

REAL MEN COOK OVERVIEW

More About Real Men Cook:

Real Men Cook honors the entire family, no matter what the configuration. Women are delighted by the positive role models, as well as, invite and/or purchase tickets for husbands, coaches, teachers and other men who contribute to their community.

Through its long established commitment in the community generating over \$1 million to nonprofit partners, Real Men Cook regularly draws elected officials, community leaders, and celebrities. Real Men Cook also functions as an integrated marketing platform with a foundation of paid radio along with strong news coverage of this unique Father's Day event, Real Men Cook shares millions of media impressions with partners in television, radio, print and internet mediums.

The celebrated tradition, which originated in Chicago, has since taken place in twelve cities: Atlanta, Chicago, Dallas, Detroit, Houston, Los Angeles, Miami, Minneapolis, New Orleans, New York, Philadelphia, Washington, DC.

PROGRAM OBJECTIVE

- Drive traffic and sales around Father's Day
- Enhance goodwill in the community w/ Brands
- Generate positive PR associations w/ Brands
- Provide consumers w/ opportunity to interact with products
- Create annual sales increase around Father's Day to boost Summer buying period

Target

- Primary Target- Urban Women 26-54
- Secondary Target- Influential Active Urban Men 30-64
- Tertiary Target- Metropolitan Families