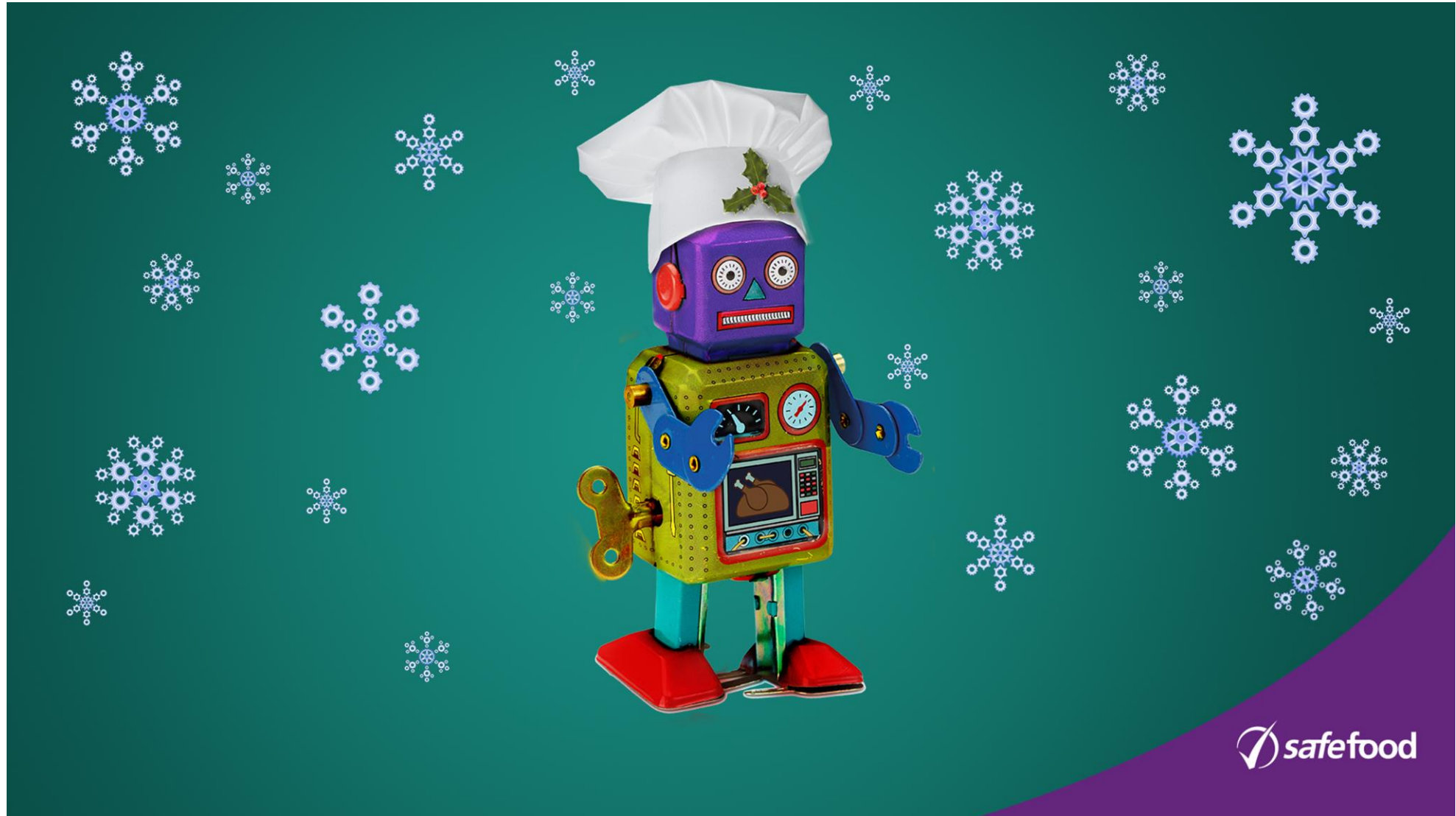


Aileen McGloin

safefood



How a Bot Saved Christmas



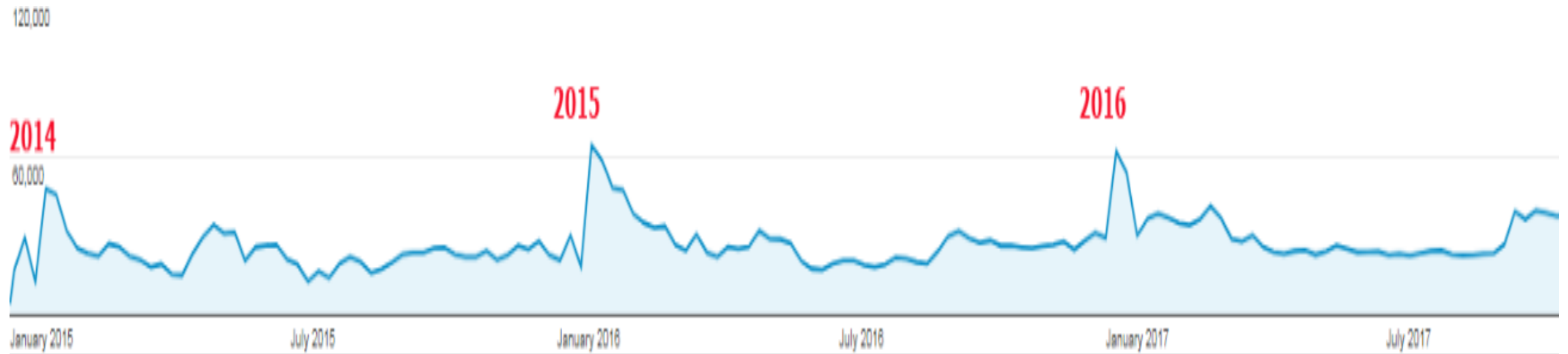


The Challenge

Let's talk turkey



The opportunity - annual trends



December at safefood



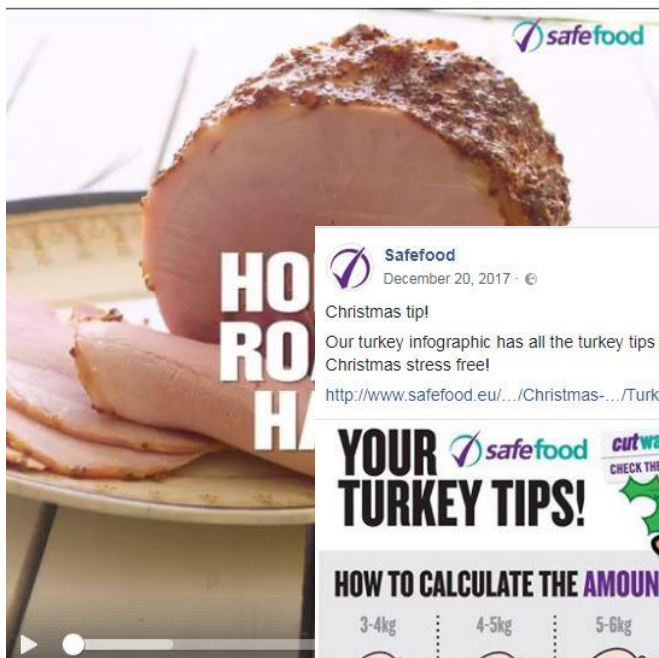
Safefood

December 21, 2017 · 🌐

Like Page



A traditional Christmas honey glazed ham is hard to beat. Here is our delicious recipe:
<http://safefood.eu/Recipes/Dinner/Honey-roast-ham.aspx>



Safefood

December 20, 2017 · 🌐

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Christmas tip!

Our turkey infographic has all the turkey tips you need to make your Christmas stress free!

<http://www.safefood.eu/.../Christmas-.../Turkey-infographic.aspx>

YOUR TURKEY TIPS!



cut waste
CHECK THE DATES



HOW TO CALCULATE THE AMOUNT OF TURKEY YOU NEED

3-4kg



4-6 people

4-5kg



6-8 people

5-6kg



8-10 people

6-7kg



10-12 people

7-8kg



12-15 people



Safefood

December 15, 2017 · 🌐

Like Page



Christmas tip!

Defrosting a turkey takes longer than you think. Watch our video for Tips on how to defrost a turkey safely

<http://www.safefood.eu/.../Buying,-storing-and-defrosting-you...>



Safefood

December 18, 2017 · 🌐

Like Page



Need turkey tips? Watch our last live chat with Dr. Linda Gordon on all things food safety for Christmas!

For more, visit:

<http://safefood.eu/.../Preparing,-stuffing-and-cooking-your-t...>




3player | Ireland AM - Dr. Gary Kearney Safefood Tips - TV3



<https://www.tv3.ie/3player/show/809/136880/1/Ireland%20AM>
Dec 21, 2017

A poorly-prepared Christmas dinner can be a prime candidate for food poisoning, so to help you avoid feeling ...

DECEMBER 2017

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
 25	26	27	28	29	30	31
1	2	3	4	5	6	7

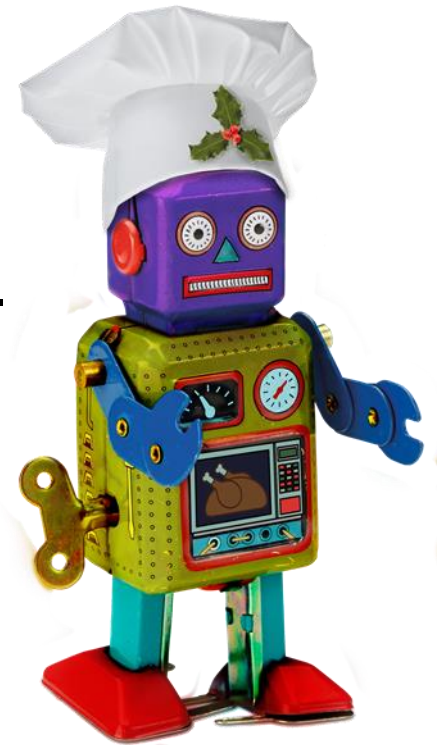
Aims & objectives

Aim

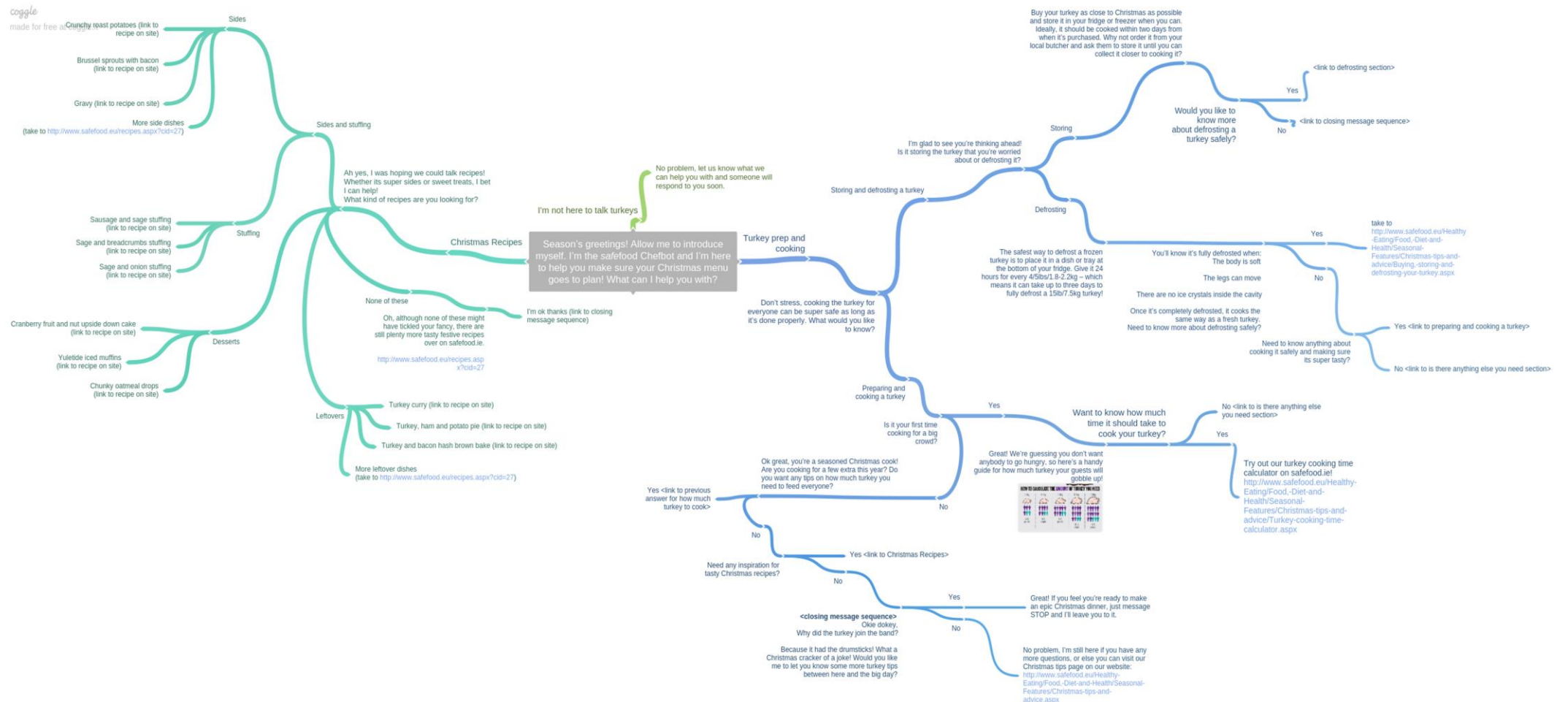
- Support Christmas cooks to provide safe & healthy food for Christmas

Objectives

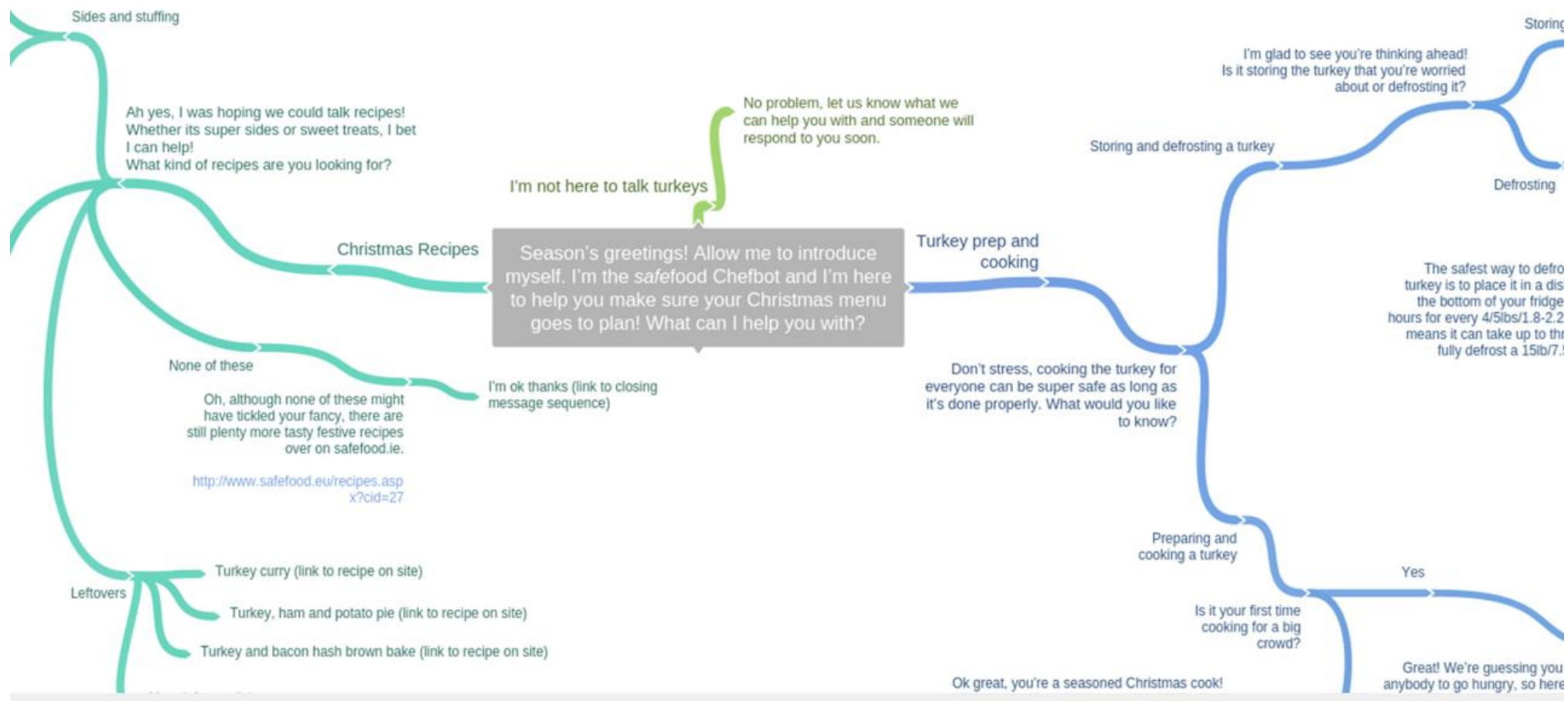
- Promote awareness of food safety and support for cooks for Christmas throughout December via radio, PR and social media.
- Provide support using artificial intelligence 'Chefbot'
- Increase visits to Christmas hub on safefood.eu
 - Increase use of the turkey cooking time calculator



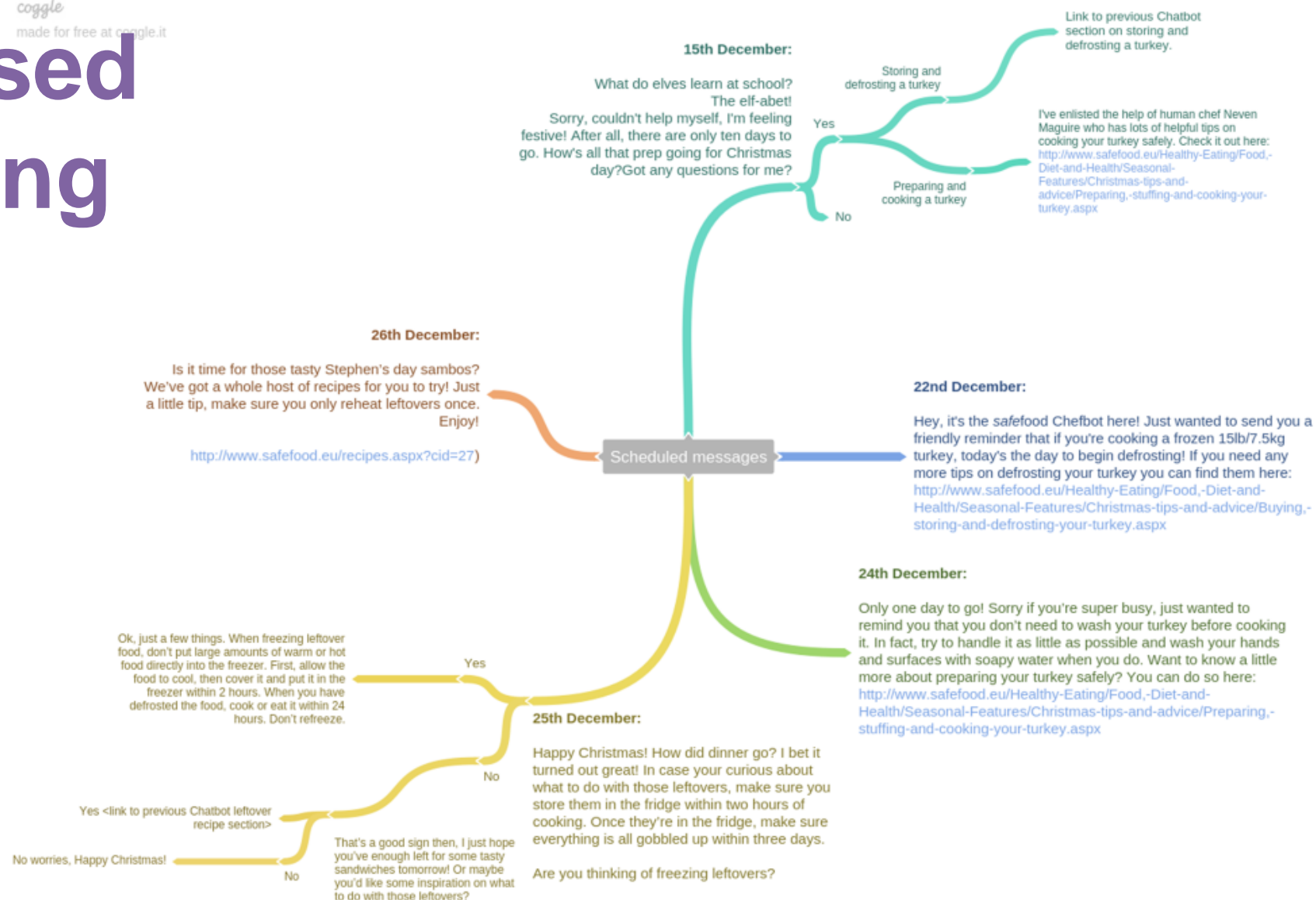
Messaging architecture



Central structure





Time-based messaging

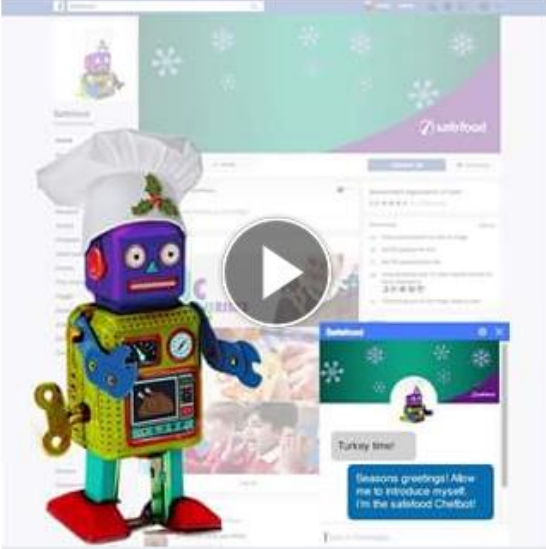




Social promo

 **Safe food**
Sponsored · 

Don't panic about cooking Christmas dinner! Just send us a message in Facebook chat saying "Turkey time", and our safe food Chefbot will help with any questions you have about cooking that tasty turkey.




Ask your Christmas cooking question

[SEND MESSAGE](#)




 **Safe food**
Sponsored · 



Do you know how long your turkey is going to take to defrost? The safe food Chefbot does and is only a message away! Find out more about preparing Christmas dinner safely from Chefbot – just message us "Turkey time" to begin.




Connect in Messenger

[SEND MESSAGE](#)

   and 55
20 Comments

 **Safe food**
Sponsored · 

Not long to go! Who's feeling excited? Or are you worried about getting that turkey right? Message our safe food Chefbot for tips and advice on how to prepare your turkey safely. Just message us "Turkey time" to begin.



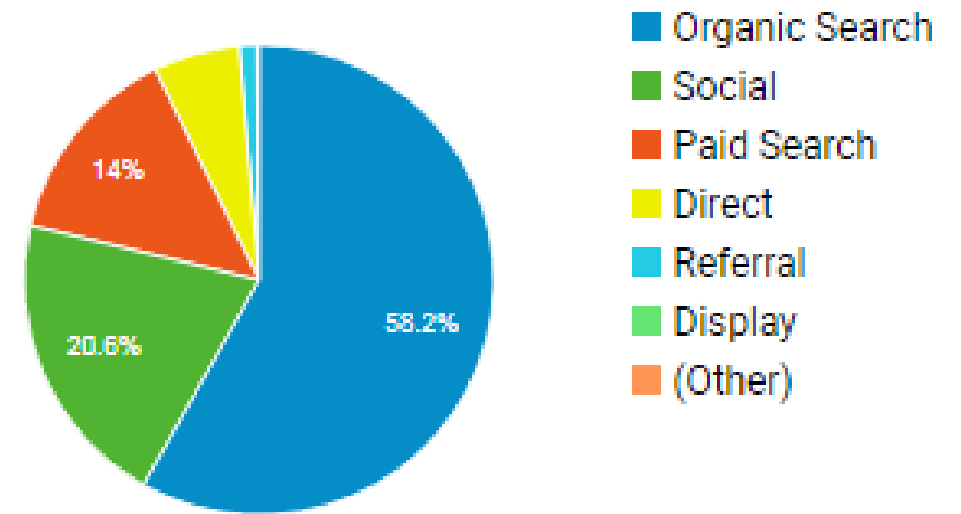
Connect in Messenger

[SEND MESSAGE](#)

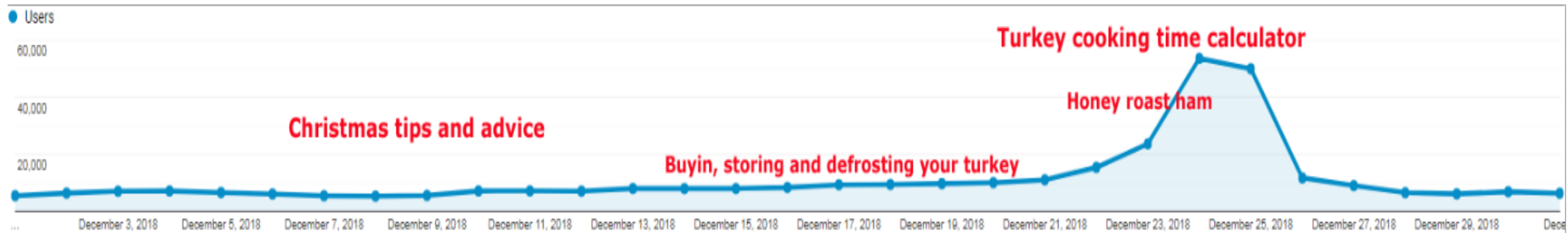


Results

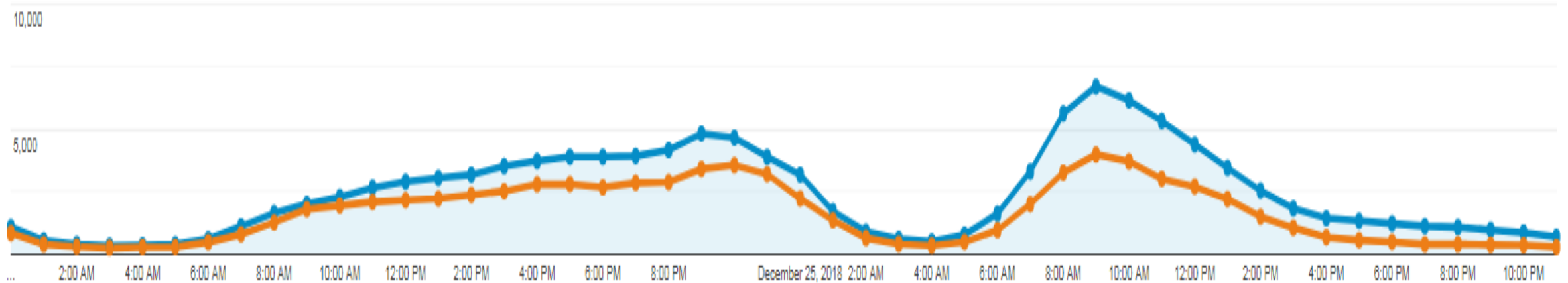
- Social, organic search & paid search drove a high volume of traffic.
- Over 1 million **impressions** on Facebook
- 790,000+ **impressions** on Twitter
- 40,331 **engagements** on Facebook
- 45,000+ on Twitter
- 11% **engagement rate** on Facebook
- 4.6% on Twitter



Web traffic – December 2017

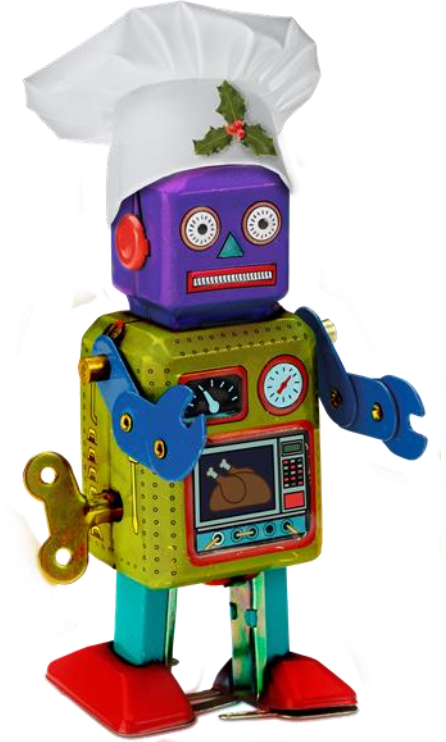


Web traffic – Christmas Eve & Day

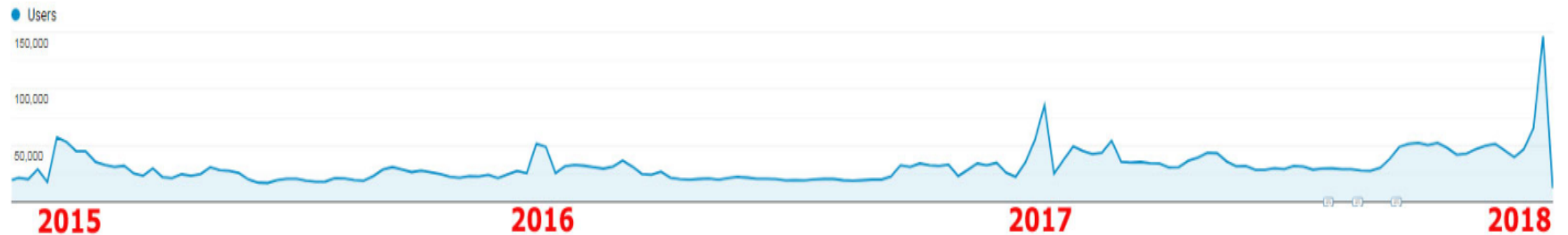


Chef Bot

- 356 users.
- New users peaked on Dec 23rd - 56 new users.
- The most clicked on button was defrosting.
- Recipe link clicked 37 times
- The Turkey Cooking Time Calculator clicked 109 times.
- Most users came from Facebook Ads.



Highest level of traffic EVER in one day





Top learning

Key elements

- Data driven approach
- Importance of trend data
- Being timely, useful and considering the context
- Buy-in and openness to technological solutions from science colleagues – strong partnership
- Great collaboration with the agency – McCannBlue
- **It worked!**

Thank you

M & C

Fiona Gilligan, Andrew Castles,
Dermot Moriarty, Colman Kelly,
Lillian Murphy, Julie Carroll

Food Science

Gary Kearney, Linda Gordon,
James McIntosh, Mairead McCann,
Jadwiga O'Brien

McCannBlue

Alison Cooke, Shannon Rushe,
Eamonn Rohan.

