
MMA CASE STUDY

Allrecipes Video Cookbook

Campaign Summary

With over a billion visits per year, Allrecipes was already a leader in its industry. To spice up the site and stay ahead of the competition in the digital age, the company created informative videos of its most popular dishes in an interactive and engaging format.

Strategy and Execution

In November 2012, Allrecipes, the world's No. 1 digital food brand, launched the Allrecipes Video Cookbook app for Windows 8 tablets and PCs, as well as iOS devices, to revolutionize the digital video platform.

When working off a printed recipe card, cooks don't usually read the next step until they complete the action called for in the previous step. Video presented a challenge, because it was difficult to follow along and cook in real time. To tackle this challenge, Allrecipes built a feature that displayed recipe directions next to each video for easy cross-referencing. With the new app, home cooks who cooked while watching the "how to" video could now pause, skip forward, or review previous steps simply by clicking the corresponding step in the printed recipe. This eliminated the need (and annoyance) of scrolling through an entire video to find one particular step.

Allrecipes' Video Cookbook app featured more than 1,300 high-quality how-to cooking videos, with new videos added weekly. For ease and functionality, the videos were organized by dish type with a "Featured" section for seasonally relevant ideas. The expanded, full-screen layout featured the video, recipe details, nutritional information, ratings, and reviews in a clean, intuitive, cookbook-like layout, which combined the best of both formats in one easy-to-use app.



Results

Growth exceeded expectations with a 550 percent increase in downloads. The app resonated so well with home cooks that video views were 10 times higher per visit on the app than Allrecipes' other platforms.

Source

"Allrecipes Video Cookbook." 2013 MMA Smarties Submission Mobile App. Brand: Allrecipes. Lead Agency: Allrecipes.