

# redefine day

Just slip in!

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*TEAM PARASZTEZÜST*



**Most of us know exactly well why and how to recycle cooking oil, yet majority think it's messy, stinky, complicated and all in all unnecessary - so they slack off.** They do not see the point and use of the procedure, they do not feel motivated enough.

**The lack of positive reinforcement is one of the main reasons individuals do not do it...** and although they love delicious dishes that does not mean that they care about the used oil going down the sink.

**SO WHAT DO WE DO TO CHANGE THEIR MINDS?**

# INSIGHT

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introducing

# *redeFINE day*

the first fine dining experience defined by used oil



# TASTE THE FINEST

## THE IDEA

redeFINE day is a special gastro day where we give ordinary foodies the opportunity to taste special dishes from the country's most exclusive restaurants, to feel the very top of the fine dining experience—without having to spend a dime.

### **HOW?**

For a day, we change the currency in the country's most exclusive restaurants into something no one sees value in: used oil. For a bottle of oil, you get an invite to a dinner for 2 where top chefs' most exciting dishes can be experienced. The catch: food tasted is actually made by reusing filtered used oil.

### **WHY?**

By showing people how much potential there is in a material that is perceived as waste, we are showing that used oil has real value. Even if we don't reuse it at home, the least we can do is collect it and drop it off at a collection point - so that others can turn it into something of great value.



# TEASER PHASE

## The weeks prior to redefiNE day

The weeks leading up to the event will be all about introducing the restaurants and chefs taking part in the movement.

A PR series where you can find out not only about the different participating restaurants and chefs, but also about the menus that will be served on redefiNE day - what will be on the table and how much cooking oil the restaurant needs for creating each dish.

**The value of meals will be indicated on the menu signified by oil drops - while a 3-course meal may be easier to pay for, an extravagant 7-course dinner will require you to drop of significantly more used oil.**

### ***MECHANISM***

For those interested, a microsite will be opened to register for redefiNE Day - as each participating restaurant has limited capacity, a draw will be held to decide who will get a table. They will be able to drop off their used oil at the event venue to gain entry to the restaurant, while those less fortunate who are not drawn will have access to online cooking content created by the programme's ambassador chefs.



# EXTENSION & REMINDERS

During the campaign we invite renowned gastro personalities to put their faces behind the cause and help spread the word:

- We'll sponsor an episode of **Konyhafőnök** where contestants have to collect all the oil used while making traditionally oil heavy dishes - all while completing special challenges posed by the jury.
- We'll launch a thread of recipes on **StreetKitchen**, where grandma's classics will be prepared with a new and contemporary twist, sponsored by Venus (think szalagofánk, lángos & bundáskenyér).
- And lastly of course **our ambassadors will promote our message** on their social media platforms.

If you think that we'd let you forget about **one of the most important days in Hungarian gastronomy**... we won't. Throughout the year we **hit you up with reminders** during gastro events and on gastro related websites and apps, like TripAdvisor.

Next year, we extend the program to homes: thanks to our partnership with food service providers (Foodora & Wolt), you pay your order by handing your used oil to the courier.

**No more excuses - dropping of used oil has never been easier!**

# A country-wide conversation starter for all, on all platforms...

## Print

Reaching our older target audience, educating importance of collecting used oil by generating buzz with event

## Online

Statistics and best practice highlighted - why is it important and how could we do better?

## TV

Sneaking our message into living rooms by having our ambassador in a popular morning show talking about taking responsibility and encouraging others to collect their used oil

## User-generated content

People participating in redeFINE day will surely share their fine dining experience on their own socials



# STRENGTH

**PR worthy:** an available yet exclusive fine dining experience

**Future-proof & forward-looking:** builds habit of collecting used oil and gives people something to look forward to and year-by-year

**Experience in focus:** fine dining experiment with a twist

**Generates conversation:** shared content through social media

**Goes beyond itself:** Opens up the discussion about the link between high quality fine dining and ingredients that are accessible to all - while keeping it close to the topic of oil consumption and recycling



# SUMMARY

— 2023

	TEASER	REDEFINE DAY	REMINDER
GOAL	Generate buzz	Activate people, build awareness & engagement	Follow up messages, keep up the movement
MESSAGE	Every drop counts - redefine the value of food and used oil	Every drop counts - collecting used oil is a part of something bigger than us	Every drop counts - you're doing great - keep collecting and harvest the results next year

# TOUCHPOINTS

OWNED	Vénusz social media channels, microsite	Press event	Vénusz social media channels
EARNED		Press coverage, WOM, user-generated content (#EveryDropCounts #redeFINeday)	
PAID	PR content, media collaborations	Event series with restaurant partnerships, ambassadors (ex. Fördős Zé, Wossala Rozina, Rácz Jenő etc.)	Food service provider collab, banner ads, gastro event sponsorships

# see you soon

on redeFINE day

*TEAM PARASZTEZÜST*

