

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

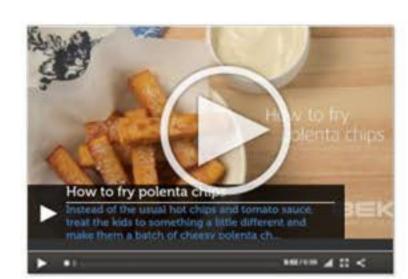
CHANNELS // MAGAZINE (PRINT & DIGITAL) + ONLINE

THE DELIVERY

MAGAZINE











taste

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%**