



MasterChef Season 10



Agenda

- *Season Overview*
- *Our MasterChef Viewer*
- *Premiere Activations & Partnerships*
- *Sustain Activations & Partnerships*
- *Digital Video Concepts*
- *Press Events*
- *Press Mailers*
- *Press Pitch Angles*



Season Overview

- **Premiere: May 29th (Tentative)**
- **25 Episodes**
- **Once a week: First 3 episodes**
- **Twice a week: 4-25 episodes**



Our Typical Viewer

- **Mostly female & broad overall**
- **52 years old & earns \$63k annually**
- **Lives in the central U.S. (Cleveland, St. Louis, Minneapolis)**

Viewer Likes/Dislikes

› Likes

- › Gordon
- › Home cooks
- › Healthy competition between home cooks
- › Challenges

› Dislikes

- › Manufactured drama
- › Judges beings too mean/harsh
- › Contestants with nasty attitudes
- › Upscale, Hollywood, big-city moments/contest



Stunting

MC Anniversary Mystery Box Event

Episode 1010

- › Anniversary celebration at high foot-traffic locations
- › 10 life-size 10th anniversary-themed mystery boxes
- › Boxes contain MasterChef talent, swag and/or prizes
- › Anniversary gifts for event-goers
- › Invite press and local crew -- 'big reveal' moment
- › Tease the contents of each box on social leading up to event



MYSTERY
BOX



Stunting

Branded Food Truck Launch

10 Days. 10 Locations. 10th Anniversary Celebration.

- Major press outlets, Memorial Day Weekend food festivals
- Serve signature MasterChef dishes or M-COIL branded foods
- Brand ambassadors serving 10th Anniversary cupcakes
- Every 10th customer receives 10% off
- TV monitors airing promos, digital content

Social support:

- MasterChef truck tracker: #MCFoodTruck
- Post a picture & win a prize



Guerilla Marketing

The MasterChef Beach Takeover

Launch

Beach party!

- Memorial Day Weekend at select beaches in top markets
- Brand ambassadors: aluminum invites or customized 'silver' zinc oxide
- Branded beach towels on sand: '10' or 'M-COIL' for press opp
- Skywriting or aerial banner to sunbathers:
 - 'Burnt buns are never a good thing. Just ask Gordon. MasterChef, Tue at 9pm on FOX'
 - FB or IG Live of the skywriting, encouraging fans to guess the message

10th Anniversary Premiere Party

Premiere

- **Potential to involve 9 past winners**
- **Judges host cooking demos at different stations**
- **Screen the premiere of MasterChef**
- **Include fun activations - photobooth, giveaways and more**



Partnerships

It's National Biscuit Day!

Launch

Partner with a food delivery app (e.g. Postmates, Grubhub, etc.)

- *National Biscuit Day, May 29th*
- *Order 10am-10pm and receive an M-COIL branded breakfast sandwich*
- *Judge disguised as the driver delivers and surprises customers*
 - *Capture content for press and social*



Stunting

Pop-Up at Smorgasburg

Launch

- **Local food event in New York & Los Angeles = appx. 2.2M annually**
- **10th Anniversary season feature at this zeitgeist-defining food market event!**
- **Live cooking demos by contestants and/or judges**
- **Invite FOX affiliate for local coverage**
- **Social support:**
 - *FB or IG Live during cooking demos*



Sustaining Tactic

A MasterChef Engagement Party!

Episode 1010

Our Season 9 Winner, Gerron's Engagement Party

- *Kick-off promotion for Wedding Feast episode 2 weeks prior to air*
 - *Invite Gerron, past MasterChef Winners and Judges, local press/food bloggers, EPK crew*
 - *Judges' demos; party-goer voting*
 - *Capture content to push out tune-in week leading into episode*
- *Utilize social to collect and promote fans' and guests' toasts to the happy couple*

Partnerships

Foodie Dating Apps

Launch

Swipe right and get matched with

- *Your favorite MasterChef dish*
- *Gordon Ramsay (Bumble BFF version)*

Match then provides tune-in info for premiere

Potential Apps:

- *Bumble BFF, Coffee Meets Bagel, Dine, Same Plate, etc.*

Paid Opportunity



Platform Partnerships

Reddit x MasterChef

Launch to Sustain

We will challenge Redditors to create MasterChef-themed dishes throughout the season for a chance to win something special...

Platform Audiences:

- › *r/food* - 15.1M
- › *r/foodporn* - 1.7M
- › *r/cooking* - 1.1M

- › **Press Announcement**
- › **Amplify via MasterChef Newsletter**
- › **Affiliate opportunities**
- › **First-of-its-kind partnership**
- › **Paid vs organic opportunities**



Platform Partnerships

Let's Get Cooking

Launch to Sustain

GIPHY Sticker Pack

GIPHY is no stranger to MasterChef, but this season we'll expand on the relationship by creating exclusive, new MasterChef and judge-themed GIFs celebrating our 10th Anniversary.

- Updated assets to support MasterChef including an embed on set
- Trending Feed placement timed to episodes
- MasterChef talent visit to GIPHY studios to shoot custom GIFs/stickers
- Amplification on GIPHY social channels (over 1.3M) including Q&A
- Paid opportunity



C'MON!

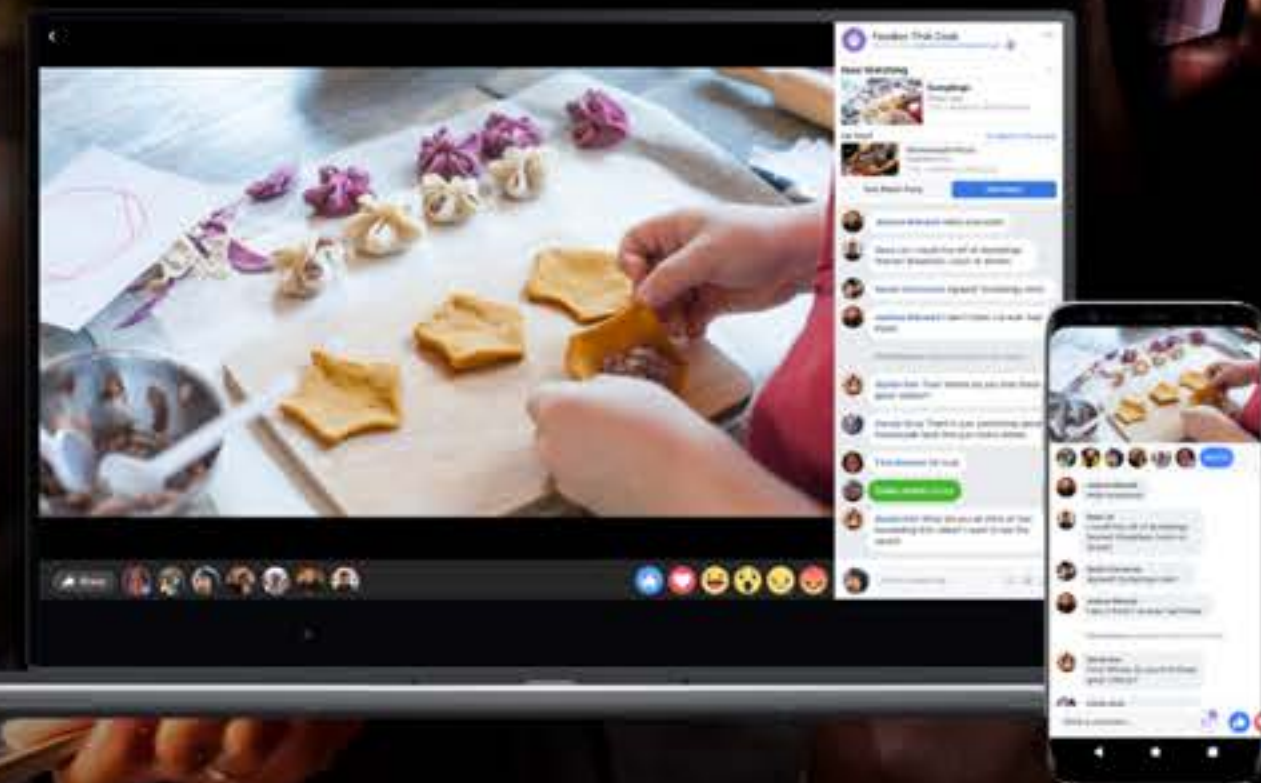
Platform Partnerships

 Premiere Watch Party
Day of Premiere

We'll tap into Facebook's new Watch Party and Premiere tools by sharing exclusive content to devoted fans allowing them to connect with our judges ahead of premiere.

- *Affiliate Amplification*
- *Talent Support*
- *Amplify via MasterChef Newsletter*
- *Press Support*

 10th Anniversary



Digital Video Content

360 Kitchen Tour

Launch

We'll give followers an opportunity to see the new and improved kitchen up close and personal using the Facebook 360 tool

Alternatively, Gordon can also host a kitchen tour walking and taking fans questions, or in the vein of Vogue's 73 questions



MasterChef

Digital Video Content

Top 10s

Launch to Sustain

Relive the best moments from the past 9 seasons, including:

- 10 most insane Mystery Boxes ever
- 10 season of Gordon
 - *His most outrageous critiques*
 - *His changing hairstyles*
 - *Heartfelt/mentorship moments*
- 10 bloopers
- 10 moments that didn't make TV
- 10 larger than life food challenges
- 10 winning dishes



Digital Video Content

Additional Concepts

Launch to Sustain

- **Last Dish Effort**
- **Did You Know?**
- **Pass the Apron**
- **Where Are They Now?**
- **ASMR, W Magazine**
- **Gordon Cooking Demos: desserts, chicken, crab**
- **A Day in the Life**



Pitch Angles

Launch to Sustain

- **Hometown**
- **Recipes**
- **Food trends over the last 10 seasons**



Mailers

Launch

- **Seasoning 'X'**
- **Spices**
- **Aprons**
- **MasterChef Wines**
- **Food photography accessories**
- **MasterChef branded TV table trays**



Journalist Home-Cooked Meal

Launch

- **Contestant goes to journalist for a home cooked meal and demo**
- **Contestant goes to an outlet workplace (e.g. BuzzFeed, People Magazine) for a demonstration and to determine who the MasterChef of the office may be**



Cookalong Contest

Launch to Sustain

Weekend cooking classes with fan-favorite contestants/talent

- *MasterChef fans enter an online contest through chosen social media to win a chance to cook with their favorite contestants*
- *Could be a private invite to journalists only*
- *Venue example - Sur La Table at the Grove in LA or J.B. Prince Company in NY*
- *Could stretch to local markets of Season 10 contestants*



First Responders Dinner

Launch

Talent and/or fan-favorite contestants prepare a meal and pay a morale visit to a firehouse in Malibu for first responders

- *Video asset for press, including interviews w/contestants about what it means to them to participate*
- **Timed to Memorial Day (May 27th) - Talent and/or fan-favorite contestants prepare a meal and pay a morale visit to military bases across America**
 - *Video asset for press, including interviews w/contestants about what it means to them to participate*



Thank You!