

# FoodBooM

TRAVELER





# WE ARE FOODBOOM

FOODBOOM IS A NEW GENERATION MEDIA HOUSE,  
WHICH HAS BECOME ONE OF THE FASTEST GROWING FOOD MEDIA BRANDS IN EUROPE WITH OUTSTANDING REACH IN MULTIPLE  
CHANNELS. FOODBOOMS CREDO IS: CREATIVE PRODUCTION MEETS PROFOUND DATA ANALYSIS AND CONSUMER INSIGHTS.



**+ 1 MILLION FANS**



**+ 80 MILLION TOUCHPOINTS P.M.**



**+ 20 MILLION REACHED P.M.**



**+ 15 MILLION VIEWS P.M.**



**+ PRINT MAGAZINE 100.000 COPIES**



**+ TV, PRINT & ONLINE NETWORK**



# WE ARE TRAVELER ✈️

FOODBOOM is a team of true food enthusiasts - everyone is offering personality and ideas to move FOODBOOM to the next level. We are united by the love for food, the passion for cooking and the constant search for new flavours, ingredients and meals. That's the reason why we bring together what belongs together: Food & Travel! The fantastic culinary world of destinations shouldn't be a secret anymore - we take care of that. The best about it: our journey never stops as there is always something new to discover.



# WE BREAK THE RULES

FOODBOOM is dedicated to true and authentic stories. Together with our partners in tourism we want to break the rules and do something that has not happened before:

We are going deeper into the experience of real and authentic people and food. We butcher, harvest, cook, hunt and eat whatever we can find to show the typical and unique culinary world of your destination.

Our community is hungry for new tastes, new ingredients and the story behind it. We will create something new across all culinary borders. We will never just show something that has already been seen by everyone!

Let's find new delicious stories and interesting characters to show your beautiful destination in a new and fresh way – in FOODBOOM Style.

© FOODBOOM in Namibia



FOODBOOM

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# EXEMPLARY JOURNEYS





**COLOMBIA #1 (Q1/2017)**



# FIRST STOP: COLOMBIA!

Discover the culinary diversity of Colombia. You want to know the taste of this country? Let's explore Colombia and experience three climate zones in one week: starting in Pereira at 1,400 meters in altitude, we next visit Cartagena on the Caribbean Coast at zero elevation and finally reach Colombia's capital Bogotá at 2,700 meters above sea level.

LINK TO WEBSITE



## RESULTS:

- > 3 M CONSUMER REACH
- > 7 M TOUCHPOINTS
- > 10K RAFFLE PARTICIPANTS





# NAMIBIA #2 (Q2/2017)



# NEXT STOP: NAMIBIA!

You want to go on a trip and fully immerse yourself into the country's culture? Then don't say „No“ to local food! On our journey to Namibia we will find out, not only how beautiful the country is, but how delicious Namibian food tastes – join us and discover scenic landscapes, African traditions and the craziest recipes the world has ever seen.

LINK TO WEBSITE



Auf unserer Reise durch Namibia haben wir u.a. das Namibian Institute of Culinary Education, kurz NICE, eine Ausbildungsstätte für namibische Köche besucht und ...



RESULTS:

CAMPAIGN RUNNING BUT  
> 10 M TOUCHPOINTS  
ESTIMATED



FoodBooM

Wonach suchst Du? z.B. Rezepte

f t y p i n

FIRST  
FOOD

STARTSEITE

REZEPTE

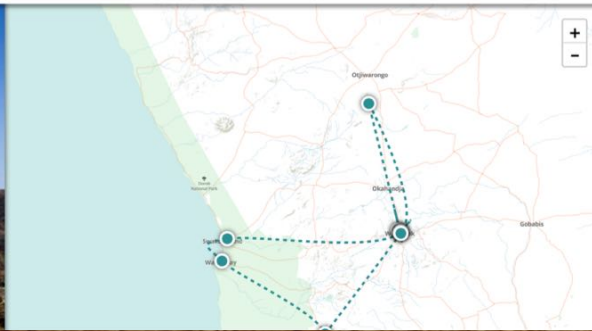
MAGAZIN

SHOWS

UNTERWEGS

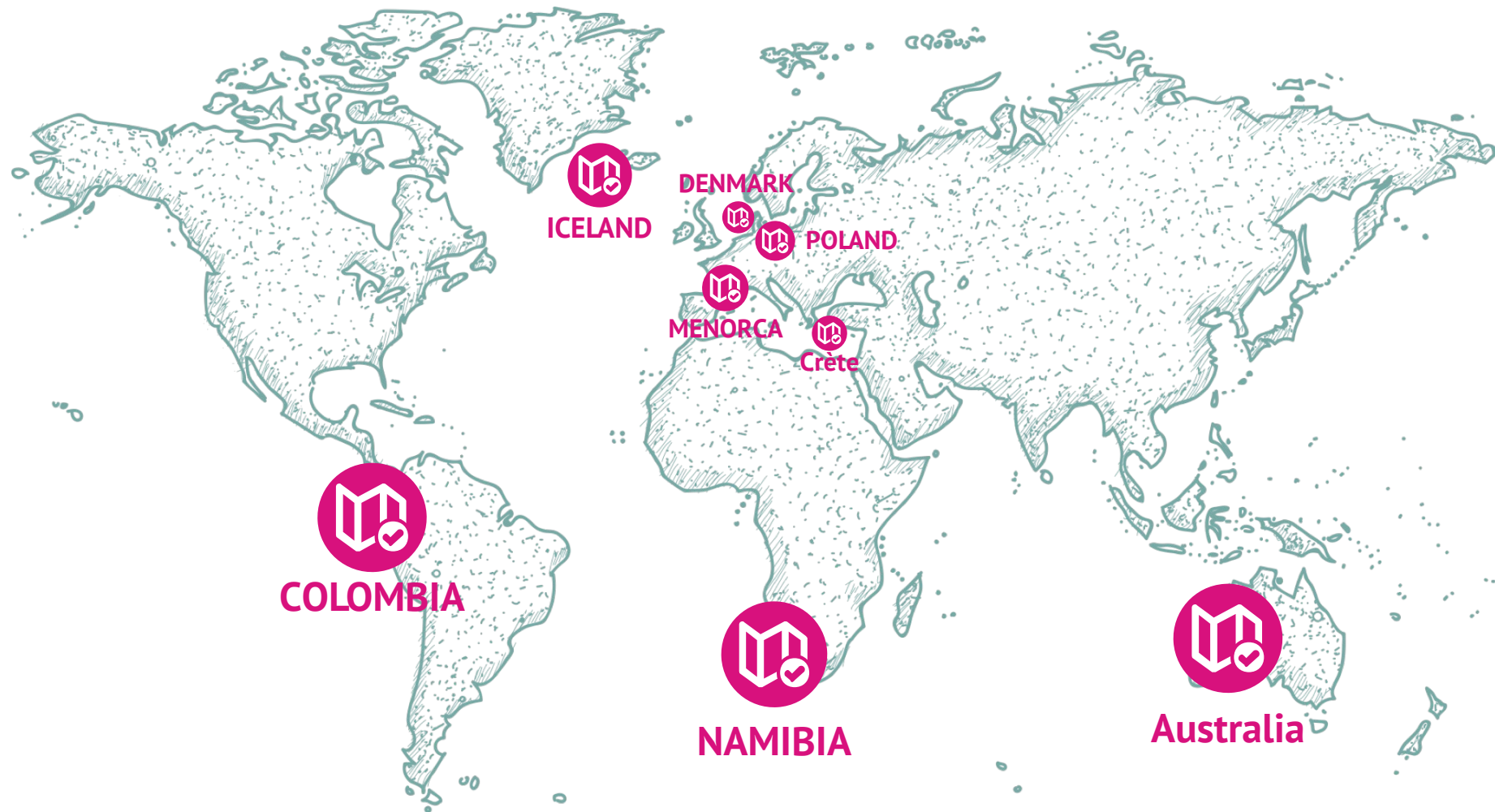
## Next stop: Namibia!

Abends geht's in Frankfurt rein in den Flieger und morgens in Namibia steigen wir fit und ausgeschlafen aus. Kein Jetlag und praktisch keine Zeitumstellung. Mit Air Namibia fliegt man quasi im Traum nach Afrika und wenn man die Augen öffnet ist man bereits am Ziel. Besser gehts nicht! Angekommen in Namibia gehts zuerst zum Autoverleih. Denn wer Namibia auf eigene Faust entdecken möchte, der kommt um den eigenen SUV nicht herum. Das Land ist ca. 2,5 mal so groß wie Deutschland und hat nur knapp 2 Millionen Einwohner. Wer hier also auf öffentliche Verkehrsmittel oder Taxis





# STAMPS IN THE FOODBOOM PASSPORT





FOODBOOM

