



























- 1. Nationwide search for the best amateur home chef
- 2. Produced globally, in over 30 territories
- 3. Successful adaptions including, Celebrity, Professionals and Junior versions reaching new audiences
- 4. One of the most successful formats in the UK
- 5. Broke largest audience records in both Australia and Israel
- 6. 2010 U.S. premiere was highest-rated new summer series
- 7. Currently season 3 on-air and debuted with 30% increase from last year's premiere
- 8. FOX increases order for 4th season of MasterChef

























The Big 3 - Where We Started











What We Did: Twitter

Increase the volume and types of content tweeted



MasterChef @MASTERCHEFonFOX

25 Ju

Preview the power struggle between @MC3Monti and @MC3Josh in tonight's episode of #masterchef, airing at 9/8c! - bit.ly/MTNyYI

View video

Tweets driving tune-in to the show



MasterChef @MASTERCHEFonFOX

11 Jul

Remember the pizza stone challenge from #masterchef? Here are 3 pizza doughs you should know ow.ly/c9to9 #foodnews

Expand

NEW Tweets promoting general foodrelated content



Walmart @Walmart

26 Jun

RT if you love @MASTERCHEFonFOX. You'll see our USDA Choice steaks on tonight's episode at 9/8c. #steakover #masterchef

Retweeted by MasterChef

Expand

NEW Tweets leveraging brand partners' social media networks



NEW Tweets promoting innovative and engaging content generated by a 3rd party









Twitter: On-air Callouts









Second Screen App











What's driving this social activity?



WHATS THE DIFFERENCE?

CATEGORY	SHRIMP	PRAWN
Suborder	Pleocyemata	Dendrobranchiata
Size	up to 12 inches	up to 13.2 inches
Gills	lamellar (plate like)	branching
Largest Pincer	front	second
Abdomen	2nd segment overlaps 1st & 3rd segment	2nd segment only overlaps 3rd segment
Legs	Shorter; claws on first 2 pairs	Longer; claws on first 3 pairs
Reproduction	brood eggs	release eggs







The Santa Barbara Spotted Prawn was last night's mystery box ingredient. Take a look at this shrimp/prawn comparison chart!

Like · Comment · Share

1,222 people like this.

276 shares

View previous comments

50 of 152



Stacie Slaughter-Gottsch Love this show! I am rooting for Christine and Becky. But all of them make cooking look easy. These folks have mad skills! When I go to Santa Barbara where can I get them so I can taste the difference?

July 25 at 1:01pm · Like · 41



Kimberly Reider Domingue I was wondering....

July 25 at 1:06pm · Like



Jason Nelms Who cares what the difference is!? What's the difference between Felix and David? Felix has been consistently successful and David has been a consistent failure yet he stays! Not sure I'll be watching anymore.

July 25 at 1:12pm · Like



Peggy Brubaker Sanders @Ashley Hannan, if you have hulu+ you can catch it on there already. If you don't have hulu+ it won't be released until next week.

Write a comment...







What's driving this social activity?

MasterChef Digital Presents

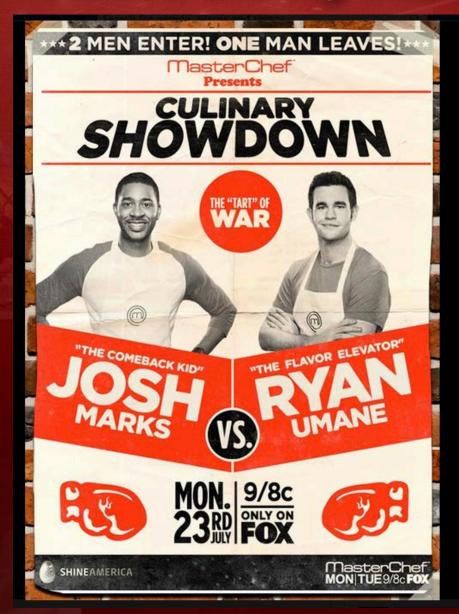
Behind the Scenes: Cowboy Challenge







What's driving this social activity?





MasterChef

Liked - July 24 @

Like · Comment · Share

1,856 people like this.

75 shares

View previous comments

50 of 457



Dez Tiny Kissoon Josh I was rooting for you what happened last night? July 25 at 11:31am · Like



Revenda Lippert Bierley I may have stopped watching if Ryan came back. His ego didn't match his talent.

July 25 at 11:42am · Like



Holly Lyons Becky and Josh are BOTH TOO ARROGANT!!! I'm voiting for Christine or Monti!!

July 25 at 11:58am · Like · ≥ 3



Barry Barton This was so awesome! Totally unexpected to give back a white apron! July 25 at 12:12pm - Like



Wayne Cole Ryan's mistake was the cherries. But I was more shocked on the non reception he was shown by the others there. And David's flipping the bird was just uncalled for. He complains of Ryan's attitude and what does that say about you, David. July 25 at 12:30pm · Like · 🖒 1



Michael Merusso god is real,ryan ugly selfish boy...

July 25 at 12:36pm · Like

Write a comment...









Where Are We Now?





MasterChef •

@MASTERCHEFONFOX FOLLOWS YOU

The Official Twitter for MasterChef on FOX!

FOX · http://www.fox.com/masterchef

Following



1,793 TWEETS

319 FOLLOWING

31,704 FOLLOWERS

masterchef



FOX

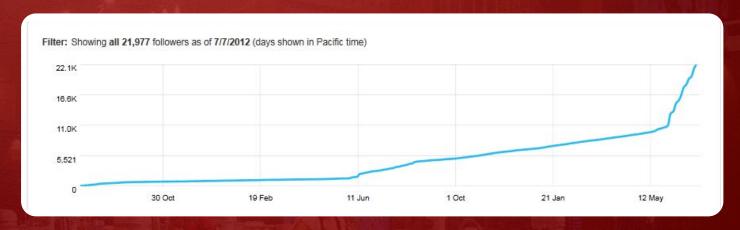


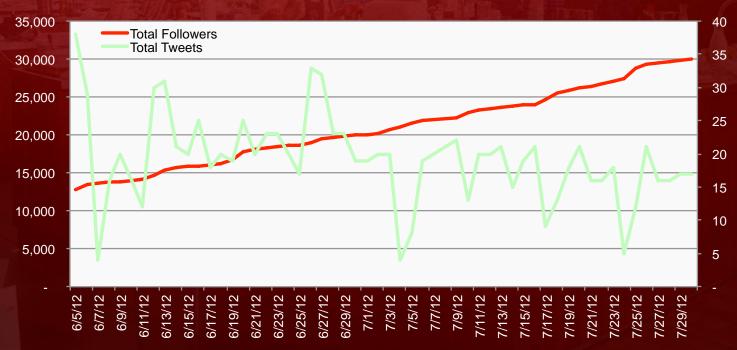






Where We Are Now: Twitter



















P

Where We Are Now: Pinterest









MasterChef and The Big 3: Takeaways

- 1. Understand WHO is leading the MasterChef social media conversation
 - 1. Identify and leverage the social influencers: judges, celeb chefs, key contestants
- 2. Understand **WHAT** types of content are successful
 - 1. Recipes and cooking tips had higher engagement rates than foodrelated current events
- 3. Understand **WHEN** is optimal to post content and engage with fans
 - 1. Spikes in growing social media audience occur on air dates
 - 2. East coast leads live-tweeting conversation
- 4. Understand WHERE the MasterChef social media conversation occurs
 - 1. Majority of social conversation on MasterChef occurs on Twitter (vs other platforms)







MasterChef and The Big 3: Takeaways

- 5. Understand **WHY** the prior learnings are vital to the success of MasterChef:
 - 1. Will help us refine our social media strategy for Season 4
 - 2. Continue successes to next season of TV show by engaging with viewers in new ways and recruiting new viewers
 - 3. Continue to expand the MasterChef global brand













