

Brandlive featuring: **FOOD & WINE**

# Meredith's Food & Wine chooses Brandlive for annual "Food & Wine Classic in Aspen/At Home" Virtual Event

**Company:** Meredith ([Food & Wine](#))

**Industry:** Media

**Headquarters:** Des Moines, IA

**Size:** 7,915 employees

**Revenue:** \$2.8B (as of June 2020)

**Established:** 1905

**Event:** Annual Food & Wine Classic Gala  
([Visit Event](#))

**Date:** July 2020

**Viewers:** 9,800+

**Brandlive Products Featured:** Events,  
Greenroom



*The event was customized to match Food & Wine's brand identity*

## By the Numbers, an impactful Fundraising event

For over 10 years, Food & Wine has hosted "Classic Food & Wine in Aspen," one of its many annual events. In 2020, for the first time, the audience-loved event was moved to a virtual format. Typically, the in-person fundraiser features world-class chefs and wine experts giving cooking demonstrations, interactive wine tastings, panel discussions and more. Instead of cancelling in the face of adversity, Food & Wine rose to the challenge of a virtual pivot to bring together food lovers and culinary experts in greater numbers than ever before and to drive an important fundraising effort for top non-profit partners.

- Over **9,800 total event views**
- 7,000 Food & Wine guests with custom registration completed; data captured
- 1,000 additional viewers across YouTube simulcast
- Over 1,800 on-demand views (and counting)
- Over \$30,000 raised for non-profit causes
- 1 dedicated Brandlive Customer Success Manager
- 2 platform integrations - YouTube simulcast & iFrame to Food & Wine site
- 11 Food & Wine presenters
- 1 live audience poll
- Audience engagement totaled over 700+ comments
- Over 100 asked and answered audience questions
- 59% of guests attended via desktop
- 41% of guests attended via mobile

**“A big reason we chose Brandlive was because they’ve been doing large virtual events like this for over 10 years. And it was the right choice. Working with them allowed us to focus on the event itself – the fundraising, the branding, the food and wine, and not worry about the technical execution.”**

*-Nancy Weber, EVP of Marketing and Integrated Communication at Meredith Corp*

### The Challenge: Moving from Aspen to Virtual.

With charity partners including NAACP Legal Defense and Educational Fund, Southern Smoke Foundation, and more, the Classic Food & Wine in Aspen event was originally scheduled as a 3-day gala to take place in Aspen, CO. The July 2020 live event was to feature celebrity appearances by Martha Stewart, Jacques Pépin, Kwame Onwuachi, and more.

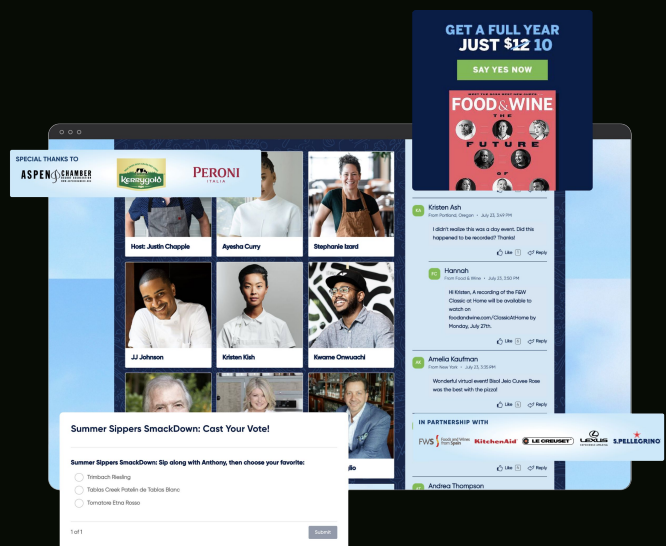
However for the first time ever, due to COVID-19 travel restrictions, the Food & Wine team decided to move the iconic event online. All charity partners and celebrity guests were in agreement with the move to virtual.

After the decision was made to go virtual, Tony Pullen, SVP of Sales at Brandlive, was connected through a mutual client with Nancy Weber, EVP of Marketing and Integrated Communication at Meredith Corp in May 2020.

Pullen said, “The key thing that made Brandlive the right fit specifically for Meredith Corp., aside from the platform itself, was **our confidence and ability to support their event end-to-end. Support, production, and of course, hosting.**”

About the move to virtual, Hunter Lewis, editor-in-chief of Food & Wine magazine said, “We’re thrilled to create a free event that’s open to people everywhere, bringing renowned chefs and personalities onto their screens and into their homes.”

Right away, Lewis’ event organizers partnered with the Brandlive event support team to create a design strategy that perfectly aligned the event’s visual appearance to the unique Food & Wine brand. And together, they created branded, professional TV-style shots and transitions for the video broadcast.



*The event featured a full roster of celebrities and chefs like Ayesha Curry and Martha Stewart*

*Organizers also conducted wine tasting polls and gave prominent placement to event sponsors*

## Planning the Event

Aside from the look and feel of the event, Food & Wine event organizers let the Brandlive team know more about how they wanted guests to enjoy and interact with the content of the event. They envisioned their event having:

- A live host throughout the event
- An easy way for guests to donate to various charity partners
- A simulcast to the Food & Wine YouTube channel
- A poll for interactive wine tasting
- A combination of pre-recorded and live content in order to provide guests with a more full experience.

Organizers asked that attendees register in advance. Using Brandlive custom registration, Food & Wine was not only able to capture **rich analytics** on their guests, but they used that data to send people gift packages (for the interactive wine tasting, of course!) to enhance their participation experience from home.

### **Free, and all are welcome at the Food & Wine table.**

In addition to moving the event from Aspen, CO “directly to your living room”, as the event was promoted, the team at Food & Wine decided to offer the experience free of charge. Unlike in past years, when the event was held in person, there was now no limit on the number of people who could take part in the cooking demos and wine tastings. **Brandlive supports over 1M guests, so the more the merrier.**

## Brandlive Solution: Events and Greenroom; Professional, Branded Events

On July 23, 2020, the gala fundraiser was a success. Using the Brandlive Events platform, Brandlive’s proprietary Greenroom streaming software, and with an assist from Brandlive’s (remote) video production team, the virtual “Food & Wine Classic” featured multiple speakers, classes, demos, and ways to interact with people and content.

Food & Wine worked with Brandlive’s support team to build out a custom registration page, custom event page, lower third graphics for the show, and several optimal ways to highlight event sponsors. The final event also featured:

- Multiple virtual event locations: a Brandlive event page, directly on Food & Wine’s site, and on Food & Wine’s YouTube channel
- Prominent donation links – **Over \$30,000 raised**
- Live host, complemented by branded TV-style transitions
- Live poll and over 708 total comments in the chat feature
- Combo of pre-recorded and live content for guests to enjoy

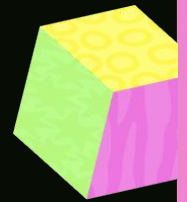
### **What’s next?**

Two months on from the Food & Wine Classic, Meredith Corp. has partnered with Brandlive to host a range of internal and external virtual events including Real Simple’s “At Home with Real Simple” on Oct 1, 2020.

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***“Wonderful event — loved getting wine delivered prior! Hope to be able to watch again.”***

—Food & Wine Classic guest Wendy Williams of Galveston, TX



# BRANDLIVE

**100+**

Teammates

**27,000+**

Events hosted

**37,000+**

Hours streamed

**16,000,000+**

Viewers reached\*

Since 2010, Brandlive, headquartered in Portland, OR, has been the leader in the end-to-end hosting, production, and support of the world's largest and most memorable virtual events. Fortune 100 companies choose Brandlive to create branded, customizable events with the help of Brandlive's dedicated support teams.

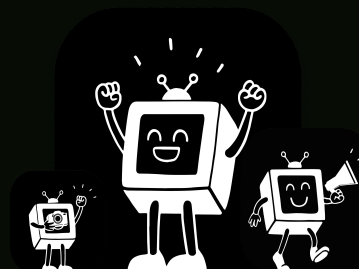
The user-friendly Brandlive product suite - Events, Showrooms, Greenroom, and Studios and Productions - enables anyone to host their most important communication moments in 30+ languages, for audiences over 1M, with features including advanced registration and best-in-class audience analytics.

Find out why so many of the top 100 global companies work with and trust us on [brandlive.com](http://brandlive.com). Follow us @brandlive on LinkedIn, Instagram, and Facebook.

**Get in Touch:** [sales@brandlive.com](mailto:sales@brandlive.com)



\*Excludes simulcasted viewers to YouTube and social channels, which are often multiples higher.



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