

PR CAMPAIGN FINAL REPORT

SUBJECTS

- **Arranging the 2nd Salon du Chocolat PR campaign aimed at**
 - Presenting the Salon as an independent high status event (brand) having rich international history (not related to Food Show Festival)
 - Popularizing chocolate products and developing culture of their consumption
- **2nd Salon du Chocolat**
 - **Dates:** November 29 – December 02, 2007
 - **Venue:** Moscow, Gostiny Dvor



CONCEPT

- **PR campaign concept of the 2nd Salon du Chocolat in Moscow was based on the following principles**
 - **Salon du Chocolat** is not a single Moscow event but a large scale international structure introducing and promoting 'chocolate' as a product, industry, technology, business, life style in several countries, having unique information about this product and maintaining ties with chocolate producers all over the world
 - **Salon du Chocolat** presents product – chocolate is above all!
 - **Salon du Chocolat** is a French successful brand



CONCEPT

- **Above mentioned ideas were supported by the following concept principles of PR campaign**
 - **Being 'absorbed' in product**
 - All press events included chocolate tasting
 - **Having unique information**
 - Press office presented any kind of information concerning chocolate required by press during the PR campaign period
 - All press events had non-standard format and always offered opportunities to know and experience something new
 - **High status underlining**
 - Press events were arranged in well-known restaurants in pleasant atmosphere, chocolate gifts were presented to journalists
 - All press materials (photos, web site, press kits, folders) had presentable form



TASKS

- Working out and distributing press materials concerning the Salon (press releases, press kits); writing articles; creating the Salon presentation for potential partners and media
- Press accreditation
- Developing PR ground, occasions
- Arranging thematic PR events for media and with media representatives during PR campaign and in Gostiny Dvor
- Inviting and working with the Salon media partners
- Arranging work of press center in Gostiny Dvor
- Assisting in attracting and working with defile participants (designers, pastry chefs, VIP)
- Assisting in attracting exhibitors and partners
- Salon web site: developing structure and refreshing information regularly
http://www.foodshow.ru/sdc/chocosalon_news.htm
- Creating ad banners for press partners web sites
- Arranging report photo shooting in Gostiny Dvor
http://www.milkfood.ru/Salon_Moscow_07/
- Working out PR reports, including end of campaign monitoring press kit (January, 2008)



PRESS MATERIALS

- **Press releases and press kits**
 - **June** – general Salon press release
 - **September** – press kit (issue timed to the press event – Chocolate Bonbons Tasting)
 - **November**
 - Press release devoted to Jean-Paul Hevin
 - Press release devoted to chocolate defile
 - Salon press kit (issue timed to the press event – Chocolate Day)
 - **December**
 - Post release devoted to chocolate defile
 - Salon post release



PR EVENTS FOR MEDIA

(September)

- **Chocolate Bonbons Tasting** – for media and Salon participants
- **Venue:** Grand Cru wine bar
- **Work with media**
 - Distributing Salon press kit and invitation card to tasting: 70 media (including gastronomic, business, leisure & entertainment, aircraft and glossy magazines)
 - Accreditation: 35 journalists
 - Attendance: 16 journalists (Chef, Cosmopolitan, Cosmo Shopping, Cosmo Magia, The Moscow Times, Grazia, Gastronom, Izvestia, Time Out Moscow, Kinder Bazaar, Seasons, AiF, Vedomosty, Vash Dosug, freelancers)
- **Salon participants**
14 chocolate producers and potential partners (Lindt, Valrhona, Red October, Globus Gourmet, Korkunov, Konfael, Chocolate Atelier, BIO-Market, Azbuka Vkusa, Dolce Vita, Morand, Pushkin, Fazer)



15
историй о том,
что внутри

Салон Шоколада представляет
сравнительную дегустацию
шоколадных конфет

Дегустация состоится 28 сентября в винном
баре **Grand Cru** по адресу: М. Бронная ул., 22
(рядом с Патриаршими прудами)

Начало дегустации в 11:00

Аккредитация по телефону: +7 909 909 2001

PR EVENTS FOR MEDIA

(November)

- **Chocolate Day**
- **Venues:** Volkonsky cafe, Red October museum & factory workshops, Andrey Deloss Restaurant House – pastry workshop
- **Work with media**
 - Distributing Salon press kit and invitation: 70 media (emphasis on daily press including leisure magazines (announcements right before the Salon), glossy magazines having gastronomic columns (publications in Jan. & Feb. 2008))
 - Accreditation: 37 media
 - Attendance: 19 journalists (Izvestia, Nezavisimayja Gazeta, Time Out Moscow, Simple Wine Magazine, Cosmo Magia, Gastronom, Story, Maxim, Psychology, Advertology.ru, Moscow Restaurants, Style TV, Gurman.ru, RBC Daily, Vash Visoky Vkus, Priyatnogo Appetita, RIA Novosty, Sigar Gourmet)



PR EVENTS FOR PRESS

(November)

- **Jean- Paul Hevin press conference**
- **Venue:** Coffemania coffee house
- **Work with press**
 - Invitations distribution: 30 periodicals (mainly gastronomic, professional and others having gastronomic columns)
 - Accreditation: 20 media
 - Attendance: 13 media (Gastonom, Chef, Restaurateur, Chef-Art, Izvestia, Time Out Moscow, Simple Wine Magazine, Food Service, Golos Rossii radio station, Hello! Icons, Gurman.ru, Rabotnitsa, Okrug)



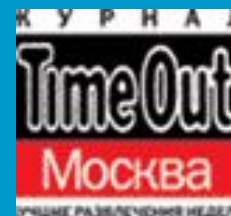
MEDIA ACCREDITATION AT THE SALON

- **Accreditation: 55 media**
(see Supplement 1)
- **Attendance on November 29: 45 media**
 - Periodicals – 20
 - Internet – 12
 - Radio stations – 3
 - TV channels – 10
- **Full monitoring – January 2008**



SALON MEDIA PARTNERS

- Media invited as Salon partners occupy leading positions in various market segments (gastronomy, leisure, star life, business and others) and this ensures requisite target audience to the Salon
 - CHEF** magazine
 - GASTRONOM** magazine
 - Time Out Moscow** magazine
 - OK!** magazine
 - Menu.ru** online magazine
 - Relax-FM** radio station
 - RBC Club** – EVENT.RBC.RU
 - LiveJournal.ru** blog service
 - CIGAR CLAN** magazine
 - ZAYATS** magazine



SALON MEDIA PARTNERS

Extent of advertising & informational support



■ CHEF gastronomic magazine

- Monthly, 30 000 copies
- TA (target audience) – chefs, pastry chefs
- www.nta-rus.com/publishing/chief/

■ Publishing 1/2 ad layout (November) and announcement article devoted to the Salon and professional master-classes

■ Post report

■ 1/2 ad layout



Информация о расписании мастер-классов и продаже билетов по телефону: (495) 137-88-37, 137-72-72 на сайте: www.foodshow.ru



30 ноября - 2 декабря 2007 года
Москва, Гостинный двор, Ильинка, д.4

Салон Шоколада представляет уникальные мастер-классы по работе с шоколадом для профессиональных кондитеров. Мастер-классы дадут лучшие специалисты в области шоколада Франции и России:

Жан-Поль Эван (Jean-Paul Hevin) – мастер по шоколаду № 1 в мире, владелец международной сети шоколадных бутиков Jean-Paul Hevin

Эммануэль Рион (Emmanuel Ryon) – шеф-кондитер кондитерской «Кафе «Пушкинь», чемпион мира по кондитерскому искусству 1999 г., победитель конкурса «Meilleur ouvrier de France» («Лучший профессионал Франции»).

Кристоф Фельдер (Christophe Felder) – автор 3 книг о шоколаде, преподаватель высшей национальной школы кондитерского мастерства – Ecole Nationale Supérieure de la Pâtisserie d'Yssingeaux.

специалисты PCB-creation – компания разрабатывает и развивает новые технологии в области высококачественного декора кондитерских и шоколадных изделий, десертов на тарелках

Газель Машрзак (Gael Majchrzak) – шеф-кондитер и создатель шоколадного бутика Desir

Лоик Брэт (Loic Bret) – преподаватель кулинарной школы Bellouet-conseil, шеф-кондитер и создатель шоколадного бутика Desir



SALON MEDIA PARTNERS

Extent of advertising & informational support

- **GASTRONOM magazine** about culinary, products, restaurants, chefs
 - Monthly, 255 900 copies (Moscow)
 - TA – 20-55 y.o. (80% women, 43% of them with median and above median income level)
 - www.gastromag.ru
- Publishing 1/1 ad (November) and announcements devoted to the Salon
- Post report

гастрономъ
ЖУРНАЛ ДЛЯ ТЕХ, КТО ЕСТ

Ad 1/1

PARIS • NEW YORK • TOKYO • MOSCOW • PEKIN • SHANGHAI

гастрономъ
ПРЕДСТАВЛЯЕТ

2^ЕМЕ

**SALON DU
CHOCOLAT**

МОСКВА • MOSCOW

В РАМКАХ

фуд шоу
гастрономический фестиваль

30 ноября - 2 декабря 2007
ГОСТИНЫЙ ДВОР
ул. Ильинка, 4

www.beingastromag.ru www.foodshow.ru

Logos: 5, Relaxer, ЕМУ, cigarcien, OKI

SALON MEDIA PARTNERS

Extent of advertising & informational support

- **Time Out Moscow magazine** about leisure in Moscow
 - Weekly, 50 000 copies
 - TA – 20-35 y.o., above median income level
 - www.timeout.ru – 206000 visitors (November)
- Publishing article devoted to Moscow chocolate places and **coupon** (1/2, 26.11.07) guaranteeing
 - 5% **discount** in Creperie de Paris cafes and Red October shop, 50% in SPA Palestra salons
 - **Gift certificate** (invitation for 2 to the Salon) on purchase of chocolate products (selected assortment) in Globus Gourmet, Respublica and Red October shops, SPA Palestra salons and Creperie de Paris cafes

▪ 1/2 ad



ЖУРНАЛ
Time Out
Москва
ЛУЧШИЕ РАЗВЛЕЧЕНИЯ МОСКВЫ

ЖУРНАЛ
Time Out
Москва
ЛУЧШИЕ РАЗВЛЕЧЕНИЯ МОСКВЫ

ПРЕДСТАВЛЯЮТ
**ГОРОДСКОЙ
ШОКОЛАДНЫЙ
МАРШРУТ**

5

**САМЫХ ШОКОЛАДНЫХ МЕСТ
МОСКВЫ**

- Гастрономы «Глобус Гурмэ»
коллекция шоколада из всего мира, шоколадный чай, шоколадные олео и другие деликатесы
- Сеть магазинов «Республика»
кисл и десерты, шоколад, необычные торты с залогом шоколада
- Магазины «Красный Октябрь»
конфеты ручной работы, коллекция 2008 г.
- Французские блинчики «Креперии де Пари»
классический арт-сервис шоколада «Бизе, Заванелли и кафе» с десертами
- Сеть салонов «SPA ПАЛЕСТРА»
шоколадный уход за телом «Шоколадные ванны»

Только
с 26 ноября по 2 декабря*

«шоколадные скидки» + пригласительный билет
на Салон Шоколада на двоих:

- «Креперии де Пари» - 5%
- «SPA ПАЛЕСТРА» - 50%
- «Красный Октябрь» - 5%

*Где-то об этом можно было узнать раньше, поэтому предлагаем приходить к нам, чтобы узнать о месте и о программе заранее. Все цены действительны по акции.

«Глобус Гурмэ»: Н. Арбат, 78, 10 «Вилла», Ленинградский в., 111
«Республика»: 1* Петровка-Москва, 18. Бизнес-центр «Измайловский квартал», Крымский в., 15/1, 10 «Измайловский двор» (Измайлово), Измайловский пр., 1-я кв. 25/4, Стрешинский пер., 20 (Измайловский), Набережная Москвы-реки, 3-я кв. 8
«Красный Октябрь»: Поварская, 29/30
«Креперии де Пари»: Рязанский вл. 29, 2* Петровка-Москва, 2/3, Профсоюзная, 10
«SPA ПАЛЕСТРА»: 18-я линия Октябрья, 10, 2* Петровка, 41
«Салон Шоколада»: Сетевой центр, Москва, и
подробности на www.foodshow.ru

SALON MEDIA PARTNERS

Extent of advertising & informational support



- **Drawing 5 gift certificates** (invitations for 2 to the Salon) among Time Out Moscow magazine subscribers (more than 20 0000)
- **Quiz on the web site** www.timeout.ru: 5 questions concerning chocolate. Prize to the first 5 participants giving all correct answers – invitation to the Salon opening (29.11)

www.timeout.ru



Журнал "Тайм Аут Москва" -
лучшие развлечения недели

ЭТО СТОИТ УВИДЕТЬ

[Кино](#)
[Рестораны](#)
[Музыка](#)
[Клубы](#)
[Театры](#)
[Балет и опера](#)
[Музеи и выставки](#)
[Книги](#)
[Покупки](#)
[Дети](#)
[Спорт и красота](#)

Рестораны
с 29 ноября



Лучший шоколад в городе
в виде конфет, плиток, десертов и не только.
[Узнать больше](#)

[Лучшие рестораны города](#)

Кино
с 29 ноября



Вся команда "Моей прекрасной няни"
в водевиле "Шекспиру и не снилось" с шутками от авторов Comedy Club.
[Узнать больше](#)

[Другие кинопремьеры](#)

Стиль
с 26 ноября



Самый актуальный цвет сезона
Этой зимой королем подиумов дизайнеры объявили фиолетовый.
[Узнать больше](#)

[Адреса магазинов Москвы](#)

Журнал Time Out выбирает получателей электронной рассылки и вручает им билеты на самые интересные события в городе.

На этой неделе счастливыми обладателями подарочных сертификатов Московского Салона Шоколада, которые дают право посетить салон с 30 ноября по 2 декабря, стали [Nedo_jil](#), [LINA16.04](#), [matrox](#) и [yakimova_k](#).
Уважаемые счастливички, чтобы получить свои призы, отправьте письмо-запрос на адрес goodluck@msk.timeout.ru.

SALON MEDIA PARTNERS

Extent of advertising & informational support

- **OK! magazine** about star life
 - Weekly, 150 000 copies (37% Moscow)
 - TA – young (20-35 y.o.) well-to-do women - citizens of big cities
 - www.ok-magazine.ru
- Publishing ½ ad layout (22 & 29.11.07)
- Post report (OK! dress at defile, OK! chocolate showpiece, Star Chocolate ceremony – hand prints by famous people) in magazine and on web site www.ok-magazine.ru/index.php?action=article&id=992



- ½ ad layout

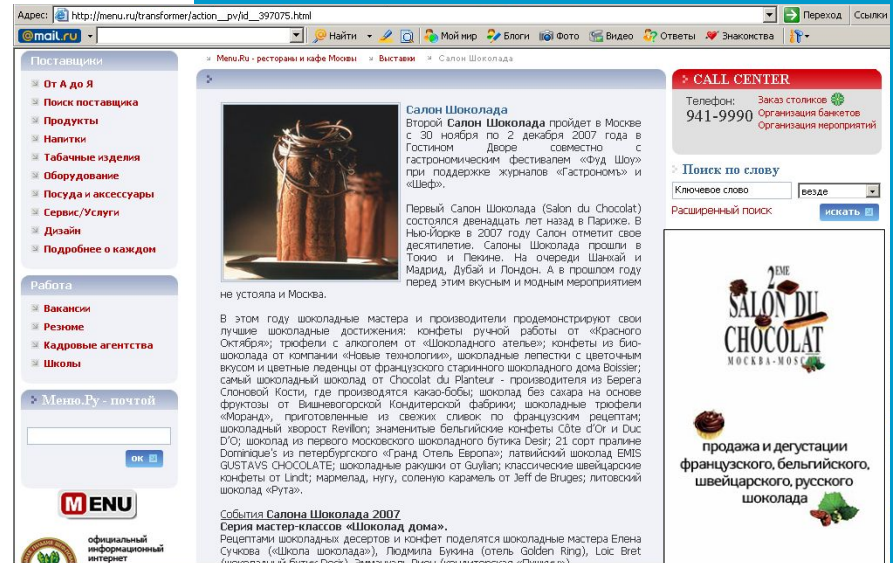


SALON MEDIA PARTNERS

Extent of advertising & informational support



- **Menu.ru** leading online magazine covering all events of restaurant life in Moscow and St. Petersburg
 - www.menu.ru – about 450 000 visitors per month
- Publishing 3 big articles devoted to the Salon, professional master-classes, J.-P. Hevin
- Placing Salon banner on Menu.ru linked to the Salon web site (during 2 weeks in November)



SALON MEDIA PARTNERS

Extent of advertising & informational support

- **LiveJournal.RU – blog service** (the most popular blog hosting in Russia)
 - TA – 18-45 y.o.
 - www.livejournal.ru – attendance: 12 mln records per month, 40% users (about 200000) – Moscow
- **Chocolate Creative Ideas contest** (photos, texts) on LiveJournal.ru along with ad banner placing
- Opening special page for gathering participants for the **Blind Chocolate Tasting contest** in Gostiny Dvor
<http://community.livejournal.com/eatsweet/1852.html?view=46652#t46652>



- **Ad banner**



SALON MEDIA PARTNERS

Extent of advertising & informational support



- **RBC Club – EVENT.RBC.RU**, project by RBC group of companies – leader in mass media for business audience
 - TA – business audience with above median income level
 - www.event.rbc.ru
- Publishing Salon announcement
- Placing Salon banner on EVENT.RBC.RU linked to the Salon web site
- TV report
- Post report

- **Ad banner**

2^{EME}
SALON DU CHOCOLAT
МОСКВА-МОСКВА

- конкурсы-дегустации на лучшую шоколадную плитку и на лучший трюфель
- оригинальные рецепты с шоколадом от московских и французских кондитеров
- Второй Московский Салон Шоколада
30 ноября – 2 декабря
Гостинный Двор, Ильинка, 4
- продажа и дегустации французского, бельгийского, швейцарского, русского шоколада
- дефиле «шоколадных» платьев

SALON MEDIA PARTNERS

Extent of advertising & informational support

- **ZAYATS child & family magazine**
 - Magazine concept – family lifestyle
 - Monthly, 100 000 copies
 - www.zayatsmag.ru
- Publishing 1/1 ad layout (November) and announcement article
- Placing Salon ad banner on www.zayatsmag.ru linked to the Salon web site
- Post report



- 1/1 ad layout

2^{ème} SALON DU CHOCOLAT
МОСКВА-MOSC
Московский Салон Шоколада

Детские программы Дегустации Шоколадное шоу

Совместно с гастрономическим фестивалем Фуд-Шоу 30 ноября - 2 декабря 2007
ГОСТИНЫЙ ДВОР

www.salonduchocolat.ru
www.chocolat.ru

Zayats Relaxer OK! гастрономь

SALON MEDIA PARTNERS

Extent of advertising & informational support

- **Relax-FM (90.8-FM) radio station**
 - 695 000 listeners per week
 - TA – 24-45 y.o., median and above median income level
 - www.relaxfm.ru
- 50 ad announcements (30 sec. each, 22.11-01.12.07)
- **CIGAR CLAN magazine about cigars and cigar life style**
 - Published once per 2 months, 27 000 copies
 - TA – 'for respectable men and stylish women'
 - www.cigarclan.ru
- Publishing 1/1 ad layout (November) and announcement article
- Post report



INFORMATIONAL SUPPORT

- **VASH DOSUG** leisure magazine & web site
 - www.vashdosug.ru – 135 000 visitors per months
- Publishing article about the Salon and photo gallery on www.vashdosug.ru/exhibition/performance/166542/
- **Quiz** on the web site www.vashdosug.ru: 5 questions concerning chocolate. Prize to the first 5 participants giving all correct answers – invitation to the Salon
- Placing **ad banner of the quiz** (23-29.11) on www.vashdosug.ru and www.mail.ru (one of the first-rate web mail portal, banner demonstration – 200 000 times per day)



- **Ad banner**



ПРЕДСТАВЛЯЮТ
КОНКУРС!

ответь на 5
вкусных вопросов
и получи билеты
на Салон Шоколада

The screenshot shows a Mail.ru inbox interface. On the left, there is a sidebar with a navigation menu and a list of folders. The main area displays an advertisement for 'Салон Шоколада' (Chocolate Salon) with the logo and website URL. Below the ad, there is a list of incoming emails with columns for 'Автор' (Author), 'Тема' (Subject), 'Дата' (Date), and 'Размер' (Size). The emails are mostly related to the website 'Ваш Досуг' (Vash Dosug) and include subjects like 'Мгновенные уведомления о письмах', 'Сетка, клубы и концерты', and 'сетка кино предыдущая'.

ADDITIONAL INTERACTIVE ACTIONS

- **Star Chocolate** – annual ceremony
 - Arranged along with **OK! magazine** and **Confael company**
 - Ceremony participants – famous and talented persons making hand prints with colour chocolate on white chocolate bars
 - Collection will be kept in Confael chocolate boutique. In 2008 it will be demonstrated at the Salon and increased with new star hand prints to be sold afterward by charity auction



ADDITIONAL INTERACTIVE ACTIONS

- **Chocolate Truffles Making contest** – competition between Time Out Moscow magazine and Salon guests teams
 - Arranged along with **MORAND** (Wimm-Bill-Dann company), **Atelier du Chocolat** and **Time Out Moscow magazine**



ADDITIONAL INTERACTIVE ACTIONS

- **Blind Chocolate Tasting contest** – with 10 chocolate brands provided by Salon exhibitors. Contest participants registered themselves beforehand on special page of LiveJournal.ru
<http://community.livejournal.com/eatsweet/1852.html?view=46652#t46652>
 - Arranged along with **LiveJournal.ru blog service**



ADDITIONAL INTERACTIVE ACTIONS

- **Chocolate Wall** with photos and texts by participants of **Chocolate Creative Ideas web contest**
 - Arranged along with **LiveJournal.ru blog service**
 - Prizes for winners provided by **Obedinennie Konditery** holding



ADDITIONAL INTERACTIVE ACTIONS

- **Relax Cafe**

- Arranged along with **Relax-FM radio station** and **Guylian chocolate**



- **Children's Chocolate Playground**

- Arranged along with **Zayats child & family magazine** and **Confael company**



WORKING WITH DEFILE

- Inviting designers and coordinating their work with pastry chefs, partners, VIP models during defile arrangement and in Gostiny Dvor
 - **Invited designers**
 - Dmitry Loginov (for Krups)
 - Julia Dalakyan (for Cote d'Or)
 - Julia Nikolaeva (for Martell)
 - Natalia Drigant (for OK! magazine)
 - Participation was also negotiated with designers
 - Denis Simachev
 - Andrey Sharov
 - Andrey Bartenev
 - **Pastry chefs**
 - Alexander Ilukhin, Renaissance – Moscow hotel (for Krups)
 - Maria Makovetskaya (for Cote d'Or)
 - Liudmila Bukina, Golden Ring hotel (for OK! magazine)
 - Eduard Lebdev (for Martell)
 - **Invited VIP models**
 - Vladimir Tishko (telepresenter) with fiancée – for Krups
 - Lyajsan Utiasheva (gymnast) – for J.Belanger
 - Evelina Bledans (actress) – for Ph.Bernachon
 - Participation was also negotiated with 9 VIP

PARTICIPANTS



ATTRACTING PARTNERS & EXHIBITORS

▪ Salon partners

▪ Attracting partners

- **Hennessy Cognac** – sponsor of J.-P. Hevin visit that has become one of the main PR ground during Salon PR campaign

▪ Working with partners

- Gathering and correcting Salon partners' press releases for press kit and web site
- Arranging participation in defile (Krupps, Cote d'Or, Guylian)

▪ Attracting exhibitors to the Salon

- Volkonsky bakery & cafes
- Creperie de Paris cafes
- Desir
- Hot chocolate & chocolate cocktails (by Tatiana Elizarova, the most well-known Moscow barista)



SALON WEB SITE

Working with the Salon web site

- Developing web site structure
- Working out information filling and refreshing data regularly
- www.foodshow.ru/sdc/chocosalon_news.htm

Web site structure

- News
- Salon events & program
- Chocolate defile
- Salon participants
- Salon partners
- Salon history
- Salon founders
- Jean-Paul Hevin
- For professional pastry chefs
- Chocolate fact list
- Photo gallery
- Salon press service
- How to get to the Salon?
- Salon du Chocolat 2006

The screenshot shows a web browser window displaying the website for the Salon du Chocolat. The page features a header with the event logo and dates (30 November - 2 December 2007, Gostiny Dvor, Moscow). A navigation bar includes links for 'ЗВЕЗДЫ ГОТОВЯТ ДЛЯ ВАС', 'ШОУ', 'ДЕГУСТАЦИИ', and 'ПОДАРКИ'. The main content area is titled 'Новости | АРХИВ' and dated 06.12.2007. The article, 'Что теперь носить', discusses the 2007 Salon du Chocolat, highlighting the triumph of the 'Defile "Шоколадный" платье' (Chocolate Dress Defile) and the participation of Jean-Paul Hevin. It mentions the event's location at Gostiny Dvor and the presence of various chocolate brands and professionals. The page also features a sidebar with a menu of links, a list of sponsors (including Martell, L'Oréal, and others), and a photo gallery of the event.

WRITING PR ARTICLES

- Writing special articles during PR campaign devoted to the Salon and chocolate subjects for the following periodicals
 - **CHEF** magazine
 - **GASTRONOM** magazine
 - **CIGAR CLAN** magazine
 - **ZAYATS** magazine
 - **Kommersant-Weekend** newspaper & site
 - **Marie Claire** magazine
 - **In Style** magazine



AD MATERIALS – Partners' Logos Placement

- Flayers (20 000 copies)



2^Е
SALON DU CHOCOLAT
МОСКВА - MOSCOW

ВТОРОЙ МОСКОВСКИЙ САЛОН ШОКОЛАДА
СОВМЕСТНО С ГАСТРОНОМИЧЕСКИМ ШОУ

фуд шоу

ЧАСЫ РАБОТЫ
30 ноября: 10.00 – 20.00
1 декабря: 10.00 – 20.00
2 декабря: 10.00 – 18.00

БИЛЕТЫ В КАССАХ ГОСТИНОГО ДВОРА
www.salonduchocolat.fr
www.foodshow.ru

Шоколад в плитках
Нежные трюфели
Шоколадные конфеты Ручной Работы
Пирожные
Пraliне
Шоколадные коктейли

Продажа и дегустации французского, бельгийского, швейцарского, русского шоколада

ЕЖЕДНЕВНО

- Серия рецептов «шоколад дома» с последующей дегустацией
- Оригинальные рецепты с шоколадом от московских и французских кондитеров
- Конкурсы-дегустации на лучшую шоколадную плитку и на лучший трюфель
- Народные танцы Берега Слоновой Кости, страны-производительницы какао
- Дефиле «шоколадных» платьев от известных дизайнеров и шоколадных мастеров

А ТАКЖЕ

- Шоколадное стей
- Шоколадные картины
- Шоколадные скульптуры
- Ш. окладный барьерт
- Шоколадный меконж
- Шоколадные фонтаны
- Горький шоколад
- Пирожные и торты
- Музей шоколада
- Выставка «шоколадных» платьев

COTE D'IVOIRE

cigarettes. Electrolux MARTELL SONY GASTRO SHOW OK!

KRUPS Hennessy Time Out Moscow MENU L'OROLOGER глобус туралар

- Posters (500 copies)

2^Е
SALON DU CHOCOLAT
МОСКВА - MOSCOW

30 НОЯБРЯ – 2 ДЕКАБРЯ 2007

ГОСТИНЫЙ ДВОР
ул. Ильинка 4
Открыто с 10 до 20
2 декабря - с 10 до 18
www.salonduchocolat.fr

KRUPS Electrolux OK!

AD MATERIALS – Partners' Logos Placement

- Invitation cards for 29.11.07 (3 000 copies)

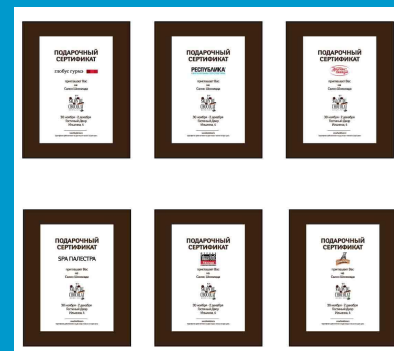


- Catalogue (20 000 copies): 1/1 ad layouts placement



AD MATERIALS – Partners' Logos Placement

- **Gift certificates – invitations to the Salon:**
200 **copies** in all (for 2 persons each) with individual branding (logo) of companies participating in the action
 - **Time Out Moscow** magazine
 - **Globus Gourmet** shops
 - **Red October** Shop
 - **Respublica** shops
 - **Creperie de Paris** cafes
 - **SPA Palestra** salons



AD MATERIALS – Partners' Logos Placement (Gostiny Dvor)

- Roll up banners (2 pieces)



- Banner (two-sided)



PHOTO REPORT

http://www.milkfood.ru/Salon_Moscow_07/



RECOMMENDATIONS

- **PR, advertising & event**
 - Working out a separate Salon web site in Russian managed in Moscow with information refreshed regularly during a year (at least once a month)
 - Dividing PR and event budgets
 - Working out event program – new events each year
 - Inviting a new outstanding participant – exhibition headliner
 - Arranging additional ad options in Gostiny Dvor: separate street banner, broadcasting partners' ad trailers on plasma screens during Salon events (amphitheatre area)
- **Image & positioning**
 - Logotype in Russian
 - Separate web site
 - Salon's own street ad
 - General concept of exhibition area – design, more cozy and elegant atmosphere
 - Prospect separation from Food Show Festival
- **Management**
 - Drawing up detailed project estimate in proper time
 - Working out project schedule along with efficient sharing of responsibilities and authority
- **Personnel**
 - Salon representative in Moscow – selling exhibition areas, leading arrangement & technical issues concerning the exhibition (working with mounting service, controlling mounting & dismantling, exhibitors coming & leaving, security, cleaning)
 - Fund-raising curator in Moscow (sponsor packages sale should be started in February)
 - Defile image curator
 - Technical curator of defile
 - Salesman for professional master-classes
 - Supervisors responsible for events arrangement during the Salon

RECOMMENDATIONS

▪ **Chocolate defile**

- Appointing defile curator (person of consequence) responsible for the event image and participants (selecting designers, models, VIP; supporting image and developing PR in fashion world, etc.)
- Appointing technical curator of defile responsible for defile arrangement
 - Supervising partners, designers, pastry chefs, VIP models during defile arrangement: providing and gathering administration and technical data (schedules, defile mechanics, sizes gathering, VIP assignment for French chocolatiers, etc.)
 - Backstage work: meeting defile participants, distributing badges (including special badges for backstage), controlling order of appearing on the scene
 - Arranging work of hairdressers and visagistes
 - Supervising dresses: controlling readiness of dresses for demonstration and their safety, providing mannequins, name boards, etc.
 - Making comfortable backstage conditions for defile participants (tea, coffee, snacks, chairs, tables, racks, cloakrooms, mirrors, carpeting)
- Working out detailed plan (procedure) for defile arrangement
- Working out and conforming scenario of defile in proper time (including word-by-word text for a presenter, presenting chocolatiers as key participants of defile (having not minor importance in comparison with designers): special appearance on the stage, photo session)

▪ **Exhibition**

- More clear exhibition zoning – beauty area, children’s area, café area
- Working out admission procedure (badges, invitation cards, lists for exhibitors’ coming & leaving, admission system for professional master-classes visitors)
- Working out clear exhibition security procedure
- Maintaining cleanness – increasing quantity of dustbins and cleaners (briefing cleaning company)
- Providing handling machinery and technical personnel (jack-lifts, hand carts, loaders)

Supplement 1. Media accreditation at the Salon

TV channels	Internet
1 channel REN TV RUSSIA TODAY RUSSIA TODAY (на арабском) Russia Today, программа Business Today World Fashion Channel Альянс Медиа ВКТ, программа "Московское время" / VKT, Moscow Time program Муз TV / Music TV РИА Новости TV / RIA Novosti TV Столица / Stolitsa Столица Плюс / Stolitsa Plus ТВЦентр / TV Center ЭФИР-РенТВ (Казань), программа "ФАМ ТВ" / Efir-REN TV (Kazan), FAM TV program	bestportret.narod.ru dni.ru event.rbc.ru fashionista.ru Gazeta.ru gurman.ru Happymagazine.ru inout.ru LiveJournal.ru mail.ru MainPeople.ru menu.ru mosinform.ru retstorate.ru untercharm.ru vasdosug.ru vingwave.ru vz.ru weekend.ru
Radio stations	
Голос России / Golos Rossii BEST FM 100,5 Love Radio Relax-FM ULTRA 70,19 FM Наше Радио 101,7 FM / Nashe Radio Эхо планеты / Echo Planety	
Information agencies	
Интерфакс / Interfax Итар-тасс / Itar-Tass РИА Новости / RIA Novosti	

Supplement 1. Media accreditation at the Salon

Press		
Animal Style	Psychology	Кондитерские изделия / Konditerskiye Izdella
Art Manager	Sex & the City	Крестьянка / Krestianka
Back-Stage Москва	Simple Wine Magazine	Кухни и ванные комнаты / Kukhny & vannie komnaty
Cigar Clan	Story	Мама, это Я / Mama, this is me
Collezioni	Sur La Terre	Модный Magazin / Modny Magazin
COSMO Magia	Time Out Москва	МОСКАФЕ / Moscafe
Cosmopolitan	TREND	Московская правда, Путевой журнал / Moskovskaya Pravda, Putevoj Journal
Dr. Travel	TTG Russia	Мясо.ком / Meat.com
Dsmagazine	Wedding	Новая Газета / Novaya Gazeta
Eidos Communications	Автопанорама / Autopanorama	ОК!
Fashion collection	АиФ / AiF	Окно в Европу, ИД / Okno v Evropu
Forbes Style	Антикватория / Anticvatoria	ОКРУГА / Okrug
Grazia	Ведомости. Пятница / Vedomosti. Friday	Отдохни! / Otdokhni
Harpers Bazaar	ВОСТОК-Медиа, фотоагентство / Vostok-Media photo agency	Пищевая промышленность / Pischhevaya promishlennost
Hello!Icon	Гастрономъ / Gastronom	Потребительский компас / Potrebitelsky Kompas
International Leisure World	Гольф дайджест / Golf Digest	Продэкспо / Prodexpo
International Residence	Гостиница и ресторан/Hotel & restaurant	Работница / Rabotnitsa
Joy	Гражданская авиация, ИД / Civil Aviation publishing house	РБК / RBC
Madame Figaro	Домашний очаг / Domashny Ochag	Реальная экономика / Real Economics
Maxim	Заяц / Zayats	Родная газета / Rodnaya gazeta
Natural Health	Звездный бульвар / Zvezdny Boulevard	Русский Newsweek / Russian Newsweek
New diet	Здоровье / Zdorovie	Счастливые родители / Happy Parents
Playboy	Известия / Izvestia	Теленеделя / Teleweek
	Коммерсантъ / Kommersant	Шеф-Арт / Chef-Art
		Шеф / Chef
		Элита общества / Elita Obstchestva

milkfood

FOOD EVENTS PR И ВСЕ ОСТАЛЬНОЕ

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