

Cooking is Music with Maggi

MAGGI



Task

Reimagine the traditional format of Recipe videos

Title

Cooking is Music with Maggi

Date of first implementation

13th May, 2024

End date

30th June, 2024

Client/Brand

Maggi Nigeria

Creative Idea

Traditional recipe videos had become stale and predictable, failing to engage audiences. The standard format of someone cooking a meal with dull background music and occasional ASMR was no longer captivating. Our challenge was to reinvent the recipe video experience, making it fresh, exciting, and memorable.

To tackle this problem, we asked ourselves: what if we could harness the power of sound and music to create an immersive culinary journey? This sparked the idea for "Cooking is Music with Maggi." Our innovative approach merged Nigeria's biggest music genres – Amapiano, Afrobeats, Highlife, and Afropop – with step-by-step cooking guides.



Execution

Collaborating with talented producer Paul Cleverlee and Chef Debbie, we crafted musical recipes that harmonized cooking sounds with rhythmic beats. This unique blend transformed the cooking experience, making it entertaining, engaging, and shareable. We distributed the content on YouTube and social media platforms, encouraging audience participation through user-generated content.

The results were remarkable. Hundreds of users created and shared their own cooking videos, and audience engagement skyrocketed.

"Cooking is Music with Maggi" was able to seamlessly integrate music and cooking. Our campaign demonstrated creativity in using music to enhance user experience, effectively leveraged social media platforms for engagement.

Team

Business Manager

Timilehin Apena

ACD/Copywriter

Omotolani Olusoga

Art Director

Tomisin Olabode

Creative Director

Michael Adediji

Account Executive

Adekunle Onime

Business Director

Jade James Omitiran

Production

Govert Productions

Music/Sound

Paul Cleverlee

Recipes

Chef Debbie

Results

Reach

10,881,222

Impressions

53,934,236

Engagement:

1,584,991

Music Downloads

14,345

Video Views

1,599,207

