

KITCHENAID CONTENT BLUEPRINT

29th July 2013

KitchenAid

Content Blueprint

BRAND PURPOSE

Nourish Human Expression

BRAND PROMISE

Fuel Culinary Passion

BRAND BELIEFS

- Food is as much about creativity & expression as it is about nourishment.
- Passionate cooks know there's no finish line
- We're as passionate about what we make as you

WHO

Passionate Gourmets

They love to cook. And they're enthusiastic to learn more and get to the next level.

It's about more than just the meal. It's the whole process of cooking and the experience in the kitchen. Cooking is their form of self-expression and brings them happiness and fulfillment. In terms of their kitchen tools, they know the best and want the best because they value performance and design in their kitchen appliances.

EMOTIONAL NEEDS

BE INSPIRED

Open your world to the possibilities and new challenges.

SHARE THE PASSION

Act on the inspiration and share.

PURCHASE PATH

ATTRACT > EDUCATE > INSPIRE > SELL > ADVOCATE

CONTENT PILLARS

ART OF MAKING

Encourage you to create & express.

BEST TOOLS

Features & performance to take you to the next level.

TOTAL KITCHEN

The perfect kitchen experience.

KITCHEN DESIGN

Tools and tips to execute a flawless kitchen design.

VALUE & UTILITY

Educating owners of the benefits of KitchenAid and how to maximize their use.

CONTENT ANGLE/ VOICE

CONTENT ANGLE

Unique/Adventurous

Ideas that are fresh and stir people in new ways.

+

VOICE

Thoughtful, bold, engaging, inspired and informative.

CONTENT MOMENTS

Seasonal

Celebrations and Rituals

Building and Improving

Daily Inspiration

KitchenAid

PREVIOUS BLUEPRINT

