

dish

1 million+
views & engagements
in 12 months
(breakdown on p.3)

PARTNERSHIP CASE STUDY



Building brand authority with New Zealand's largest, most engaged food and lifestyle audience

Lee Kum Kee is a global brand with a 150-year legacy, known for high-quality Chinese cooking ingredients, and more recently, ready sauces. Their presence in the New Zealand market has been going from strength to strength over the past decade, but they have been looking to increase brand awareness and perception with a high-socio foodie audience.

Lee Kum Kee approached *dish* to develop a bespoke campaign that has evolved into a three-year partnership.

Partnership Objectives

Increase brand awareness and credibility by regularly showcasing Lee Kum Kee to *dish*'s audience across print and digital platforms

Produce a catalogue of brand recipes, imagery and video assets aligned with *dish*'s editorial style to maximise engagement

Content Creation

Annually, we craft and execute:

10 bespoke recipes

with *dish* styling, photography, video reels

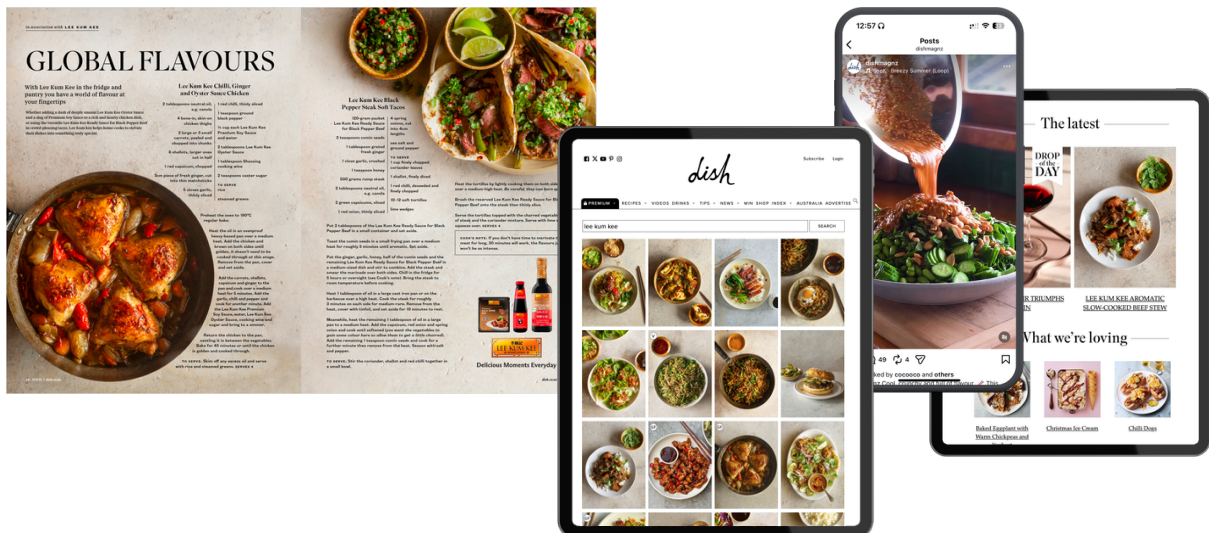
7 magazine advertorials

and additional editorial features

10 digital packages

across *dish.co.nz*, social posts and EDM features

We work with Lee Kum Kee to develop a collection of recipes that supports their marketing objectives, promotes their new products and educates readers on the more novel uses of their staple pantry ingredients. These recipes are tailored to local cooking trends and seasonal ingredients available across NZ and Australia.



Results highlights

In 12 months, Lee Kum Kee's coverage has seen excellent results:

85,000+

recipe views
on dish.co.nz

725,500+

impressions
on Meta

12,750+

EDM clicks

11,500+

reactions and saves
on Instagram

180,000+

magazines containing
Lee Kum Kee recipes sold

Testimonial

Our partnership with dish has been instrumental in increasing Lee Kum Kee's brand awareness and credibility among a foodie audience. They have consistently delivered high-quality recipes and content that resonate with their audience, driving strong engagement and meaningful connection for the brand.

Acton International Marketing

Want to connect with our large, loyal audience too?

Whether you want to run a long-term awareness campaign, or promote an upcoming product launch, *dish* can create and promote high-quality, bespoke content that resonates with our audience and delivers lasting impact for your brand.

[Get in touch and learn more here](#)

The logo for 'dish' is written in a black, cursive, handwritten-style font.