

Food Case Studies



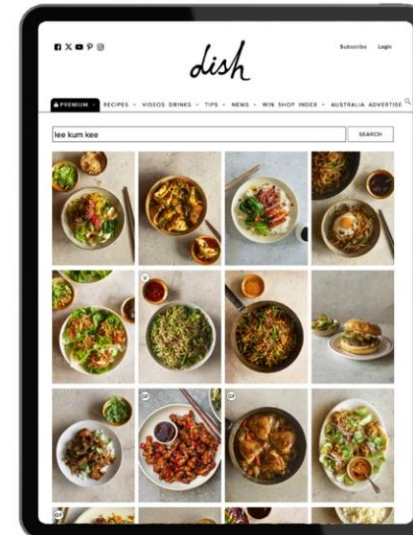
LEE KUM KEE

Building long-term brand authority with New Zealand's most engaged food audience

Lee Kum Kee was looking to increase brand awareness and perception with a high-socio, food-focused audience. The brand approached *dish* to develop a bespoke content campaign that has evolved into a three-year partnership.

The campaign is an ongoing success due to:

- **Aligned Content:** *dish*'s Lee Kum Kee recipes are developed and shot with their editorial audience in mind. This means their audience derives genuine value from the content, and feels connected with the brand organically. As each issue of *dish* comes out, their audience seeks out the recipes in this series to make further use of their newly purchased Lee Kum Kee ingredients.
- **Strong Cross-platform Coverage:** By developing recipes, imagery and video assets that can be strategically rolled out across the magazine and multiple digital touchpoints, *dish* has been able to keep their audience engaged with Lee Kum Kee without the content feeling repetitive. This maximises engagement and keeps the brand front of mind for the main household shopper.
- **Over 1M impressions per year:** Over the past 12 months, this partnership content has seen excellent results:
 - 725,500+ impressions on Meta
 - 180,000+ magazines containing Lee Kum Kee recipes sold
 - 85,000+ page views on dish.co.nz
 - 12,750+ EDM clicks
 - 11,500 reactions and saves on Instagram



NZ Pork – Midweek Meal Makeover

NZ Pork wanted to show Kiwis how easy it was to substitute their usual protein of choice in their favourite midweek meals with pork.

Before campaign launch, we conducted our own in-house market research to ensure the campaign would resonate with the target audience and identify New Zealanders most common midweek meals.

Over the campaign period, we ran full page Midweek Meal Makeover recipes in *Woman's Day* and *New Zealand Woman's Weekly*, and double page spread recipes in *The Australian Women's Weekly NZ*. The recipes showcased the easy substitution of pork into family favourites.

On nzwomansweeklyfood.co.nz we created a dedicated hub the housed recipes sponsored by NZ Pork. QR codes on the print recipes also directed to the hub, as well as run of site display ads.

The campaign was a success due to:

- **Targeted Publications:** *Woman's Day*, *New Zealand Woman's Weekly* and *The Australian Women's Weekly NZ* have a strong readership among main household shoppers, making them the ideal platforms to promote NZ Pork.
- **Brand Awareness:** Are Media Research conducted a mid-campaign research survey which showed 9 out of 10 of those surveyed are now more likely to buy NZ Pork and make a recipe from midweek makeovers from NZ Pork.
- This campaign through print reached **1,449,000 AP15+** on average 6.22 times, this is 34.08% of total AP15+ audience.

SAME, SAME... but better

Inject excitement into your family cooking by taking your favourite dinner recipe to new levels of delicious with NZ Pork

Balinese pork steak satay

Current family fave CHICKEN SKEWERS

EASY SWITCH! Use NZ Pork instead for a taste sensation

NZ Pork spaghetti Bolognese

Current family fave BEEF SPAGHETTI BOLOGNESE

EASY SWITCH! Use NZ Pork instead for a taste sensation

NZ Pork & smoked cheese lasagne

NZ Pork & green bean stir-fry

Quick and tasty, this pork stir-fry will make midweek dinner dilemmas a thing of the past!

FOR MORE NZ PORK RECIPES, VISIT WWW.NZWOMANSWEEKLYFOOD.CO.NZ/NZPORK

Leaderbrand's New Caesar Summer Staple

Leaderbrand's objective was to drive awareness and sales for their Caesar Salad Kit while showcasing the new dressing included in the kit, leveraging the peak summer season. They aimed to position the product as a convenient and fresh meal solution during the holiday period when consumers are actively searching for easy, seasonal recipes.

To achieve this, Leaderbrand developed a recipe using their Caesar Salad Kit and featured it in *Woman's Day* and *The Australian Women's Weekly NZ*, inspiring readers to try it for themselves.

The campaign was a success due to:

- **Timing:** Featuring the recipe during the summer holidays led to outstanding results, as the audience were actively searching for seasonal recipes.
- **Brand Reinforcement:** Strengthened Leaderbrand's reputation as a trusted provider of fresh, high-quality produce.
- This recipe through print reached **773,000 AP15+** on average 1.65 times.
- This recipe reached over **52,000** users on social media (51% above average), with impressions totaling **133,008** (77% above average).
- Between 1st Dec – 25th Feb, the featured recipe became the **third most-viewed page on *New Zealand Woman's Weekly Food***, with page low carb views exceeding the benchmark by 55%.

Home > Recipes

JANUARY 15, 2025

BBQ prawn, peach & chilli Caesar salad

Sweet and crunchy cos lettuce, perfectly paired with crispy croutons and the all-new creamy Caesar dressing – it's a classic that's sure to be a hit with everyone, no matter the age! Whether you're feeding the whole family or indulging in a solo treat, this delicious combination is the perfect way to bring a burst of flavour to your summer meals.



MAKES SERVES 6-8

PREP	COOK	TOTAL
15M	10M	25M

Skip to Recipe

Sponsored by LeaderBrand

Woman's Weekly Food

Best-dressed salads

A dressing can make the difference between a good and a great salad. Here are our six favourites.

1 Ranch dressing

Blend 1 cup mayonnaise, 1/4 cup buttermilk, 1 tbsp white wine vinegar, 1 chopped shallot, 1 clove crushed garlic, 1 tbsp each chopped chives and flat leaf parsley and 1/4 tsp sweet paprika until smooth. Transfer to a small bowl, season to taste. Cover; refrigerate until required. (Makes 1 cup.)

2 Miso dressing

Place 2 tbsp white (shiro) miso, 2 tsp sesame oil, 1/4 cup apple cider vinegar, 1 tbsp water, 1 clove crushed garlic and 1 tsp maple syrup in a screw-top jar; season to taste. Shake well. (Makes 1/2 cup.)

3 Chilli lime dressing

Place 2 small seeded, thinly sliced red bell's or red chillies, 2 tbsp lime juice, 1 tbsp caster sugar and 2 tbsp extra virgin olive oil in a screw-top jar; season to taste. Shake well. (Makes 1/2 cup.)

4

5

6

Leaderbrand BBQ prawn, peach & Chilli Caesar salad

SHOPS + PREP TIME: 20-30 MINS
COOK TIME: 10 MINS

Leaderbrand Caesar Kit

600g tiger prawns
2 tsp capers
1 tsp chili paste
1 tsp ground red pepper
200g cherry tomatoes
2 tsp capers, finely sliced
3 peaches, stone removed, cut into segments
Tooth sticks, such as mint, parsley or basil to garnish

1 Remove shells and heads from the bodies of the prawns, leaving the tails intact. Use a hand, mix together the oil, chili paste and pepper. Add prawns and toss through. Leave to marinate for 30 minutes.

2 Heat a large gas or induction grill plate over medium heat. Arrange prawns over grill plate or pan. Fry for 1 minute on one side, then turn over and fry the other side for 1 minute until prawns are large and translucent.

3 Remove prawns to a side dish. While grill plate is still hot, add cherry tomatoes and capers, stir-frying until tender. Remove from plate and set aside.

4 Arrange Leaderbrand Caesar Kit, kernels on a large serving plate. Top with peach wedges, cooked prawns, tomatoes and capers. Sprinkle over salad dressing and creamy Caesar dressing. Garnish with tooth sticks.

ecostore

Luxe lather

We're stocking our bathrooms with Ecostore handwash as the social season swings into gear for clean hands and super-stylish countertops. With a sleek design and beautiful fragrance, they're designed to support healthy skin barrier function and hydration, and enriched with nourishing harakeke extract. Available in floral Peony & Guava, uplifting Lemongrass & Lime Leaf, the classic Vanilla Bean & Coconut, plus a fragrance-free option (rpp \$6.99 each). For more info, see ecostore.com/nz

What's hot RIGHT NOW

Products we're loving this week

Tasty tucker

You'll love Gerry's assortment of breads, wraps, pizza bases, sliders and rolls. The five-star rated Super Bread's high in protein and fibre, and low in carbs. The Ultra Low Carb Almond Coconut Bread looks like white bread but with fewer carbs. See gerrys.co.nz

Handy helper

Dry mitts are no match for Alive's range of nourishing hand creams! Available in five super scents – Mango & Lychee, Sea Cotton & Coconut, Raspberry Blossom & Juniper, Coconut & Wild Orange, and Kaffir Lime & Green Tea (rpp \$30 each) – they're enriched with botanical extracts and shea butter to deeply moisturise. A must for your bag or desk drawer! Visit alivebody.co.nz

Salad season

Leaderbrand's popular Caesar Kit (rpp \$5.50) just got a whole lot tastier with the addition of their new creamy Caesar dressing made with New Zealand Parmesan cheese, garlic, lemon and pepper. Enjoy the salad on its own with crunchy croutons, or add bacon, chicken and a boiled egg for a hassle-free meal the family will love! Available from supermarkets.

44 New Zealand Woman's Weekly

Are Media - Food Case Studies

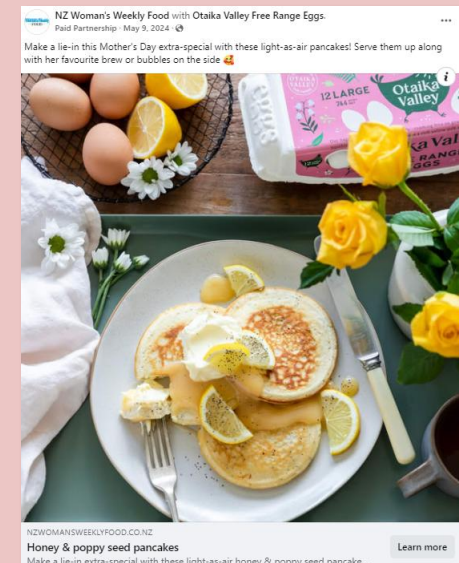
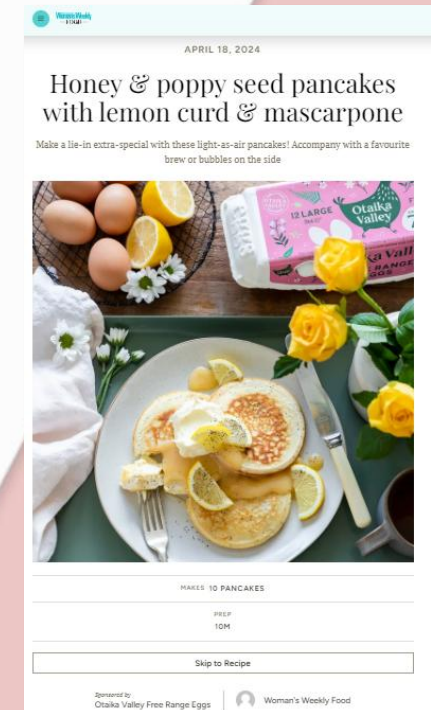
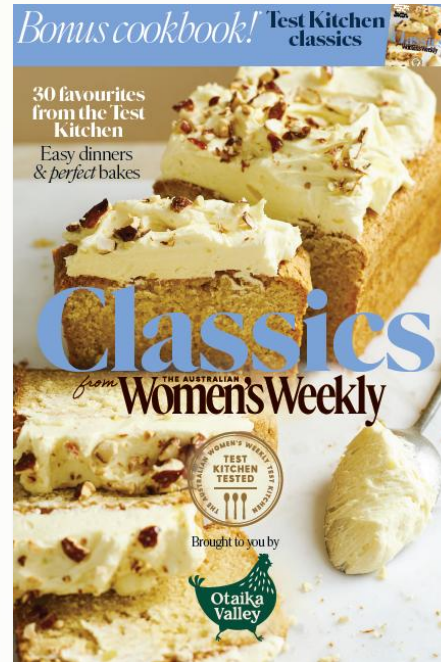
Otaika Valley Eggs – Test Kitchen Recipes

A 36-page cookbook featuring Test Kitchen Classics was attached as a bonus GWP on the May 2024 issue of *The Australian Women's Weekly NZ*. Otaika Valley had exclusive sponsorship of the cookbook, with recipe integration throughout, brand ads and a double page spread recipe.

The cookbook recipes were also placed on nzwomenweeklyfood.co.nz with social posts pushing to the Test Kitchen and Otaika Valley recipes.

The campaign was a success due to:

- **Exclusive sponsorship:** Otaika Valley was the sole sponsor for the cookbook meaning their brand had 100% SOV throughout.
- **Brand Positioning:** *The Australian Women's Weekly* Test Kitchen recipes are well-known and trusted, and with Otaika Valley aligning with this enhanced their brand positioning with our audience.
- *The Australian Women's Weekly NZ* readership is **299,000** with 175,000 readers being main household shoppers.



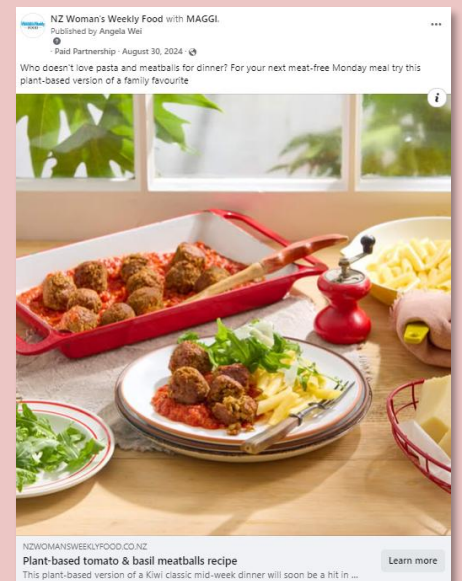
Maggi Meat-Free Mondays

In line with Maggi's new product lunch of Maggi Veg Mexican and Maggi Veg Italian, *New Zealand Woman's Weekly* created a Meat-free recipe feature for Maggi to share their Tomato & Basil 'meatballs' recipe that uses Maggi Veg Italian.

This recipe also published on nzwomansweeklyfood.co.nz and *New Zealand Woman's Weekly Food* socials to extend audience reach.

The campaign was a success due to:

- **High engagement** – 40% more page views than other commercial content on nzwomansweeklyfood.co.nz around similar time period
- **Targeted audience** – By *New Zealand Woman's Weekly*, the campaign effectively reached main household shoppers and households who are meat-free.
- This campaign through print reached **603,000 AP15+** on average 1.32 times, this is 14.19% of total AP15+ audience.
- This campaign through social media reached over **41,000 users.**



Lee Kum Kee – Coeliac Awareness Week

In the lead up to Coeliac Awareness Week, Coeliac New Zealand and Lee Kum Kee did a 4-page cut-out-and-keep in *New Zealand Woman's Weekly*. This included an opening page sharing information about coeliac disease and how shoppers can identify coeliac-safe products, plus four delicious and easy gluten-free recipes using Lee Kum Kee sauces. This was in a cut-out-and-keep format so readers could keep the recipes for future reference without needing to hold on to the entire magazine.

The campaign was a success due to:

- **Targeted Placement:** *New Zealand Woman's Weekly* readers index +32% more likely to follow a gluten-free diet/lifestyle in their household.
- **Educational Content:** Leading into four delicious gluten-free recipes using Lee Kum Kee products was an educational piece on coeliac disease and how those living with coeliac disease can easily find coeliac-safe foods in the supermarket.
- **Brand Positioning:** Lee Kum Kee came across as the ultimate sauce range for those wanting to create delicious, nutritious and quick gluten-free recipes.
- *New Zealand Woman's Weekly* readership is 400,000 and reaches 234,000 main household shoppers.

NEW ZEALAND WOMAN'S WEEKLY AND LEE KUM KEE PROMOTION

Tasty, easy and GLUTEN FREE!

These scrumptious and versatile recipes are safe for coeliacs and those on a gluten-free diet

Creating delicious food does not have to be a challenge if you are living with coeliac disease. Coeliac disease occurs when exposure to gluten, a protein found in wheat and several other grains, triggers an immune response. This reaction causes damage to the small intestine and can lead to serious health issues. The only treatment is to follow a strict gluten-free diet. This week's Coeliac Awareness Week (June 12-18) and the theme – 'My Coeliac Challenge' – 'Take Charge, Get Diagnosed and Find Help' – is turning the spotlight on the challenges that come with living with the disease. One of those challenges is finding delicious, coeliac-safe foods to enjoy that don't contain gluten or traces of gluten. One way people living with coeliac disease can overcome this challenge is to look for the Coeliac Safe Logo – a symbol recognised both nationally and internationally to help those following a strict gluten-free diet find safe food. The logo provides a quick reference point for shoppers, and symbolises products that have been reviewed and approved by Coeliac New Zealand as part of its certification programme. In New Zealand, a range of breads, pastas, flours, sauces, cereals and more carry this logo. While foods that are naturally free from gluten are also a great option, such as fresh fruits and vegetables, meat, fish, rice and dairy products. With a little bit of knowledge and preparation, people living with coeliac disease can enjoy a healthy and varied diet.

Popular supermarket brand Lee Kum Kee offers a wide range of Chinese and Asian sauces, which have been Coeliac Safe Logo approved as gluten-free and coeliac-safe. This collection of gluten-free recipes is delicious, nutritious and quick to prepare and eat at home – whether you're living with coeliac disease or simply looking for an interesting dinner for you and your family. Enjoy your coeliac-safe life for more information.

Lee Kum Kee sauces are available from leading supermarkets and Asian grocery stores. See www.lkk.com

NEW ZEALAND WOMAN'S WEEKLY AND LEE KUM KEE PROMOTION

Ready sauce for hoisin minced pork

One of the most popular Cantonese dishes, this Ready Sauce offers sweet and well-balanced flavours. Hoisin minced pork is a perfect treat to pair with all kinds of vegetables, grains, rice or noodles.

RECIPE 4
PREP + COOK TIME 20 MINUTES

1 dried onion
1 tsp garlic
100g pork mince
1 packet of Lee Kum Kee Ready Sauce
200g mixed, dried frozen or fresh seasonal vegetables
Salt and pepper

1 Heat a drizzle of oil in a pan on medium heat. Stir fry onion, garlic and ginger, cooking until soft and lightly browned. Add mince and brown until cooked.
2 Add the Ready Sauce and cook for 5 minutes.
3 Stir in mixed vegetables, cooking for 3-4 more minutes. Season with salt and pepper, to taste.
4 Serve with gluten free noodles, rice or cauliflower rice.

Sesame tofu & chili vegetable stir-fry

The vegetarian option packs in lots of colour and flavour, and the sesame-crusted tofu adds a tasty crunchy element!

RECIPE 4
PREP + COOK TIME 30 MINUTES

1 pack of Lee Kum Kee Tofu
2 eggs, beaten
1 cup gluten-free flour
1 cup gluten-free breadcrumbs
1 cup sesame seeds
Cooking oil, for frying
200g sugar snap peas
1 medium carrot, shredded or julienned
1 pack of Lee Kum Kee Hoisin Sauce
1 pack of Lee Kum Kee Sesame Oil
1 cup spring onion, finely sliced
1 cup bean sprouts
1 cup bean sprouts
1 cup bean sprouts

1 Slice tofu into 1cm thick slices. Place egg and flour in separate bowls. In another bowl, mix together the breadcrumbs and sesame seeds. Dredge each tofu piece by dipping in flour, egg, then the breadcrumb mix.
2 In a pan, bring a generous high heat. Once hot, pan-fry tofu slices until golden brown on each side. Set aside on a paper towel.
3 Bring an electric wok to a high heat. Once hot, pour in a high heat. Drizzle with oil, then add vegetables. Stir-fry until vegetables become tender, then add in the bean sprouts and bean sprouts.
4 Season to taste and serve immediately with sesame tofu.

Asian burger & slaw

Feed the family some healthy goodness but skip your classic cheeseburger! This spicy, simple, Asian-inspired burger is the perfect way to mix things up. It's fresh, light and packed with texture and flavour!

RECIPE 4
PREP + COOK TIME 20 MINUTES

1 cup green cabbage, thinly sliced
1 carrot, grated
1 head of lettuce, thinly sliced
Handful of coriander
2 tbsp mayonnaise
1 tsp sesame oil
1 tsp honey
1 cup Lee Kum Kee Gluten Free Soy Sauce
1 cup Lee Kum Kee Pure Sesame Oil
1 cup Lee Kum Kee Pure Sesame Oil

1 To make slaw, in a large bowl, mix together cabbage, carrot, and lettuce. Add a handful of coriander. Set aside, marinating some and onion slices and coriander.
2 To make burger, in a large bowl, mix together mince, onion, sesame oil and toasted sesame seeds. Set aside.

3 In a griddle pan over high heat, or on the barbecue, drizzle a little sesame oil over mushrooms, placed bottom-side down, and grill. Once browned, flip them and spread a teaspoon of oyster sauce on each mushroom. Continue grilling until mushrooms are soft and cooked through.
4 While mushrooms are cooking, fry burger patties in a drizzle of sesame oil on high heat for 3-4 minutes on each side.
5 Take mushrooms and place on top of the burger to rest for 5 minutes.
6 Create some mayonnaise by mixing together soy sauce, sesame oil and a little cheddar. Fold dressing through the slaw.

NEW ZEALAND WOMAN'S WEEKLY AND LEE KUM KEE PROMOTION

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