



Chris Kerwin
Head of Publishing

- Introduction to the brand
- Good Food's brand strategy
- Good Food's digital strategy
- Digital advertising:
 - Programmatic
 - Native and Partnerships
 - Video
 - Social

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BRAND VIDEO



KEY MILESTONES

- **1989** – BBC Good Food magazine
- **1990** – The first Good Food show
- **2003** – Good Food book range
- **2006** – Good Food website
- **2013** – bbcgoodfood.com becomes a responsive
- **2014** – Good Food is 25!



MAGAZINE AND APP

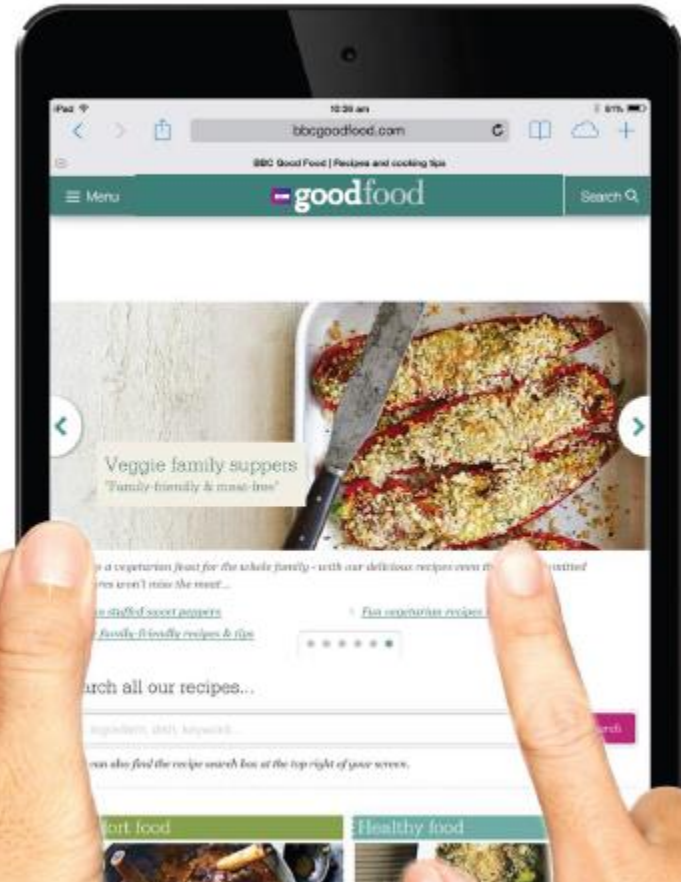
BBC
goodfood



- Over 100m copies sold across 25 years
- Magazine circulation – 250k
- Magazine subscribers – 145k
- Enhanced magazine app circulation – 11k

WEBSITE

- UK's market leader
- 18m unique users / month
- 60m page impressions
- 75% of traffic from a mobile device
- 350k video views
- 1m registered users

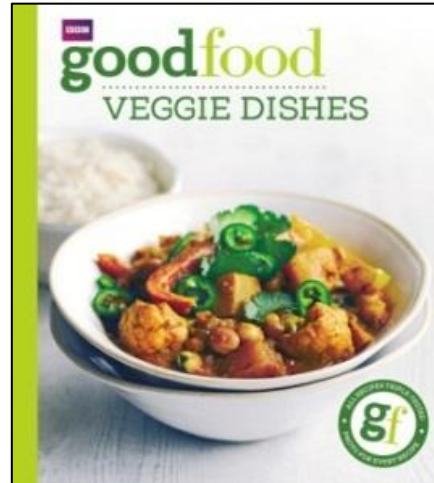
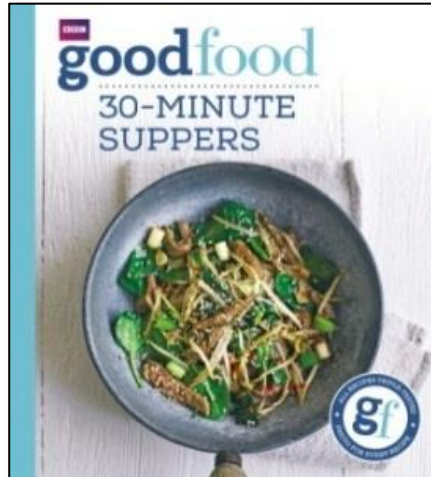


SHOWS

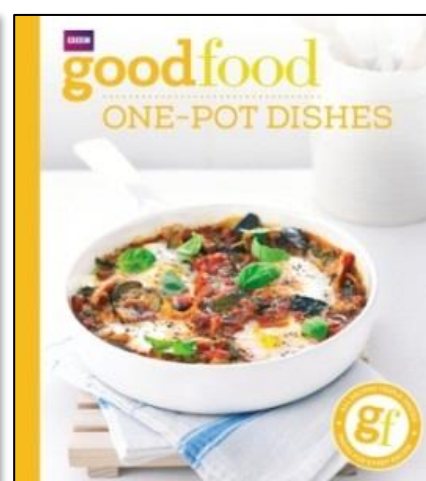
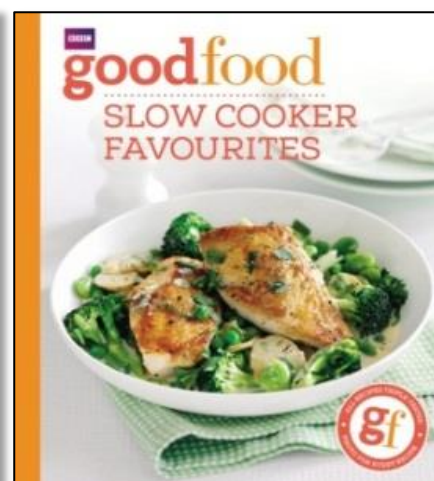


- 8 Shows across the UK
- Locations include London, Birmingham, Scotland and Harrogate
- 245k attendees
- 1000+ exhibitors
- Featuring key UK talent:
 - Jamie Oliver
 - Mary Berry
 - Paul Hollywood
 - Hairy Bikers
 - Davina McCall

BOOKS



- Over 4m copies sold in 12 years
- Content re-used from the magazine



CONSUMER PRODUCTS

BBC
goodfood

BBC
goodfood
GIFTING CONCEPTS BOARD B



TIP 12 Top this basic pizza with items like slices of ham and rocket. You can also add sliced jalapeno chillies, salami and cooked mushrooms - just make sure to put the ingredients on sparingly or your pizza will go soggy.

PIZZA MAKING KIT

- 1 Recipe Book
- 2 Drizzler
- 3 Ceramic Pizza Tray
- 4 Pizza Cutter
- 5 Pizza Server



GIFTING SET

- 1 3 Utensils
- 2 Measuring Jug



THERMAL FOLD UP BAG

- 1 Attached Notebook & Pen
- 2 Thermal Bag Folded
- 3 Bag Unfolded

FEATURE: This bag is insulated which will keep your hot items hot and your cold items cold!



Cookie Holder Mug



Fridge Magnets



Mixing Bowl & Spoon



Egg Cups

ALL PRODUCTS SUBJECT TO BRAND APPROVAL

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We publish print for profit, and digital for growth.

BBC Good Food is being transformed into a **multi-faceted, digitally-led business**, with content available on all devices and platforms. Printed magazines, books and live events will remain central to the Good Food business, while the economics of those businesses continue to make sense.

1. Create a new digital business model
2. Put mobile first
3. Personalise BBC Good Food
4. Take the experience beyond recipes and cooking
5. Add value to the content
6. Create once, publish everywhere
7. Develop the Good Food Kitchen
8. Develop Good Food Local
9. Put the brand at the heart of the national conversation
10. Develop larger, cross-platform commercial partnerships
11. Explore enterprise opportunities
12. Explore international potential

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PHASE 1 **Accelerating Digital Growth**

Invest in staff, content and technology to:

- Expand the website by adding a number of key 'content verticals' including Health; Exercise, Travel; Reviews; Baking
- Developing more personalisation options to allow user to tailor their experiences
- Bolster our short-form video proposition to include video recipes
- Develop versions of the website in Australia, South Africa and Canada

PHASE 2 **Exploring New Digital Revenue Streams**

Work with external experts to:

- Continue to build out our e-commerce business
- Experiment with paid content
- Allow users to localise the digital experience and provide a local shopping platform



By 2020:

- **Grow top line revenue and profit year-on-year**
- **25m unique users (with 5m registered)**
- **>60% Good Food profits from digital (from 25% today)**
- **Understand non-advertising revenue potential**

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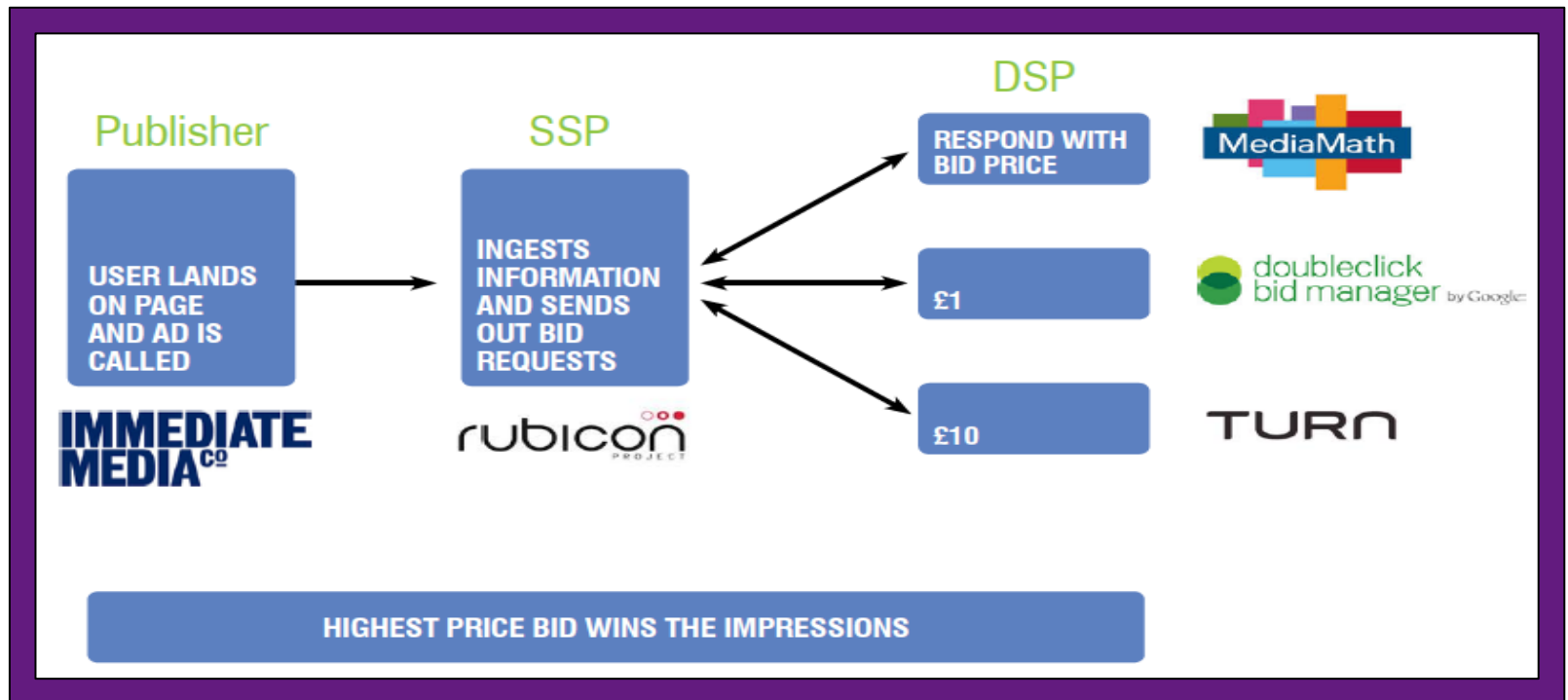
The numbers:

- Digital advertising overtook print totals in 13/14
- Revenues 100% up on 11/12 by 14/15
- 36% growth in 14/15 alone
- A third of digital ad revenue is now programmatic



PROGRAMMATIC

Automating the process of buying and selling online advertising



Inventory targeted in a real time auction
on an impression by impression basis

Programmatic brings massive benefits to both publishers and agencies....

PUBLISHER BENEFITS

- Access to thousands of new buyers
- Improved yield management and inventory control
- Frees up advertising team's time to focus on high value partnership deals

AGENCY BENEFITS

- Allows them to buy audiences at scale
- Cuts down wastage
- Massive efficiency and cost benefits
- High margin business

PROGRAMMATIC GOALS



1. Monetise all unsold inventory via programmatic channels
2. Trade increased inventory via the Private Market Place (PMP) with both core and non core advertisers
3. 25% of programmatic revenue was from PMP trading for 2014/15
H1 – 12% -> H2 - 30%
4. Build our audience proposition to create more sophisticated packages based on our rich first party audience data. (Krux is our data management platform which enables us to create a wealth of audience segments)
5. Develop more sophisticated inventory pricing strategies to maximise yields of our inventory sold through programmatic channels which have increased Open Market Place (OMP) yields by over 100% y-o-y



Programmatic revenue on bbcgoodfood.com increased by 350% in 2014/15

PARTNERSHIPS & NATIVE



- All key London agencies now have specialist partnership departments
- Revenues make up a third of bbcgoodfood.com's total
- Significant number of deals in the £100k-£500k range

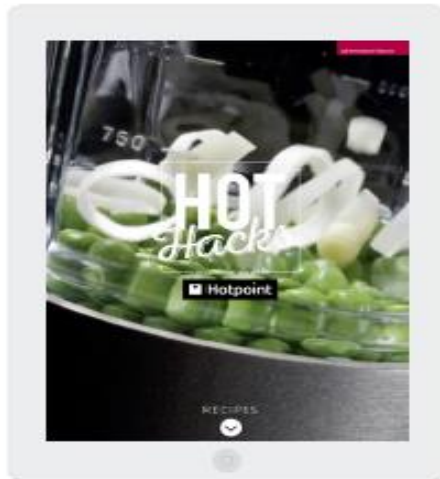


You can hack it
with Hotpoint

Hotpoint For more #hothacks and recipes, visit gfadfeatures.co.uk/hotpoint-hothacks

HOTPOINT #HOTHACKS

iPad advertorial



HOTPOINT #HOTHACKS

Homepage takeover

WITH #HOTHACKS

Hotpoint

FIND OUT MORE >

goodfood

Recipes | How to | Lifestyle & events | More Good Food | Health & nutrition | Charity bake sale

My Good Food
Create an account | Sign in

SUBSCRIBE TO BBC GOOD FOOD MAGAZINE NOW >>> **£5**

Recipes kids will love
"Reinvent convenience food"
Try a new way with family favourites. Our healthier versions of chicken nuggets, fish fingers and burgers will go down a storm.

- [Chicken schnitzel with coleslaw](#)
- [Salmon fish finger sandwich](#)
- [Turkey burgers with quacamole](#)

Good Food's BBC Children in Need Bake Sale

The #GoodFoodBakeSale: browse our menu of exclusive recipes and make a donation to buy your favourite at www.bbcgoodfood.com/pudsey

We're talking about... BBC Children in Need
Pudsey Bear and BBC Good Food need you - we're hosting our first ever digital bake sale! Donate a minimum of £2 and we'll email you an exclusive recipe created by one of our celebrity baking heroes... [Find out more](#)

WITH **Hotpoint** #HOTHACKS

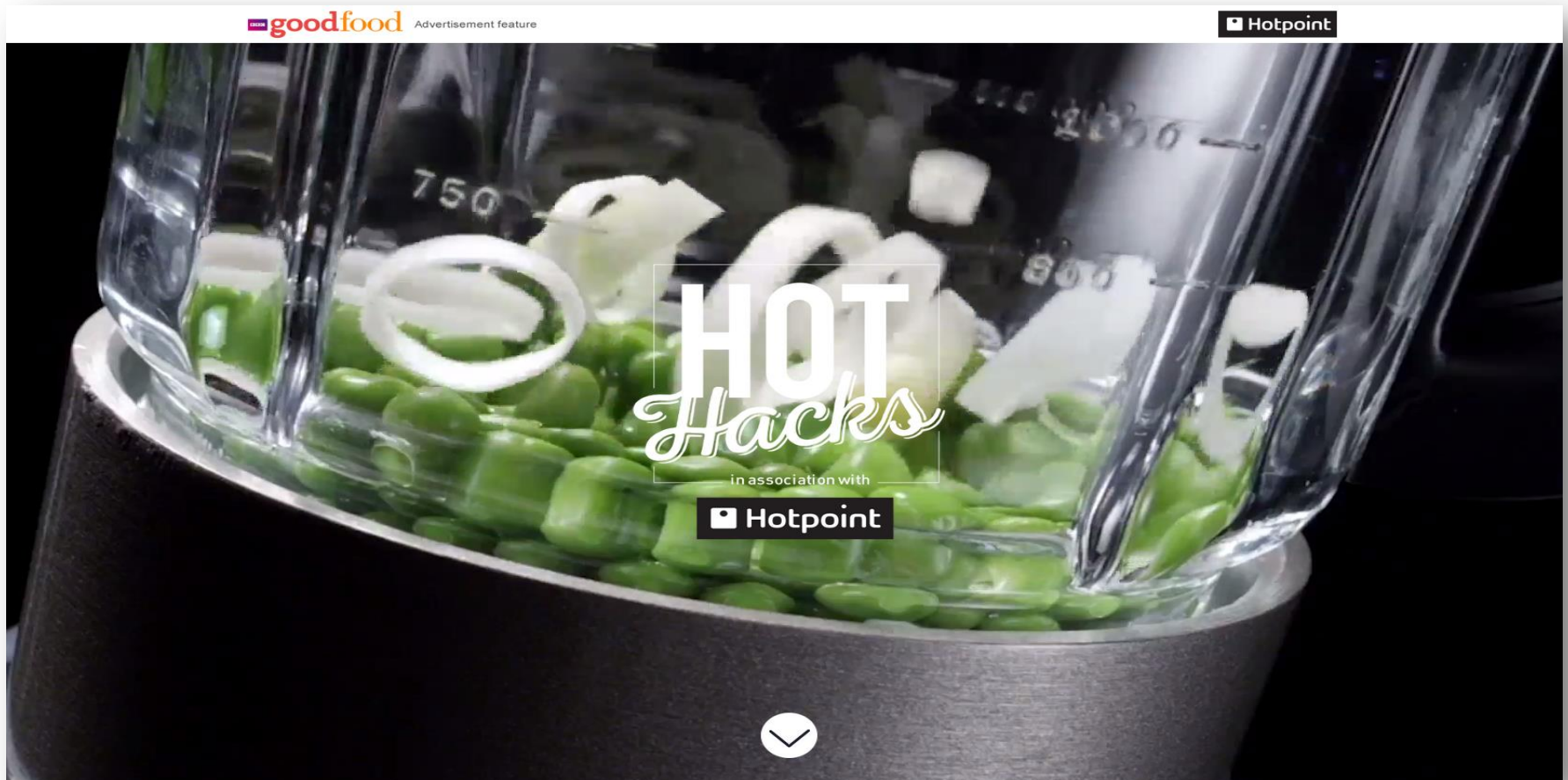
FIND OUT MORE >

Latest offers & promotions...

Trending this week on GF

HOTPOINT #HOTHACKS

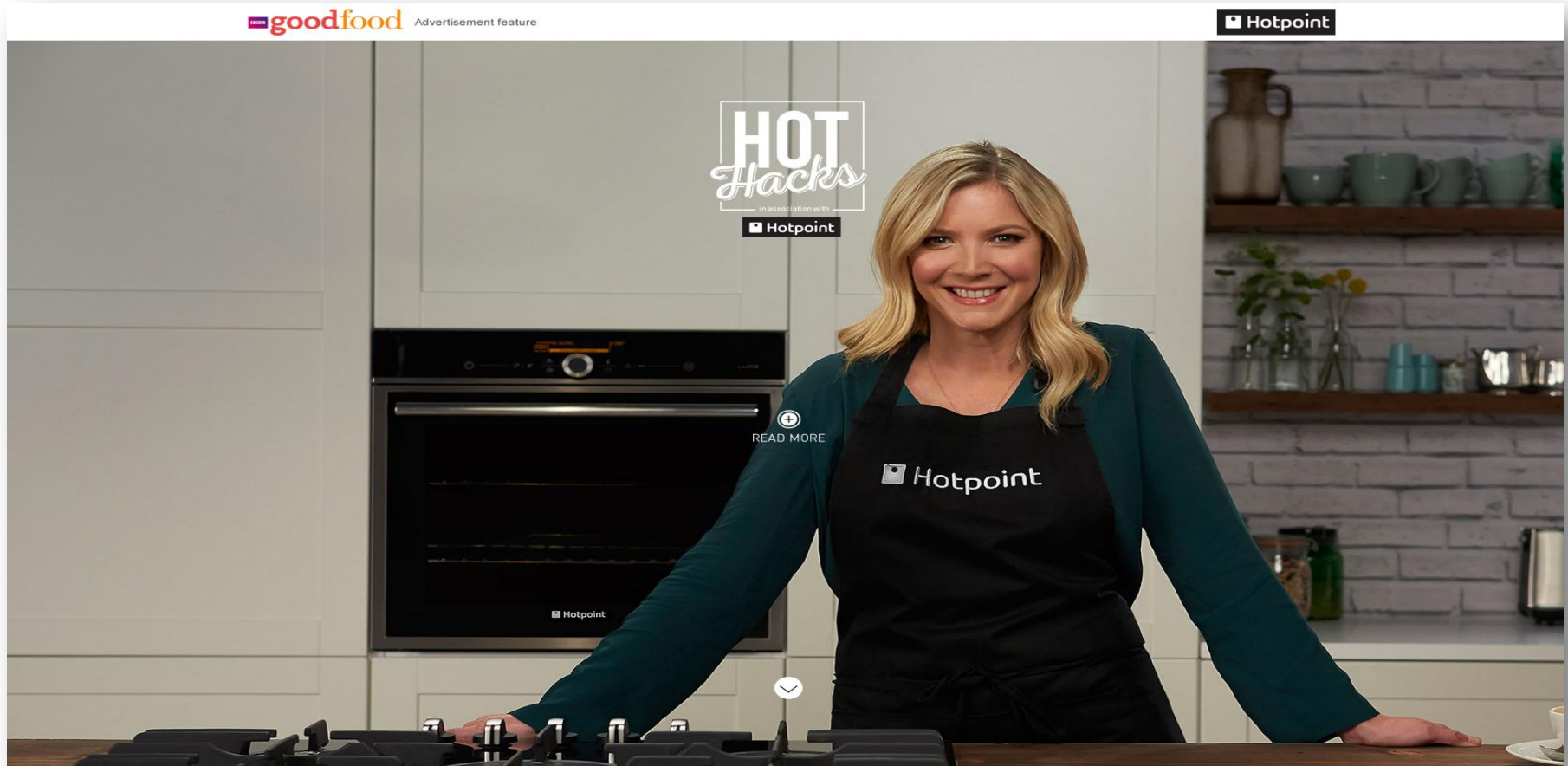
Bespoke campaign hub



HOTPOINT #HOTHACKS





Original video content




HOTPOINT #HOTHACKS

Newsletter placement




[Recipes](#) | [How to](#) | [Health & nutrition](#) | [More Good Food](#) | [Subscribe now](#)




This week we're eating... Mediterranean meals

This week, doctors claimed that following a [Mediterranean diet](#) can be more effective in controlling [obesity](#) than calorie counting. If olives and tomatoes are your thing, we have plenty of authentic Med bites to sate your appetite. Try [chunky soup](#), tasty [chicken traybake](#), foil-wrapped [fish parcels](#) or [vegetarian stew](#). Serve [roasted peppers](#) or [tomato & potato salad](#) on the side, and finish things off with a mandatory drizzle of fruity olive oil.


Try one of our Mediterranean recipes...




[Mediterranean fish gratins](#)




[Speedy Mediterranean gnocchi](#)



[Lemon & rosemary traybake lamb](#)




[Grilled Mediterranean veg with bean mash](#)



Win the cold war

As winter creeps ever closer, we're pre-empting the season of sniffles by eating immunity-boosting, vitamin-packed foods.

[How to win the cold war](#)
[Curious cold remedies](#)
[What do vitamins do?](#)



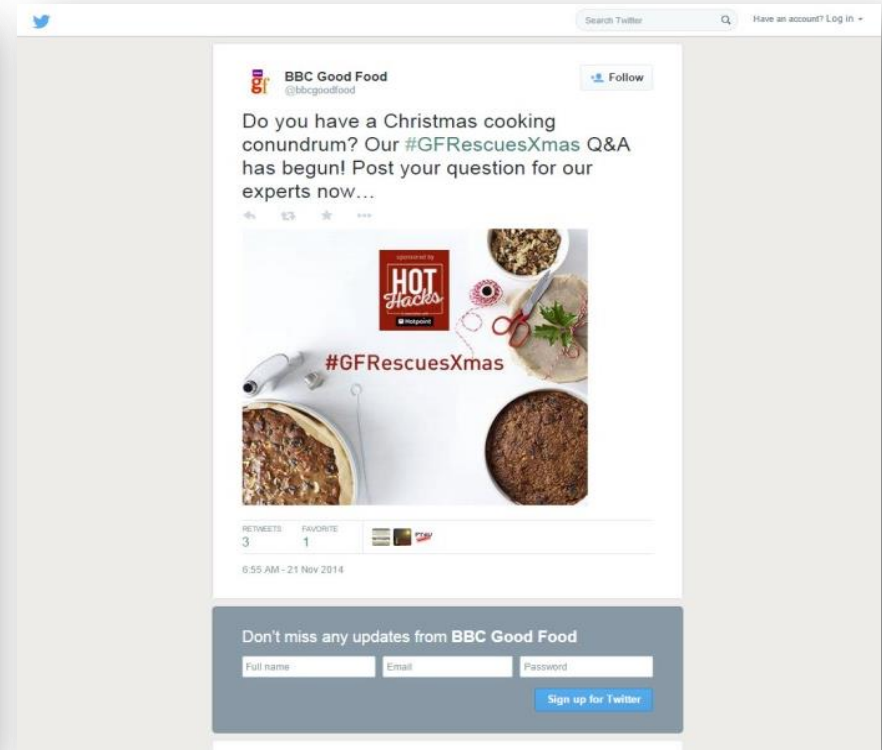
HOT HACKS
in association with
Hotpoint

Hotpoint FIND OUT MORE >

HOTPOINT #HOTHACKS



Social promotion



CO-OP NATIVE CAMPAIGN



SOCIAL ADVERTISING



- Social advertising grew by 74% in 2014
- Seen as a limited opportunity for bbcgoodfood.com
- View social channels as audience acquisition
- Have run campaigns

KENWOOD DISASTER CHEF



- Like social, video is one of the fastest growing areas in digital advertising
- The majority of RFPs issued by agencies now require a video element to the campaign
- CPMs are high - £25 - £35
- But volume is an issue on bbcgoodfood.com.
350k streams a month is not enough! Require 500k minimum



goodfood

- Good Food's strategy is all about digital
- We're looking outside of advertising to grow revenues
- But our advertising business is growing very healthily, driven by programmatic delivery and partnership deals
- Growing the audience of the website is at the heart of our plans, along with driving video volume