Binging. With. Babish.

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Executive Overview

Binging with Babish is an internet sensation for foodies and television fanatics, who brings the creations of fictitious meals to the taste buds of millions.

Over the past three years, Binging with Babish has gone from unknown producer, to social media influencer. He has a cult following of loyal, passionate, and friendly viewers who engage with him across platforms. His major assets include his website, numerous channels and spin off channels, and his Manhattan apartment/production studio.

His content goals are centered around growing his popularity and community by increasing engagement and developing content that his viewers want to see. Babish has an uncanny ability to convert first time viewers into long term fans, with a very high conversion rate. His audience are millennials and Gen Zs. His brand spans multiple social media platforms including but not limited to: YouTube, Facebook, Instagram and Twitter. His main tone is authentic with highlights of playful comedy and straight man delivery. His design is simple and elegant playing with the sterile environment of a production kitchen. I will touch on his main competitors and analyze their content strategies to see where Babish can expand. Summarizing the key points found during my primary and secondary research, I will look for avenues of expansion of the brand. I will also conduct a SWOT analysis to determine Babish's current standing and the potential for further expansion. Finally, after presenting two potential campaigns and extensions of the Binging with Babish brand, I will determine some key performance indicators to determine if the campaigns were productive at attaining the main goals illustrated below.

Introduction

The YouTube channel began back in August of 2006 and posted content that was in no way connected to what he would later be known for. First featuring trailers and songs, Andrew Rea was unsure of what he wanted his content to include. Amongst the hubbub of a Reddit subpage, Binging with Babish was born. Quickly transitioning to YouTube, Binging with Babish exploded. Within the last 2 years, Babish has surpassed 4 Million subscribers on YouTube with millions more on other platforms. His growth stems from a rapid expansion of content and visibility with new tech, a new studio, and a new purpose: to be everything his fans need him to be.

I have come up with two campaigns, rooted in analysis of his current audience, his content strategies, content goals, user research, platform and algorithm analysis, and key campaign metrics. I have conducted two user interviews and will compare them with secondary research to articulate a fully modeled plan for adjusting the brand through two new channels.

Mission Statement

Binging with Babish is a cooking show dedicated to discovering what the delectable (and occasionally horrible) foods from fiction actually taste like.

That might be his mission statement, but he is far more than just that. As Andrew Rea has gained fame and fandom, he has pivoted his brand and his mission statement has adapted. It should read:

"Binging with Babish is a cooking show dedicated to creating and maintaining a community of food centric cinephiles who are looking to continuously adopt and change their lifestyles to include new and exciting foods of both fiction and reality."

Goals

I have divided the goals into 3 main categories. The first section is Brand goals. These are Rea's future goals for the brand and his role as the creator. The second are content goals, which are the ways in which Rea attempts to build the brand in support of his brand goals. The third section is user goals, which are the things that the viewer wants to get out the of the relationship. Each of these goals represents a way in which Binging with Babish can interact and conversate with his target audience and the value behind each interaction.

Brand Goals
- Create a community of passionate foodies and cinephiles
- Combine his love for film production with his love for food to produce a channel that is on the precipice of food production media consumption.
- Explore new trends and fictitious meals
- Be a man of the people.

Content Goals
- Generate excitement and engagement about food production
- Boost transference to website
- Increase popularity/viewership
- Grow brand's awareness
- Create all-encompassing brand interactions
- Create viewer loyalty

User Goals
- Enjoy entertaining content that teaches them how to produce actual products
- See creations from their favorite shows made in real life
- Grow their cooking abilities
- Learn new recipes
- Engage with fellow members

Audience

His target demographic is millennials and generation Z foodies and television fanatics, hopping onto the rising trend of DIY projects that have skyrocketed with the advent of life hacks. He engages both sexes and all races by finding the common denominator amongst all of these diverse communities: the love of food. These users enjoy the simplicity of the walk-through process and are engaged with the creation of something unique and delicious. As a fan and a member of his targeted audience, I enjoy the ability to cook alongside of him, and learn about cooking for myself, while still having engaging, entertaining and exciting content that keeps my attention.

Demographic Makeups
- Aged 18 - 35

- Gender - even disbursement of men and women
- Education - College educated
- Socioeconomic Status - middle class

Psychographic Makeup
- Foodies
- Cinephiles
- Hipster mentality
- Socially conscious

Binging with Babish has seen nearly unprecedented growth over the last few years. Even throughout the creation of this project, his followers on YouTube has exceeded 4 million which is slightly more than 200,000 new followers in the past three months. He has created three spin off channels aimed at engaging the audience and generating a more integrated community.

Platforms and Algorithms

Babish is on a wide variety of different platforms, however he does not have an equal distribution of content and followers. His following on some platforms far outperform those of other platforms.

YouTube:
The main avenue of his videos, the life blood of his brand, is his YouTube channel, that has over 4.25 Million followers and over 210 videos with 620,027,248 views to date.

Facebook:
Facebook is a secondary medium in which users engage his video content. Here Rea engages in both video content as well as photo and messaging content. Here he engages both the backbone of his brand, his step-by-step videos, as well as his endearing personality shown in his social media posts. His posts regular receive 1K likes and his following is 604K.

Instagram:
On Instagram, Rea created the off-screen persona that millions adore. He brings his audience into his life, by posting photos of his creations alongside occasional day to day activities that the fans continue to ask for more. This avenue has a following of 318K and he receives roughly 10k likes per post with a very sizable range.

Twitter:
On Twitter, Rea created a similar off-screen persona with witty and sardonic posts. Here he engages his fans the most, using the platforms retweet ability to use UGC. His channel on this platform has a following of 81.6K and on average receives 3K likes per post, again there is a sizable range.

Algorithmic Optimization
Based on the platform there are several ways to boost the search results for your brand to make your content more visible. Regarding Binging with Babish's content and potential new campaigns I looked at some tactics for boosting search results. Snapchat is difficult as it is arranged for viewers based on preferences when you set up your bio with interests and hobbies. Therefore, in

order to get people to subscribe to him on Snapchat, he will have to use his other profiles to plug this account. Converting current users rather than new users will allow him to grow his following which will place him on the For You section under Discover. Most platforms base their ranking system off the interactions that users have with their content, and whether they had a meaningful engagement. Regarding Twitter and Instagram, posting more content and getting higher hit rates will boost visibility and presence on feeds. YouTube's algorithms are slightly different, focusing on time spent watching the actual clip. This is in comparison to average watch time per visit, as well as initial click, liking, disliking or commenting. All of which score different hierarchical values in the ranking system.

Voice and Tone

Babish has a very interesting voice, unique to him alone, his voice is one of the main components of his channel.

Voice

- Excited
- Passionate
- Comedic
- Kind
- Thankful

Tone

- Sarcastic - he often plays with the inverse of concepts he wants his fans to follow
- Moral – he always follows his sarcastic comments with something positive
- Humorous – he includes quaint jokes and pop culture references
- Monotone – keys in with his humorous side as he has a deadpan delivery
- Engaging – playfully, kindly, and enthusiastically engages other chefs and guest stars
- Heartfelt – he always shows how much he values his fans
- Authentic – The character he created is based off himself, both in and out of the kitchen.

Design and Aesthetic

The aesthetic of Babish's brand is unified across the platforms. His posts follow a very refined image model, with a consistent Hipster vibe. The images are clear and always focused on something particular - food or person. Each image has a focus and often everything else in the background is unnoticeable.

Adjustments Over Time and Success

The content has been consistent across platforms over the past couple of years, however as sponsorships and new technology become attainable, he started using specific brands and higher quality products. While the content became slightly more sophisticated, the campaigns are always focused on informing the public of the shows ongoing, and his life around it.

On Babish's main digital assets, his website and YouTube channel, Babish uses a mixture of Ariel, Roboto and Times for his textual content. He also uses grey, silver and dark blue as his main color scheme. The reason for this choice is to represent the professional kitchen atmosphere that combines with the steely representation of elegance and simplicity. Building upon his already

established persona and standing with the millennial population, he represents a combination of classic food production environment with the millennial generations hipsters style.

Competitive Analysis

Food production content on social media has been growing, with new competitors constantly entering the market space and attempting to eat up shares. There are a number of production companies that have dominated the industry, keeping a market share of nearly 80% combined. One of the main reasons that these companies are so successful in their industry is because of their backing by large media production companies. The main competitors that I have identified for Binging with Babish is Tasty media production, Munchies production, and Bon Appetit.

Tasty Productions

Tasty began in July of 2015, as a food production channel under the massive media producer Buzzfeed. By 2016 they were garnering more than 2 Billion views a month on their videos and had become the largest video production agency in the world by 2016. They pioneered the POV food creation video content and pivoted their branding into a multitude of different channels that have gained popularity. They are Binging with Babish's major competitor as the current industry leader. They have the power to quickly shift their strategies, therefore Babish must constantly keep an eye on them and look for avenues to expand into in order to compete. They produce food content that demonstrates a how-to aspect. This DIY channel does not have the same focus as Babish nor the same tone. These need to be leveraged in order to gain positioning for market share acquisition.

Their content goals are succinctly illustrated by this statement form Frank Cooper, Buzzfeed's CMO: "It taps into a simple truth: People love tasty foods and the kind of foods that remind them of their childhood, comfort food, or food that reminds them of an experience,".

Tasty production is on most conventional social media platforms. They are on Facebook, Instagram, Snapchat, Twitter, and YouTube as well as having their own website as a subsection of the greater Buzzfeed website. Their Instagram and YouTube channel each have astronomical reach with 30.9 Million and 14 M follower respectively. Their Instagram posts will, on average, receive upwards of 1.5 million likes and 1,000 comments.

Successful Content

Two of their most successful Instagram posts were captioned with a "tag a friend" content strategy. These received more than 4 million likes and 3 thousand comments. This high engagement rate is due to their 31 million followers, however these "tag a friend" posts often received a great deal of attention. And because of their high comment rate, they receive high placement in search results. Boosting their SEO, Tasty is adapting to the platform and expanding their engagement rates.

Two more of their successful Instagram posts are very simple aesthetically and focus around the creation of an elegant meal while being simple to make. These fancy meals and drinks catch the eye of the viewer by looking amazing and sounding great while also being super easy to create. These can be considered lifestyle posts, about creating fancier and more aesthetically appealing food.

How Babish can capitalize on these strategies

Babish can use the strategies that Tasty developed in order to pivot his brand and show growth. He has used "tag your friends" campaigns in the past but should use them more frequently. They are a good source of generating traffic and engagement, without alienating any users. The elegance model has already been integrated with Babish's content strategy and his Basics channel.

Bon Appetit

Bon Appetit started as a magazine in the early 1950's, and has jumped from subsidiary to subsidiary, currently under the impressive umbrella of Conde Nast mass media production. Their ability to stay afloat amass a continued change in ownership demonstrates their successful content strategies and fan loyalty. They have expanded into food production videos however they act as a secondary competitor to BwB. Their videos are very different, focusing more on the process of coming up with the production of the products. The focus of the videos tends to be on the creators rather than the creation. These videos give us insight into markets that are adjacent to Babish's but that do not tend to share audiences with very different niche markets. The reason I am including them as a competitor is to look for blue oceans to expand into. By analyzing their content strategies, we can find audience overlays that can be included in Babish's content strategies.

Bon Appetit covers food through the lens of cooking, fashion, travel, technology, design and home. As the leading arbiter of taste, its home-grown talent and tireless dedication to recipe testing separates it from the competition by miles.

The primary platforms that Bon Appetit has channels on are YouTube and Twitter with secondary channels on Instagram, Pinterest and Facebook. Their YouTube channel directly competes with BwB in following amount, at roughly 3.6 million followers. However, their twitter reach at roughly 3.2 million followers, far exceeds BwB's reach of 81 thousand. Another unique avenue that Bon Appetit has kept up a following on is the slowly disappearing Pinterest where Babish refuses to post. They post to their Twitter account every hour, spamming their page with content that overextends the interactions and is suffocating.

Successful Content

One of their most popular subchannels is their "Gourmet It" in which they take common mass-produced foods and make it with the fundamentals of gourmet cooking. This interesting take on food production ranks in hundreds of thousands of like and millions of views. This channel shows you how to make items like twinkies and peeps, with an interesting content strategy of taking items that everyone has had, and creating it in the high society gourmet environment. This combination crosses cultures and blends viewers and creates a unified look at their brand. This makes it a channel for both the wealthy as well as those of the lower socioeconomic class.

Another major shift that drew a lot of attention was the movement toward and integration with ASMR. ASMR stands for Autonomous Sensory Meridian Response and is difficult to explain. This concept is a new form of engaging content that produces a reaction in the audience that can only be describe as a physical representation. Wikipedia has defined it as a "static-like or tingling sensation on the skin that typically begins on the scalp and moves down the back of the neck and upper spine. It has been compared with auditory-tactile synesthesia and may overlap with frisson". This reaction is due to audio restricted sound. All background noise is reduced and the sound of basic things - eating, combing your hair, tapping on a table, etc. – will induce this state. Many people find it relaxing and therapeutic. This shift to ASMR content has drawn in a crowd of users who enjoy the experience.
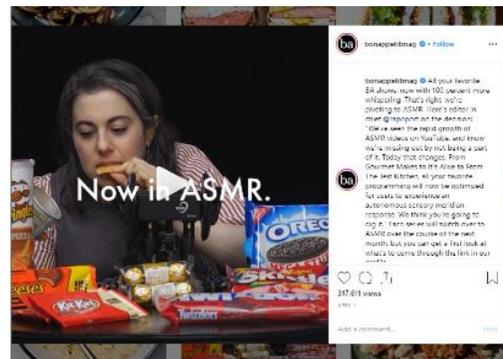
How Babish can capitalize on these strategies

People have commented that they use BwB videos to go to bed because his voice is so soothing. By integrating with ASMR Babish can increase the effect of his brand and create a relaxing and euphoric experience for his fans. It is a concept that Babish should play with, as channels on YouTube who specialize in ASMR have gotten millions of followers and views.


Munchies Production

Munchies began in 2014, produced by the massive media production company Vice, as their food content producers. Munchies quickly grew and became one of Vice's primary media outputs. To understand Binging with Babish's place amongst the food production industry, spanning outside of the how-to viral sensations, I decided to analyze Munchies as a secondary competitor and benchmark BwB against potential avenues of expansion.

Munchies offers groundbreaking content for a young, smart audience, showcasing how food fits into an infinite number of identities, customs, and aspects of culture at large. Their pop-culture references are geared at the college age foodie and diversity includer.

Munchies is primarily on YouTube (3,048,233) and Instagram (642,000), where they funnel contact to their website. However, garnering far less following on their secondary platforms of Twitter (105,000) and Facebook (341,000). It also features a presence on the quickly fading Tumblr.

Successful Content

Munchies highest engagement rates come from focusing on different cultures and their interesting cuisines. Each post is about a different culture, from legal Weed connoisseurs to Mexico's Oaxaca, these different cultures show Munchies their adventurous

and extraordinary cooking styles. Fans are in love with seeing these new and strange meals be created. Their content focuses around a global perspective and has an in-person aesthetic. This down to earth style of creation makes the audience feel like they are really visiting these remote villages in Africa, or the poverty-stricken streets of Mexico City or Mumbai. Their liberal take brings communities and cultures together and helps educate people on the advantages and intriguing aspects of a multitude of different cultures.
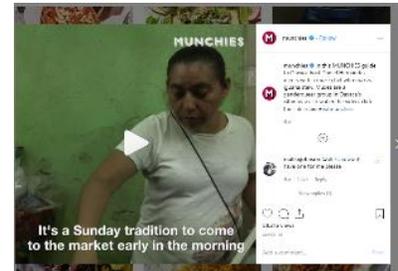
How Babish can capitalize on these strategies

Babish can diversify his culinary productions by incorporating new recipes from different cultures around the world. By including recipes from rural India, or from Japanese city centers (which he has done somewhat) he can generate new users and create content that Munchies viewers would like. However, it is important not to "improve" upon these recipes and to make sure his jokes don't insult anyone. When bringing other people's culture into content, it is important to make sure that you do not offend them.

Key Trends and Adaptations

The key trends from the competitors that can be incorporated into his strategy are Tasty's "Tag A Friend" strategy to get users to spread the word on his delicious content. He can adapt Bon Appetit's movement to ASMR to create a more immersive and emotionally stimulating experience for his fans and increase their connectivity. He can also include Munchies cultural diversity strategy to include more obscure cultural cuisines to increase his diversity attraction. By pivoting his brand from secondary into primary competition with these brands, he can gain market share and develop a blue ocean to undercut his competitors and create a higher value proposition. His viewers will increase and his competition will lose valuable screen time with their following, reducing their pivoting ability and force them to consolidate and reconfigure.

Research Summary

I conducted two interviews during the primary research phase. These two subjects are not representative of the general fan base, however, do to the lack of resources and time constraints these are the subjects of analysis for my investigation. The results are therefore noncongruent with normal statistical and research guidelines, and the recommendations from their analysis should not be used for deployment of a campaign. All subsequent recommendations must be further analyzed by a statistically relevant sample.

Interviewees

Bridget Dickens
Sex: Female
Year: Junior
Major: History/Political Science
Hometown: Cleveland, OH
BWB Follower: Yes
Notes: Self Proclaimed foodie

Indigo Robinson
Sex: Female
Year: Junior
Major: Nutrition and Health
Hometown: Dayton, OH
BWB Follower: No
Notes: Self Proclaimed foodie

Key TrendS

From the interviews conducted, I have created a five-point trend analysis, focusing on preferred platforms, usage of said platforms, types of food related content, social media personalities, and additional content.

Preferred Platforms

The two most common platforms that were spoken on were Facebook and Snapchat, with two secondary platforms being YouTube and Instagram. This is uncommon for millennials and gen Z's who are using Facebook less and less as the older generations stake their claim on it.

For the demographic range of 18 to 24, Snapchat and Instagram were the two most popular platforms used. However, this trend extents to include generation Alpha, Z and Millennials with a narrowing tail-end.

Usage of Platforms

The users spent roughly three hours on social media every day. Most of this time was at night after completion of their daily activities and the beginning of down time. They usually spent more time than they initially budgeted for content observation during these engagements.

They also preferred engaging with content that was in video form, and that was specific to their generation. They also preferred relaxing content with a calm monotone voice during before-bed viewing.

Types of Food Related Content
The interviewees specified that they wanted to see food produced that they wouldn't or couldn't make themselves, either because it is too complicated, expensive, or that they wouldn't otherwise eat it.

One of their main goals was to learn how to make these complicated foods so that they think they could make it if they were so inclined to. They mentioned that they wanted to be more culinarily cultured, and developer a finer taste pallet and paring ability.

Social Media Personalities
There has been a merging of celebrities. In the formation of the YouTube age, YouTube stars were different from the traditional avenues of celebrity, however they are now quickly merging into a single entity of popularity. Now with such segmentation of both social media personalities and traditional television and musical celebrities, their interactions have crossed traditional boarders and have integrated with one another.

The interviewees identified some key attributes that they most valued in a Social Media Personality. The first is skill, the ability to do what they do without flaw. The second was their devotion to their category and passion for the subject matter. Third was their comedic value, the way they create value for their users, which includes audience engagement.

Content They Wish to See
I asked the subjects what they would like to see added to Binging with Babish's repertoire. They responded that they wanted to see a wider variety of recipes from different cultures. They also wanted to increase the guest appearance of celebrities. Such as celebrity chefs and other food content producers, along with influencers; much like his video with Maisie Williams who plays Arya Stark on the HBO series Game of Thrones. Content like this was viewed very highly by the interviewees.

They wanted to see some other adaptations; however, they did not fit with Babish's content goals and aesthetic and breached his brand identity and therefore are excluded from this analysis.

Recommendations from Interviews
From the trends illustrated above, I created several recommendations for expansion and spin offs. These focus on platforms, capturing or pivoting across the midnight viewer, key personality characteristics, and finally what to include in his content.

Platform Adaptation
Binging with Babish needs to expand into Snapchat and further develop his Facebook account. Both subjects identified watching content on these platforms and noticed his absence. Snapchat is an important thing to be on, as it leads in screen time, and Facebook is a crucial hub for traffic.

The Midnight Viewer

Babish should begin posting Twitter like (comedy centric) posts at night to better position his posts to be viewed by the midnight crowd. This can then be traced to his main accounts such as YouTube, Facebook or his website. Another possibility for expansion is to go in the opposite direction and move to take advantage of the early risers who will not be engaged with late night content. This would be beneficial because it could reach users who do not fall into this category, whose potential is larger due to the current trend of midnight users. Therefore, by posting morning content, Babish can engage a new audience and develop further growth.

Personality Characteristics

Babish should boost his interactions with his audience, and this can be done in a number of ways. The first of which is by posting more surveys and user generated content. The other is to create more on the fly content of day to day activities and allow users to engage with Babish throughout the day. Therefore, increasing the amount of interactions and the ability to engage users in a prolonged manner.

The interviewees want Babish to incorporate skits and planned jokes into his productions beyond his normal comedy. Users also wanted Babish to emphasize recipes that have emotional connections. This way users can create an emotional connection with him and learn more about the man with the beard. The users are looking to learn more about Andrew Rea's backstory.

What to Include in His Content

The interviewees wanted to see Babish start a unique channel where other celebrity chefs come on and Babish competes against them to make a special dish that will be judged by a panel of guest celebrities. This is rooted in their demands for more guest appearances, more diverse cuisine and the presence of competition.

Key Recommendations

Of those recommendations from the users, a consolidated recommendation based on secondary and primary research, supports the addition of new cuisine, a movement to capitalize on either the early risers or the midnight viewers, inclusion of Snapchat, and the movement towards longer interactions and continued engagement throughout the day, giving users a backstage view of the production.

SWOT Analysis

In order to understand both Babish's current standing as well as his future standing with current opportunities and threats, I identified several platforms and producers that could be great opportunities for expansion, and the possibility of a competitor taking over.

Strengths

Babish has created a loyal fan base that adores his content and actively chooses him over his competitors. The comments on social media demonstrate their support for the main behind the brand.

His content has high levels of engagement. Each post and video are sure to get thousands of likes on a multitude of platforms.

He has strong diction and brand content. Babish has created a well organized and identifiable brand. His color scheming and general aesthetic is very professional and well produced. His brand is hard to replicate, and his dead pan delivery combined with his sense of humor is unique.

He has good multi-channel engagement. His social media profiles see relatively high traffic and receive a great deal of views. A lot of his fans follow him on multiple platforms, which means he can always be engaging his users.

He has an accessible website. His website URL is very easy as it is just his profile name. It is well made and could handle a great deal more traffic.

His fans tend to be of the upper middle socioeconomic class and have more disposable income as well as a need for distractive content that they could implement in their lives.

Weaknesses
Babish does not have a Snapchat, which is one of the most common social media platforms for millennials and generation Zers.

Babish fails to utilize Facebook to its full potential. He needs to post more content on Facebook instead of posting links to his YouTube channel. He does not generate Facebook original content that could be beneficial when generating engagement (tend to perform higher).

Babish needs to up his posting rate. Right now, he only posts once every 3 days or so which can be vamped up to have more frequent interactions.

His website does not see a lot of traffic. His main asset and the easiest to monetize does not have a large following.

Opportunities
Babish has a wide breadth of followers on a lot of different channels. By funneling followers to his website, he can consolidate his viewer base and then implement actionable plans for engagement and community building. Again, this would have the potential for monetizing the user base.

Babish needs to expand to a new platform: Snapchat. Snapchat has over 500,000,000 downloads. Accessing this interactive platform allows him to better engage his fans regularly by sharing bits and pieces of his life.

There are opportunities to continue expanding the brand through new channels and new partnerships with other organizations. These opportunities can lead to engaging new viewers and subsequently converting them to long term followers.
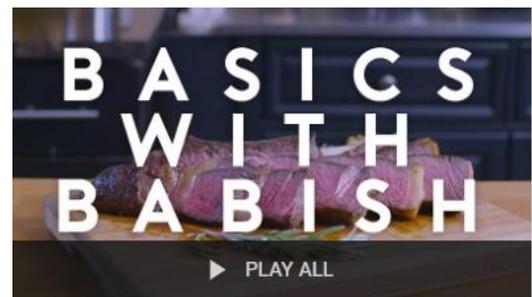
Threats

Babish needs to worry about competitors with larger followings pivoting into the fictional food production industry. While he currently has a good command of his niche market, Tasty production could easily pivot into his arena and combat his rein. Rosanna Pansino bakes from videogames and could easily transition to other forms of fiction. Specially after Babish's recent expansion into her market by creating food from video games.

Other competitors include Bon Appetit and Munchies as well as any number of other smaller food production related content creators.

Expanding the Brand

Beginning in October of 2017, under intense demand by his fans, Babish unveiled Basics with Babish, in which he teaches his viewers the basics of dining; from basic paring knife skills to basic baking techniques. He takes you through a highly educational course of culinary learning. This fits in with his content goals as a fully engaged brand that works to satisfy the needs and wants of the fans. His all-encompassing brand not only entertains you; he teaches you.

At the same time, he released his book "Eat What You Watch" which chronicles recipes from some of the most famous meals from fiction and cinema. His book did not generate the engagement and revenue that he had hoped for, and quickly pivoted to keep the brand alive. He tried to continue the same concept of the book as a blog on his website, however with low traffic and low engagement rates, that too quickly failed.

Another one of his less successful content strategies was a campaign titled Bedtime with Babish. The channel on SoundCloud has a small following. Rea recorded himself reading fine literature and posted it for people to listen to as they drift off to sleep. This came from comments from fans saying they listen to his videos when trying to fall asleep because his voice is so soothing.

After a year of consolidating around his primary brand and his successful Basics channel he continued to listen to his fans and made another major leap. After months of fans wanting the backstage scoop, Rea wanted to give back to his fans. On March 22nd of 2019, Babish launched Being with Babish. This new channel focused around him giving back to his friends, family and most importantly, his fans. In this, he finds fans that need support and attempts to give them something that they need; to be there for them in their time of need. While this might conjure up images of a white knight riding in on a grand steed, there is

an ulterior motive. This channel fits with Babish's content goals of becoming an all-encompassing brand built on authentic content. But what can possibly come next? With all these new channels and new engagements, how is Babish going to continue to expand his reach and give the users what they want?
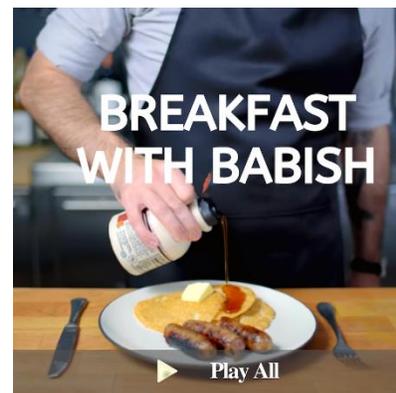
Campaigns

The two campaigns that I developed are Breakfast with Babish and Backstage with Babish each featuring a completely different shift to the BwB brand but that continues with the tone and voice of the character and that will help generate new viewers and increase engagement across platforms.

Breakfast with Babish
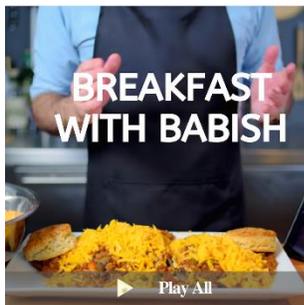
The newest edition to the Binging with Babish family is Breakfast with Babish, in which fans can start their day with content from their favorite YouTuber and social media personality. The content would follow him as he gets ready for his day the same way as you are, except he has prepared a breakfast meal that rivals no other. As you sit down to have breakfast or are in transit to work, Babish will be there to give you entertainment and a metaphorical cup of coffee. This campaign would adhere to his current aesthetic and visual brand by having the same production value and general aesthetic that his studio and filming equipment afford. He will have the same elegant intros and clear imagery that the fans have come to expect and love from his content. This campaign engages his main content goals of creating viewer loyalty, generating interest in content, and creating an all-encompassing brand. However, this new channel is not targeted toward his traditional viewers though it will be on his traditional platform of YouTube. From the interviews, I found out that the most popular time to watch his content is at night, however that leaves hours of unused time that he could be engaging fans and expanding the brand by being on camera. This new channel would target the early risers and be time released to come out as they begin their day. The release of this content would be less frequent than his other shows, maybe once or twice a week, with breakfast related videos from Binging with Babish being posted supplementary to the new filming. This campaign would have his same aesthetic and tone but with the added avenue of specified audience.

Meta Data
The meta data that will be keyed into the campaign is crucial. #BreakfastwithBabish will be the first one, but will expand into: #GoodMorningBabish, #BabishAM, #Breakfastfaves, and finally #FarTooEarly. These are easy and applicable to a wide variety of different contents, which will increase his Search Engine Optimization.

Backstage With Babish

The next campaign I developed was Backstage with Babish. This is a two-tiered model for both YouTube and Snapchat. The reason I have decided to develop this campaign is because it accurately engages his content style and goals, as well as rides the peoples need for more information about the backstage effects of their favorite personality. Who is the team behind Binging with Babish? We know Rea, but who his best friend Sewyer Jacobs? Who are the

men behind the camera; the friends, family and employees that help bring this magical show to our phone screens? This channel would take on the form of a vlog and would capture the production side of filming Binging with Babish and all subsequent channels. In essence, we would be flipping the camera and getting a glimpse of the hardware that makes it possible. What happens when the camera cuts? What does Babish do in his spare time? These are questions that users have always asked, and now they can find out.

This channel will feature a YouTube vlog format as depicted to the left with postings every other day or so. The reason for this is to have easy transference to his main channel. For those that organically stumble upon his channel, we want them to easily be able to quickly interact with his primary channels. After a period of following development, I would move the channel to his website where he can better monetize the engagement. However, in the beginning we want simple and easy integration that is capable with YouTube.

The second prong of this campaign is rooted in a missed opportunity. Babish has yet to capitalize on the value of Snapchat. Statista ranked Snapchat as the 2nd most popular communication application after key platform Facebook Messenger and right above WhatsApp. As shown in the mockups below, this Snapchat story, titled BWB.Backstage, is an easy way to quickly generate content that has continuous engagement with the fans. This content would be posted daily, with tidbits of his life, from family affairs, to kitchen prep. This also allows the viewers to see a glimpse

of Andrew Rea without the perfect lighting and camera graphics that makes his aesthetic so professional appealing. This platform offers filters; however, it will give us a less manicured look at the man behind the food. As Babish goes along with his day, building the brand we love, he can produce content that the fans want to see. We never see him choose the recipes he is going to make or doing the prep work of buying the food. What is grocery shopping with a culinary expert like? We are about to find out, with Backstage with Babish.

Meta Data

The meta data that will be connected to this campaign will be about his awkward personality and deadpan delivery. The primary meta data will be #BWB.Backstage. Other meta data will be: #BWBinreverse, #BWBafterdark, #BabishIRL, and #FollowingBabish amongst others.

Metrics and Feedback loops

After implementing the campaign, it is important to monitor its progress. I have come up with a couple of ways to do so and some software's that will aid in the development of these campaigns.

KPI's

Key performance indicators of a successful campaign are:

1. Increased followers on main assets (all, specification on YouTube and Instagram)
2. Increased traffic to website
3. Prolonged engagement with content (total views)
4. Increase in the average time spent watching videos (interaction length)
5. Tracking of progress through key digital assets (across platforms)
6. Increase in likes, comments and shares

General Model:

I will be using a general engagement model to track progress.
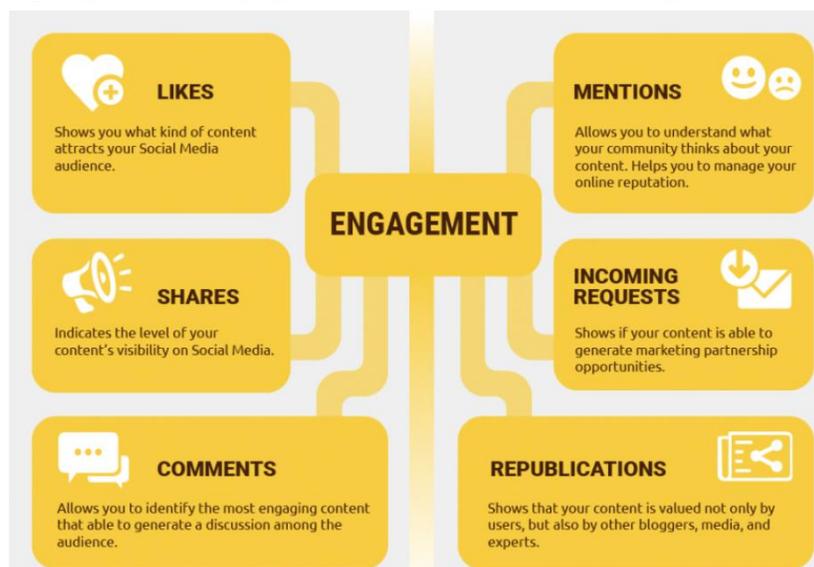
Software's for Tracking
1. Google Analytics
2. Snapchat Analysis (MyGeofilters)
3. Instagram for Business
4. Brand 24
5. SimilarWeb

Final Statement and Summary

These campaigns will help boost engagement and create a unified user experience. By expanding market spaces and incorporating the early risers, Babish can increase his followers and engage with users in a multitude of different process. Upon analysis, I recommend that Binging with Babish incorporate these campaigns as well as introduce an around the world campaign focused on creating content from cinematic films from other nations and further develop a more diverse user base. With the intent of creating a fully engaging brand that people want to continuously engage with, Babish must continuously be expanding his vision and incorporating new and developing trends and technologies. Babish should join the ASMR trend and continue to create a fully immersive brand.

Binging with Babish has seen massive growth with no sign of slowing down. As he dominates the industry and continues to grow his influencer base, he will need to continue adjusting to the changing tides of todays fickle minded consumer. Babish has created the foundation for a digital empire and can monetize his success by trafficking users to his website where he can further engage his audience. There is no where to go but up for this rising star.