



Vénusz<sup>®</sup>  
Az étel lelke

Levendulakék

**First step Vénusz, last step Vénusz!**

**TARGET GROUP**

Everyone who  
cooks

**INSIGHT**

We use a lot of oil while cooking. We also use recipes to guide us and take care to follow each step. Yet, we tend to forget about an important last step: Collect the oil and recycle it.

**TENSION**

We all know it is an important step, not just for the planet but for our home plumbing... yet we ignore its importance.

**GOAL**

We need people to take the last step just as seriously as all the other steps they take while cooking. Cooking oil is just as important in the last step as it is in the first step.

## The concept

When cooking, we're the happiest when we get to **the last step**:  
**“Bon appetit!”**

But we wanted to be real gourmet with the details and show what is behind the scenes. **What happens** - or should happen - **AFTER the last bite?**

Table is set, candles are lit, dinner is ready. Let the dirty part begin!

# INVERSE COOKING DAY

## Event

We invite influencers, celebrities and the press to an **exclusive event, held at Budapest Makery.**

Entering the restaurant and putting on Vénusz aprons, guests find themselves in the middle of chaos: **no ingredients prepared, only pans with used cooking oils.**

Our celebrity host, **Fördős Zé** explains that this time we will do everything backwards, starting from the step we tend to leave for the last (or even skip): **pouring the cooking oil into cans.**

To keep up the feeling of an inverse cooking day, guests then **get the fully prepared, yummy main course** they were supposed to make. The **ingredients portioned will be put in a goodie box** as a goodbye gift.

Basically, **the only real cooking step at the event will draw attention to our message:** every step and drop counts and we should prioritize it.

# The show must go back

## Recipe book and viral video

In the goodie bag that the participants take home from the event there would be a recipe book. This book would also be distributed among Vénusz buyers and could be sold in bookstores.

### Why is it special?

#### It starts at the end with the last step.

The whole book would be backwards. The cover would be switched and when opening, it would go: back cover, a thank you note and conclusion of why it is important to recycle the oil, a bunch of recipes, an introduction and a title. Each recipe would have a last numbered step: Collect the used cooking oil and recycle it.

We would also have **a viral video collaboration with Fördös Zé**. A mildly clickbait title would draw in the viewers in, for eg.: *The ultimate secret to the world's best hamburger recipe!*

#### But seconds after the video starts, it ends.

The video would start with Fördös Zé tasting the food and saying how great the recipe was and how well the dish turned out. After that he says: Ok, now let's get to the last step and collect the cooking oil. He shows us how he usually does it and what practices he has. Where he takes it when it's all collected, etc.

Video would be sent as part of press release.



## Let's cook OOH!

We would have simple green billboards and bus shelter pairs and tram wraps with text and logo. One panel asking the question:

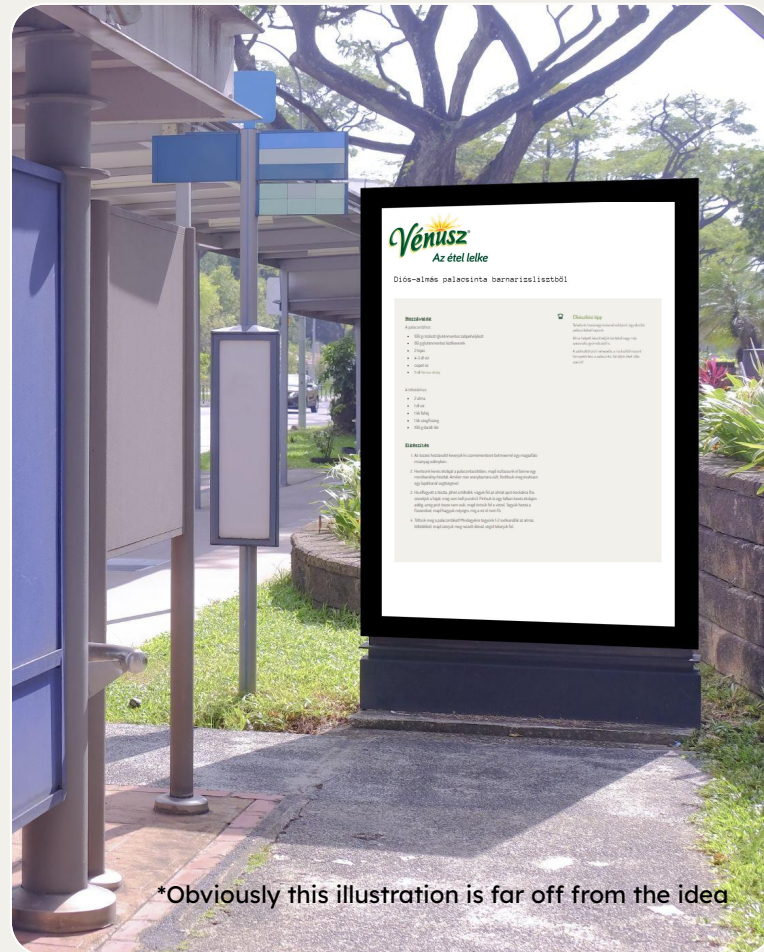
**You didn't forget about the last step, did you?**

The other panel of the pair would have various recipes on them (preferably ones that have cooking oil mentioned in the first step).

Each recipe would end with the last step:

**Collect the used cooking oil and recycle it.**

Also a message at the bottom:  
Take a photo and save for later ;)



\*Obviously this illustration is far off from the idea

## Support the cause

To get people to actually start collecting their oil, Vénusz can help with motivational messages and by actually making it easier:

- Vénusz could partner with kifli.hu or any other shopping delivery service or shop to pick up your oil. Kind of like Nespresso, Vénusz could offer to collect the oil when you order one of their products.
- Launch a social media contest where users can share their ideas for storing or repurposing used cooking oil. The best entries will be featured on Vénusz's website and social media platforms.
- Cooperation with Nosalty and/or Street Kitchen where they would add a last step bulletpoint to each of their recipes. They could also add an end frame to their videos, where we would see the cooking oil being poured into a storage can (same little ending for each video - could be used as a preroll too).
- Partnering with food truck & music festivals to educate.
- Ask people to collect in groups, for example at their workplace, so the drop off is not an issue.



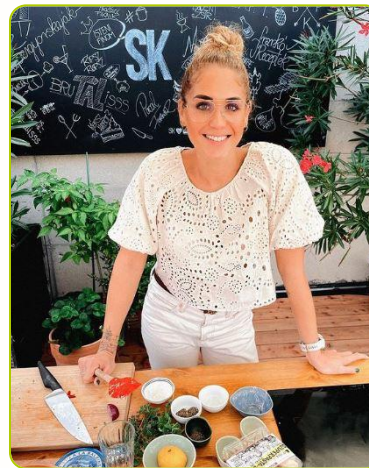
## INFLUENCERS

We ask credible **lifestyle and gastro content creators** to share gallery recipe posts, but with a little twist according to the campaign.

**The first picture will show the last step**, pouring oil into cans. (Vénusz bottle included on the side of course) As we swipe left, other phases of the recipe will show up.

Creators will highlight the campaign message and invite fans to collect cooking oil.

**Copy key ideas:** *“It starts with Vénusz, it ends with Vénusz!”* *“I did something today to be able to cook tomorrow!”*





## WHY TO BUY OUR FULL MENU?

- 01 We draw attention to an important cause without shocking people with a fun take on recipes.
- 02 Shareable, informative and entertaining at the same time with one main idea.
- 03 It contains parts that can easily be connected with traditions (recipe book, online recipes, etc)

# PR ECOSYSTEM

## Owned

Brand social media channels (Facebook, Instagram, YouTube)

Vénusz website  
([www.venusz.hu](http://www.venusz.hu))

Viral Fördős Zé video

Reshared influencer posts

## Paid

Influencer cooperation

OOH channels cross-country

Media cooperation (Nosalty, Street Kitchen)

## Earned

Press release (containing the viral video)

Press event (Cooking day)

WOM (OOH, book and video)

Tabloid & lifestyle magazine articles

User generated content (sending ideas about how they collect & store or use cooking oil)