehensive global advertising strategy that incorporated sustained, integrated campaigns targeting young and middle-aged adults in key world markets. The creative solution provided by TWN Connect aimed to showcase the international menu and culinary skills of The HappyHour Chefs while capturing the attention and engagement of food enthusiasts worldwide.

1. Showcasing International Menu: TWN Connect strategically showcased The HappyHour Chefs' diverse and enticing international menu. Through visually captivating images and videos, the advertising campaigns highlighted the

exquisite dishes prepared by the chefs, enticing viewers with the unique flavors and culinary artistry.

2. **Creative Culinary Demonstrations:** To connect on a deeper level with the audience, TWN Connect created engaging content that featured the chefs' culinary skills and expertise. The HappyHour Chefs' cooking demonstrations, live streams, and interactive events were incorporated into the advertising campaigns, allowing viewers to witness their culinary prowess firsthand.
3. **Holistic Content Strategy:** TWN Connect devised a holistic content strategy that targeted the global community of food enthusiasts. This strategy included captivating blog posts, social media content, and articles that highlighted the HappyHour Chefs' high-value intellectual and commercial assets. By sharing their expertise, culinary tips, and behind-the-scenes stories, The HappyHour Chefs fostered a strong connection with their audience and established themselves as trusted culinary authorities.

### Partnership and Outcomes

TWN Connect and The HappyHour Chefs embarked on a 2-year partnership with the shared objective of transforming the brand's reach and receptiveness on a global scale. Through the collaboration and implementation of the creative advertising solution, the partnership yielded significant outcomes:

1. **Growth in Event Catering Enquiries:** The sustained and integrated advertising campaigns generated an impressive 8% growth in event catering enquiries. By effectively targeting young and middle-aged adults in key world markets, The HappyHour Chefs attracted new clients who were captivated by their offerings and wanted to experience their private fine dining and in-home catering services.
2. **Sustained Growth in Online Presence:** The holistic content strategy and captivating culinary demonstrations resulted in sustained growth across The HappyHour Chefs' social media platforms and website. The engaging content, combined with increased brand awareness, attracted a growing number of followers and visitors, expanding their online reach and enhancing their digital presence.

## Conclusion

Through the strategic partnership between TWN Connect and The HappyHour Chefs, the client successfully achieved their objectives of increasing brand awareness, enhancing customer engagement, driving website traffic, and ultimately growing their business. The creative solution implemented by TWN Connect effectively showcased The HappyHour Chefs' international menu and culinary skills, capturing the attention of food enthusiasts worldwide.

By leveraging TWN Connect's expertise in global advertising and the targeted holistic content strategy, The HappyHour Chefs transformed their brand reach and receptiveness. The sustained growth in event catering enquiries and the expansion of their online presence demonstrated the effectiveness of the collaborative efforts. Continuing the 2-year partnership, The HappyHour Chefs can further solidify their position as a leading provider of private fine dining menu designs and in-home catering services, catering to the needs of their ideal customer profiles on a global scale.