

CASE STUDY// SNAPSHOT

CASE STUDY # 21

THE CATEGORY // WHITEGOODS

THE PRODUCT // WHITEGOODS

THE CLIENT // BEKO

THE STATS

READERSHIP // 3,729,000

REACH // 1,652,000 WOMEN 25-54

CORE TARGET // WOMEN 25-54

CHANNELS // MAGAZINE (PRINT & DIGITAL) + ONLINE

THE DELIVERY

MAGAZINE



WEB



THE CHALLENGE

Beko has been active in the Australian whitegoods category for some 2 years now and was gradually building a brand presence.

THE SOLUTION

A bespoke "Home Cooking" Zone on taste.com.au was proposed to engage her and begin to build the BEKO brand story – aligning with something she values so dearly: much-loved classic recipes, her family, and family meal times.

THE RESULTS

Purchase consideration of Beko increased by **200%**