



Project since 1991. Registered and owned GSB brand

[www.ladychef.be](http://www.ladychef.be)

## Objectives

To create a national event in order to increase the attention and credibility for high quality brands and products related to the event.

## Response

In order to build up credibility amongst consumers and the press, the quality image of the partner products needed to be endorsed by someone special. Green Seed Belgium created a competition to elect a well-respected feminine chef as an ambassador for these products using a completely new approach. Seeing the limited recognition of female chefs despite the important role women play as mothers in food education, we developed a concept emphasizing the female touch. By means of a press conference organized each year in the restaurant of the new Lady Chef, Green Seed Belgium created a platform for the selected chefs to meet the Belgian culinary, national and local press. Lady Chef of the Year is now a well-established culinary event in Belgium.

## Results

The extremely rare recognition of female chefs was a bull's eye. All culinary journalists as well as all female chefs were captivated by this new title in the gastronomical world. The success of the "Chaudfontaine Lady Chef of the Year" reflected values such as quality and reliability on all partners and brands involved. Huge media attention illustrates the undeniable result of this action. Each year the campaign results in media coverage with a media value over € 1.000.000. B2B and B2C events bring the projects to a target public. An original social media campaign keeps the Lady Chef under the attention all year round. The election of the Chaudfontaine Lady Chef of the Year was established in 1991 and up until today the event continues to expand.