

KitchenAid®

Press Contacts: Justin Newby
Digitas
212/350-7808
justin.newby@digitas.com

Beth Robinson
KitchenAid
269/923-4770
beth_l_robinson@kitchenaid.com

Kim Roman
Digitas
212/350-7822
kim.roman@digitas.com

FOR IMMEDIATE RELEASE:

NEW KITCHENAID CAMPAIGN AFFIRMS "THERE'S SO MUCH MORE TO MAKE"

BENTON HARBOR, Mich. (May 16, 2013) – The tagline "There's so much more to make" takes on double meaning in a new integrated marketing campaign for KitchenAid, the premium “go to” brand for generations of cooking and baking enthusiasts.

“First and foremost, it reflects the aspirations of our core consumers, who are constantly challenging and expanding their skills by trying new recipes and techniques,” said Cynthia Soledad, senior marketing director for KitchenAid. “But it also serves as a mantra for a brand that continuously challenges itself to make more and better tools for those who want to make more of their time in the kitchen.”

While total spending is not being divulged, Soledad says the brand is significantly increasing its marketing investment over last year. The campaign was created by Digitas, whose Chicago and New York offices handle all creative, media, digital, PR and social media duties for KitchenAid.

Creatively, the campaign’s print and digital advertising mark a departure from more conventional, product-focused appliance advertising. Headlines challenge cooks to “Bring the Whole Fish Home” or “Make Cassoulet on a Tuesday” as a way to test and build their skills. Accompanying copy and images highlight product benefits and show cooks in motion as they rise to the challenge.

“And we’re not stopping at simply issuing these challenges,” notes Soledad. “By offering expert tips and techniques via culinary events, the web, cooking shows and social media channels, we’re providing information and inspiration to help meet them.”

Core print media partnerships include *Bon Appetit* and *Food & Wine*, both combining major and small appliance advertising with advertorial and video content built around co-sponsored culinary events, including Feast Portland and the Classic in Aspen.

“Knowing that not everyone can attend these events, we’re working with the magazines to capture and share the techniques and recipes offered by celebrity chefs appearing on our own KitchenAid culinary demonstration stages,” said Soledad.

-more-

NEW KITCHENAID CAMPAIGN AFFIRMS "THERE'S SO MUCH MORE TO MAKE"/Page Two

KitchenAid is also sponsoring the second season of *Martha Stewart's Cooking School* and first season of *Martha Bakes*, which recently premiered on PBS stations nationwide and feature KitchenAid appliances in use. Similarly, a partnership with fast-growing food web site The Daily Meal incorporates a complete KitchenAid-equipped studio kitchen for sharing content from noted chefs, cookbook authors, and other food and beverage experts.

In the shelter magazine category, KitchenAid has partnered with *House Beautiful* to create a kitchen and culinary demonstration program at the prestigious Kip's Bay Show Home in Manhattan. "While cooking is at our core as a brand, kitchen design represents a huge opportunity for us to tell our product design story, and another way for our consumers to express their creativity in the kitchen," notes Soledad.

Coinciding with the launch, KitchenAid will debut a redesigned web site, KitchenAid.com, that reflects the look and feel of the campaign and incorporates such new features as a Culinary Inspiration section and content-rich landing pages for each appliance category. For a more seamless shopping experience, the new site merges KitchenAid.com with ShopKitchenAid.com, the brand's e-commerce site for small appliances.

On the social media front, the brand is launching a new blog, KitchenAid Kitchenthusiast, as well as a Facebook recipe tab designed for KitchenAid owners and intenders, and a series of challenges to its growing social media community, including 10 bloggers who have been outfitted with complete KitchenAid kitchens.

"The Facebook recipe tab and blog will include useful and inspiring content from chefs, professional food bloggers, and ultimately, our consumers," said Soledad. "The 'More to Make' recipe challenges we're issuing are designed to test and stretch the kitchen skills of our social media community."

Cook for the Cure®, the brand's ongoing cause marketing partnership with Susan G. Komen®, will also be re-focused to reflect the shared aspiration of KitchenAid and its cooking-centric consumers to do more. In July, the brand hopes to recruit 1,000 cooks to host gatherings for friends and family to raise funds for the fight against breast cancer. Now in its twelfth year, Cook for the Cure has raised over \$9 million for the cause.

"Whether we're talking about making more, making it better or even making a difference, the central campaign idea brings a deeper context to how KitchenAid and its products give cooks the best tools for achieving their goals," said Soledad.

About KitchenAid: Since the introduction of its legendary stand mixer in 1919 and first dishwasher in 1949, KitchenAid has built on the legacy of these icons to create a complete line of products designed for cooks. Today, the KitchenAid brand offers virtually every essential for the well-equipped kitchen with a collection that includes everything from countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars. To learn why chefs choose KitchenAid for their homes more than any other brand*, visit KitchenAid.com or join us at Facebook.com/KitchenAid and Twitter.com/KitchenAidUSA.

* Based on a 2012 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals