

WE WERE REALLY SURPRISED WITH WHAT THE BLENDERS CAN DO AND WHAT THEY ARE CAPABLE OF. FOLLOWING THE MEDIA ROAD SHOW PRESENTATION IT'S GREAT TO SEE BREVILLE IS STILL COMMUNICATING WHAT THEIR PRODUCTS CAN DO AND THE POINT OF DIFFERENCE THEY OFFER TO THE MEDIA. WE ALL THOROUGHLY ENJOYED THE MEDIA ROAD SHOW AT FPC.

Claire Brookman
Super Food Ideas

THE KINETIX BLENDER FOR ONE LOOKS GREAT AND THE PRESENTATION ON ITS VERSATILITY WAS VERY EFFECTIVE. IT'S ALSO VERY QUIET WHICH IS A BIG PLUS FOR OUR READERS AND ALSO IS THE IDEAL CHRISTMAS GIFT.

Barbara Northwood
Food Director, New Idea



IT'S NOT A BLENDER. IT'S A BREVILLE KINETIX BLENDER

DAEMON 2iC BLENDS UP A MEDIA STORM FOR THE LAUNCH OF THE BREVILLE KINETIX BLENDER!

CHALLENGE

Launch Breville's new Kinetix Blender, which Breville's award-winning design team spent two years developing, communicating and visually demonstrating its revolutionary new technology.

STRATEGY

Daemon 2iC recommended a strategic launch campaign which leveraged the advertising creative and included media roadshows, a dedicated media relations campaign, journalist review program and stylist outreach program.

Daemon 2iC developed an interactive and educational media roadshow for Australia's top three magazine publishing houses, allowing the journalists to have a 'hands on' experience with the new blenders.

A menu of 'blended' foods was developed in conjunction with Breville's home economist to showcase the blender's versatility from dips, to canapés and cocktails.

Comprehensive media materials were developed to support the campaign and secure coverage across broadcast, print and online media.

RESULTS

Over 70 of Australia's top food and lifestyle media pureed pesto, whipped cream and crushed cocktails at the Breville Kinetix Blender Roadshows, including Lyndey Milan of Australian Women's Weekly and Channel 9's Fresh.

Daemon 2iC's Breville Kinetix Blending Campaign secured 20 pieces of coverage with 2,884,721

consumer impressions. Coverage highlights include Channel 7's Sunrise, Channel 10's 9am with David and Kim, Sydney Morning Herald's Good Living, Vogue Living, Australian Women's Weekly, Australian Gourmet Traveller, Famous, Delicious and Men's Health.....

Following the success of the roadshows, Daemon 2iC has continued to build on the relationships with media who attended the shows. A number of attendees have become "Breville champions" and regularly feature Breville appliances in their publications including juicers, coffee machines and health grills.

SHOPPING

For fabulous foodies if you can't get them out of the kitchen, you may as well join them – and bring a deliciously fun present with you

Fresh Italian cookbook by Marina Filippetti (Tabasco), \$40, available from leading bookstores. Duro cookware set, \$350/40 piece set. Evans & Taylor Carlo Moretti tumblers, from \$210/each. Format. French almond nougat, 55/200g. Jones The Grocer. 1616x Alto serving platter, \$300. Design Mode International. Corvason cutlery, \$700/16-piece set. Collect Home. Kimono placemat, \$7. Lalele. Gramo Electric espresso machine, \$599. Biotum. Kangaroo Paw organic olive oil, \$20. Jones The Grocer. Evo Solo sugar and cream bottles, \$99. Nordic Fusion. Tiramisu salt & pepper shakers, \$89/set of two, and Green Kitchen utensils, from \$49/each, all RG Madden. Kinetix Ikon blender, from \$190. Breville.

CHRISTMAS GIFT GUIDE

IDEA: THE GIFT OF BLAST OFF
 LATEST BLEND: BREVILLE'S NEW BLENDERS
 FORMAL FRUIT
 BREVILLE'S NEW BLENDERS
 BREVILLE'S NEW BLENDERS

> pure blend with a smooth, elongated bowl and wide opening, Breville's Kinetic Blend offers the blending "blast" power, allowing you to blend ingredients. The cooling edge blades ensure to clean and create of whisking, and to complement other set from appliances. It's made by those special \$69.95 for \$249.95. See the award \$69.95 to \$229.95. Available from most retailers, phone 1 800 1 24 100. or visit www.breville.com.au

new



BEYOND BLENDING

With the Breville Kinetix Ikon Blender, you can do more than ever before – whip cream, puree pesto, crush nuts consistently, process meat or even turn ice to snow for a delicious cocktail crush. The Breville Kinetix Ikon Blender is available from all major retailers at \$229.95 for the BBL600 (right) and \$169.95 for the BBL550.

school's back!

For more information, visit www.todaysturkey.com.au

Turkey talk

Cooking with turkey is no longer limited to the entire bird. Inghams now has fresh and frozen turkey cuts available, including fresh chops, turkey mince and frozen ready-to-roast breasts and thighs. Naturally mild-tasting, turkey is high in protein and low in fat. For more information, plus a delicious recipe for turkey breast with mango and coriander glaze, visit www.todaysturkey.com.au.

what's NEW

Watershed's 2005 Unoaked Chardonnay, from Margaret River in WA, is medium-bodied with peach, rockmelon and pineapple aromas and flavours. These fresh fruit characteristics give the wine richness and depth. It's available for about \$16.95. For more information, visit www.watershedwines.com.au.

With the Kinetix Blender you can do more than ever before – whip cream, puree pesto, crush nuts consistently, process meat or even turn ice to snow for a delicious cocktail crush. The Breville Kinetix Ikon Blender is available from all major retailers at \$229.95 for the BBL600 (right) and \$169.95 for the BBL550.