



Chef PLUS: Live cooking event creates an appetite for more

The Chefkoch Academy is all about cooking. The first live cooking event aimed to generate awareness for „Chefkoch PLUS.“ Together with Arvato Systems, the event was a complete success.

„We are not only impressed by the speed and professionalism with which the broadcasting team implemented the event but also by the streaming quality.“



David Breul
Chief Content Officer
chefkoch.de

Background Situation

Chefkoch, Europe's largest food platform, inspires with currently more than 350,000 recipes. Every month, up to 22 million users find and collect all the recipes that make them happy. Recipes, posted by users for users, tested and rated millions of times. They are personalized and curated by Chefkoch. At the end of 2022, Chefkoch supplemented its offer with the new premium subscription Chefkoch PLUS. PLUS, users receive, among other things, ad-free access to the recipes of professional chefs and from various magazines. They also benefit from recipes of the month and a weekly planner complete with a shopping list. An interactive academy will complete the offer in the future.

Vision

With the live cooking event „Spring cooking made easy,“ Chefkoch pursued the goal of entering into direct exchange with the community and not only to bind the users



The Customer

- With more than 360,000 recipes, Chefkoch is the largest food platform in Europe.
- Chefkoch.de registers 22 million monthly users, over 7 million of whom are registered community members.
- Founded in 1998, Chefkoch is now one of the best-known and most popular consumer brands of the media company RTL.

Industry

- Media





more strongly to the brand through personal interaction but also to create attention for the new Chefkoch Academy at the same time.

Solution

In the future, the Academy will feature a variety of educational on-demand video tutorials on all aspects of cooking. To add a valuable component to the Academy, an interactive cooking event was held with the event and digital experience experts from Arvato Systems.

Our Services

The technological basis of the event is the Arvato Systems Alive platform. Arvato Systems Alive is a platform developed in-house for the implementation of hybrid and digital events, which Chefkoch used together with Arvato Systems not only to carry out the virtual live event but also to prepare it and follow it up. Because there were only two weeks for the complete preparatory work, the digital experts adapted the platform to Chefkoch's corporate design within a few days. They provided the technological infrastructure as a Platform-as-a-Service (PaaS): Chefkoch uses all the necessary resources via the cloud - from promotional activities and participant management to live streaming and recording to on-demand provision of the recording in the media library. The greatest attention was paid to the actual live streaming, which met the highest quality standards: Under the organizational and operational management of Arvato Systems, Chefkoch was supported by a complete broadcasting team with complementary experts from RTL, who optimally staged chef Viki Fuchs and host Bella Vreden on set.

Customer Benefits

Through Arvato Systems Alive, the Chefkoch editorial team created the registration page during the preparation phase and conducted a mailing campaign: Participants not only received their access data and the recipe by e-mail in advance, but they also learned what they should prepare for the live cooking. They were able to download the shopping list from the event page. During the live stream, which lasted a reasonable hour, Chefkoch benefited from the digital expert's technical expertise: Because Arvato Systems Alive supports Adaptive Bitrate Streaming, the image quality was equally ideal on all end devices - from smartphones to high-resolution 4K screens. Parallel to the video broadcast, there was a moderated live chat where participants could exchange ideas and ask questions - for example, if problems should arise during the re-cooking in real-time. Those who missed the event or want to watch it again can do so in the Alive-based Chefkoch media library. Based on the excellent feedback, Chefkoch plans to expand the Academy and host more live cooking events, among other things.

Case Overview

Task

- Deployment of Arvato Systems Alive via the Arvato Systems IT infrastructure (PaaS)
- Adaptation of the corporate design of Chefkoch
- Implementation of the live streaming event including preparation and post-processing

Technology

- Arvato Systems Alive event platform

Result

- A very good conversion rate of 35 percent
- Complete broadcasting team from a single source
- Livestream in the highest quality

You have questions, need information or a contact?
Get in touch with us.

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