

Opportunity

Food Network

Primetime Sponsorship Opportunity
12 Months



Channel

Investment

Start

Platforms



*Enquire for full details

January 2024

✓ Sponsorship ✓ discovery+ ✓ Ad Smart
✓ Social

Why partner with Food Network?

Your number one food destination

Sky Media and Warner Bros. Discovery are pleased to offer brands the opportunity to build an association with The Food Network Channel.

Food Network is the UK's **ONLY DEDICATED FOOD CHANNEL** reaching **13 million** passionate food lovers each month through our various platforms. Our channel is a showcase for world-class chefs and devoted foodie personalities discovering mouthwatering recipes around the world. At the heart of **Food Network** is a passion for all things food serving as a daily source of inspiration and trusted culinary techniques. We have access to top-tier chefs and talent such as Tom Kerridge, Michel Roux and Marcus Wareing. **Food Network** is the place to reach and connect with food enthusiasts with opportunities across all platforms – **Linear TV, Digital, VOD, YouTube & Social**



Audience Insight



Demographics:

64% Female, 34% Male



Love to Shop:

60% are the main shopper in their household



Love to Travel:

65% enjoy planning holidays 65% are passionate about travelling



Love to Cook:

78% like to try new recipes 73% really enjoy cooking

Source: TGI: The Food Network viewer

Content and Scheduling

Daypart: Primetime (18:00-24:00)

Accreditation: 8 x 10" Spots Per Hour

*exact details may be subject to change

** excludes ad-funded programming



Adam Richman Eats Britain

Contact Details

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Making the partnership work harder and smarter...

For the right brand we can create a fully integrated campaign across TV, Digital and Discovery+ 's growing social platforms.



discovery+

This package includes Pre & mid-roll against Food Network content and Sponsorship idents against all Food Network titles expanding the sponsorship onto discovery+. To broaden our reach, we will include an ad campaign using a TVC as pre/mid roll across run of site.

discovery+'s Pause Ads offer an unobtrusive advertising experience initiated by the viewers when they pause what they're watching. When a user pauses the content, a static advertisement will launch and take over the screen after the content has been paused for more than 3 seconds. The creative will remain on screen until the user presses play. The pause ads can include a call to action / click through / **QR code** directing consumers a chosen destination that is most favorable to the brand such a point of purchase.

Additional details available on request

Sky Ad Smart

Ad Smart from Sky allows advertisers to reach a wide range of audiences, developed using internal data from Sky, and external data from data partners. This campaign would feature a 20" TVC run across key campaign moments to target specific audiences relevant to your brand. This allows a highly targeted aspect to the partnership reaching audiences that might not have seen the wider sponsorship.

Additional details available on request

Social & Digital Activation

Food Network consistently achieves remarkable engagement on its social media platforms. The paid social campaign element of the campaign offers an exceptional opportunity to create a deeper connection with our foodie obsessed audience. Through this campaign we will hit our key KPI's such as reach, traffic and video views, ensuring that the brand not only reaches but also actively engages our audience. Seasonal relevance plays a role in this campaign, particularly during significant moments like public holidays, which serve as pivotal opportunities for our viewers to engage with the brands. In addition, we will implement click throughs to a call to action with tracking to enhance return on investment.

Additional details available on request



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