At a Glance
You don’t stay in business for 46 years without knowing the importance of really understanding what your customers want—and recognizing those wants change regularly. Cuisinart, the kitchen appliance company started by Conair Corporation in 1971, wanted to increase engagement by ensuring they were continuing to serve their current customers well via social channels. Using NetBase they uncovered new insights that inspired a changed approach to their video campaigns—resulting in 30K impressions and more than 3 times the video views of prior campaigns.

Challenge: Sweetening your content to increase engagement
In 1971 American home appliance brand Cuisinart hit the market with their renowned electric food processor—but the brand has expanded over the years to encompass cookware, bakeware, cutlery and premium kitchen appliances as well.

That spirit of innovation and evolution also serves them in their marketing efforts, leading to a desire to better understand their customers to offer more engaging video content on their social channels.

They particularly wanted to focus their efforts around the crucial fourth-quarter, where holidays like Thanksgiving, Hannukah and Christmas have consumers searching for recipe ideas online. Thus, they wanted to discover what consumers were looking for when it came to meal preparation. They enlisted NetBase to surface analytics to guide their strategy.

Solution: Real-time consumer appetites guide precise targeting
Cuisinart looked at the certified theme of “holidays” within the NetBase social analytics tool to identify the types of recipes consumers were seeking during this key period of time—but they also made a surprise discovery.

They learned there was a lot of interest around the earlier Labor Day holiday—especially meal ideas for Labor Day barbeques. This gave them a new “right time” to offer up the right content and messaging for their audience.

Using this data, Cuisinart made a move away from traditional product videos, focusing instead on quick recipe videos featuring the Cuisinart premium product line.

Results:
- Identified new audience segment
- 30K impressions
- 10K video views

“NetBase is the driving force behind our recipe and meal-prep video content. Without the precise audience insights extracted using NetBase’s tools, we wouldn’t have seen the shift in consumer preferences of video content, nor discovered the new marketing window of opportunity Labor Day presented.”

—Mary Rodgers, Director of Marketing Communications at Cuisinart

Customer Success:
Cuisinart

Solution:
NetBase social analytics platform
Their research enabled them to develop new recipe ideas to take their social media campaigning through the entire holiday season, and beyond—including a video for their Griddler indoor grilling appliance specifically targeted at the Labor Day weekend segment.

Results: Creating a holistic PR strategy for prospects and customers

By serving up what their audience wanted on the proper channels, Cuisinart saw a significant rise in social media engagement from their new recipe-based video content. Where previous product-focused videos had received 300–400 views, the new ones delivered more than 30,000 impressions and upwards of 10,000 views for the Griddler indoor grill alone.

The NetBase Solution

NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk. With the NetBase platform:

- Instantly surface global insights across the social web, spanning 199 languages from over 200M sources
- Understand every post in real-time, surfacing sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing
- Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards
- Manage risk by being the first to know and quick to respond with the most comprehensive Alert Suite
- Receive best in class on boarding, support, and consulting services across your entire organization