

**Bring your
kitchen & the
virtual world to life
with Saladmaster**



Opportunity

As Saladmaster was navigating through the new world with the global pandemic in 2020, we needed to find a way to bring our traditional in-person Cooking Shows to life in a virtual manner. Our Virtual Cooking Shows were brand new to our sales force and we were hearing challenges that it was hard for consumers to see our cookware products "come to life" in their own kitchen through virtual meetings.

Our consultants were conducting Virtual Cooking Shows, however our products were only revealed on computer or phone screens by virtual cooking demonstrations, holding up the products to the screen, or playing product videos. There was a gap in bringing a realistic experience for consumers to understand the size, features and benefits of our cookware that they typically received during our in-person Cooking Shows.

Specifically, Saladmaster needed to find a way to allow customers to virtually experience our cookware in their own kitchen.



SALADMASTER®

NAME OF PROGRAM:

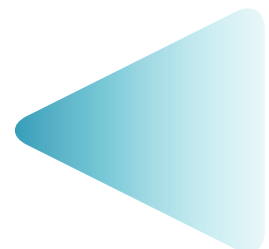
**Saladmaster VX:
A New Twist on Virtual
Cooking Shows**

SUBMISSION CATEGORY:

Technology Innovation Award

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Solution

Saladmaster developed a twist on augmented reality that allows consumers to see Saladmaster's most-loved products in real life from the comfort of their homes.

Saladmaster's VX, aka "Virtual Experience" was developed by our Global Brand Marketing Team by leveraging 3D imagery and an existing vendor's virtual technology, along with QR coding. The QR code takes you to our virtual reality page where you can place our Saladmaster cookware in your own environment. Be it your kitchen, your table or wherever you are to show and impress your guests. Saladmaster's VX tool allows you to experience the cookware piece first-hand before any type of investment.

Saladmaster was the first cookware company to play in the virtual space in its' marketplace. We offered our sales force and consumers to interact with our most popular products in a 3D way, allowing you to play with and move our cookware around your kitchen to experience many of the benefits our cookware offers.

VX Sales Ambassadors:

Knowing the virtual world was new and almost non-existent for Saladmaster prior to 2020, we found sales force members to help us launch the new VX tool to our global sales force to help them see the value and benefits. With the help of several lead Dealers globally, our sales force adopted this tool quickly and with passion.

Our VX Sales Ambassadors helped us demonstrate to our global sales field how to book more Cooking Shows using the VX tool, how to incorporate this tool into their Cooking Show Demonstration, both virtually and in-person, and how to gain a sale using this tool as a closing experience.

Many sales force members called this tool "*cutting edge*" and grew their show bookings and social channels with only raving fans!

They included Saladmaster's VX as a benefit of Saladmaster showing how we continue to innovate and be a cookware industry leader. Plus, the VX Amba-



sadors incorporated the VX tool into how our sales force can overcome objections when trying to close a sale or target different audiences. Our global sales force also used this tool to help show new potential team members just how easy it is to sell and demonstrate cookware virtually, ultimately helping to grow our total sales force.

VX Social Squad:

To help launch VX globally, Saladmaster enlisted several global sales force members and consumers to go viral and share their Virtual experience around the

world! We encouraged our VX Social Squad, our Saladmaster ambassadors, to take selfies with our products from the VX tool asking them to post what they love most about our products or their favorite recipe to social media channels. This program was turned into a **Saladmaster Selfie Contest**, allowing anyone to enter their virtual experience into our contest to win one of our limited-edition cookware pieces.

Saladmaster had such great results from the Selfie Contest, that we were able to develop and launch user-generated content on Saladmaster.com that pulls in socially shared content onto our website to see how what's cookin' with Saladmaster.

Results

Generated
30% growth
in conversion rate to book a
Cooking Show



50% increase
in new traffic to website during
launch month



30,000+
Saladmaster VX downloads



Over 20,000
total aggregated posts
on website



100,000+ uses
of associated hashtags



450,000+
interactions on website with
aggregated content

