



**Media Release
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New campaign set to enable Aussie to brand shine on global platform

Gourmet Garden represents Australia's strength in brand marketing

In the relaxed and leafy surroundings of Queensland's Sunshine Coast, resides a high tech manufacturing facility called Gourmet Garden, which has managed to grow from a small, privately owned company proving success on Aussie shores to a now burgeoning global success story.

Launched in Australia in 1999, Gourmet Garden herbs and spices now, proudly boast operations in over twelve different markets and exceeding sales in every year of the young business.

This week, Gourmet Garden will launch their new fully integrated campaign, "Find your inner chef" which has tapped into the product benefit of 'transforming your everyday cooking' by featuring everyday people who adopt the traits of well known celebrity chefs, while using Gourmet Garden herbs and spices. The communication campaign is set for Australian free to air TV, select 'foodie' Pay TV channels and supported by radio, print and online; with the potential to go global as need be.

Gourmet Garden's CEO, Nick White attributes the company's growing success to both the quality of the product itself and a strong communication support team.

"A strong focus upon innovation, a product that is unparalleled in quality and the focus of bringing taste and aroma of fresh herbs to everyday meals, coupled with engaging communication that uses multiple touch points is the plan we have developed to build this brand globally".

While SMART (Gourmet Garden's agency partner, along with media planning hot shop MAXUS) admits Gourmet Garden's initial success was built off the product and not the brand per se; opportunities to increase awareness were established through a thorough research process including U&A study, concept testing, in home ethnology, product usage trials and qualitative research.

"It was identified that the opportunity was similar to that experienced by the coffee market. That is, for years people drank freeze dried and then experienced fresh coffee. So how could you capture the essence of the barista coffee both rationally and emotionally whilst not pretending it was exactly the same," said SMART Ashley Farr, Planning Director.

"We also identified the cultural phenomena of TV Cooking shows, which spurred the habit of people emulating their favourite TV Chefs in their homes."



“We needed to communicate the role and benefit of the product but get people involved in the idea and make sure it would work in multiple markets.”

SMART also came up with the idea of moving the trend of the herb rack off the bench and into the fridge with the Gourmet Garden fridge herb rack; allowing for clean surfaces and sleek product design. The innovative concept allows Gourmet Garden to remain handy, aesthetic and above all keeping Gourmet Garden within reach and top of mind.

With the continuing creativity and innovation sought out by Gourmet Garden and its agency partners, the Australian brand will no doubt reach extensive global dominance and throw Australian brand marketing into the international field of competition. Gourmet Garden is the perfect example of Australia’s ability to contend with the best of the best on a world scale.

Gourmet Garden Herbs and Spices are based on a unique patent, originally developed in the mid 1990’s by a pair of scientists who found a way to retain the complexity, colour and freshness of herbs and spices for over sixty days, the Queensland facility takes the fresh herbs direct from growers to the factory for a natural process that captures the freshness of the Australian product.

Credits:

Strategy: Ashley Farr, National Planning Director

Creative: Dan Gregory, Creative Director and Matt Johnstone, Senior Art Director

Account Service: Ilyse Connery, Account Director

Producer: David Steindl

Production: Orange Whip Films – Alex Mooney

Director: Simon MacRae

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