

**donna hay**



# *Donna Hay is* Australia's favourite food innovator

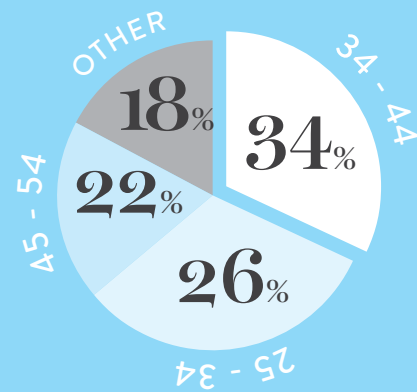
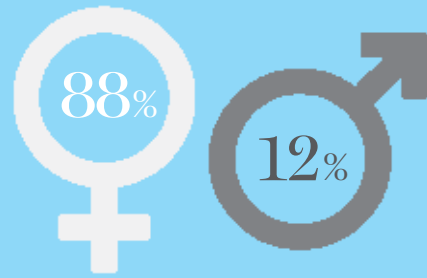
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The *donna hay studio* produces collaborations, activations, events and content that represents one of the world's most beautiful, *trusted and accessible* food brands.



# audience demographics

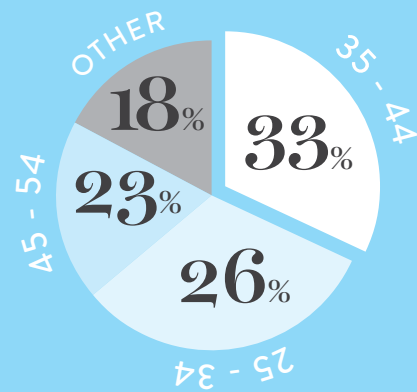
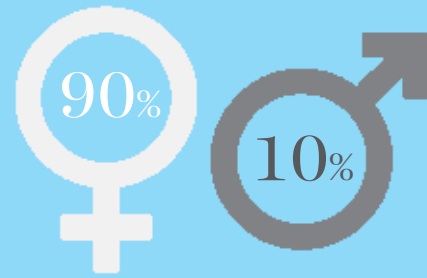
*@donnahaymagazine*  
INSTAGRAM



- TOP COUNTRIES OF INFLUENCE**
- 1 AUSTRALIA
  - 2 UNITED STATES OF AMERICA
  - 3 UNITED KINGDOM

- TOP CITIES OF INFLUENCE**
- 1 SYDNEY
  - 2 MELBOURNE
  - 3 BRISBANE

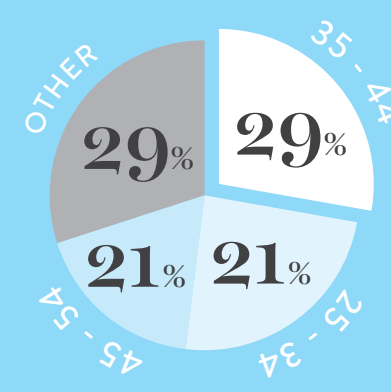
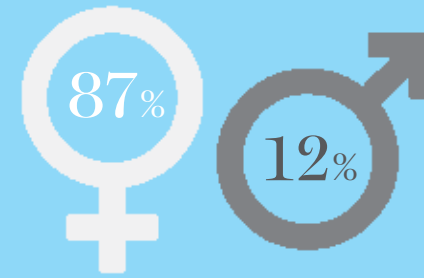
*@donna.hay*  
INSTAGRAM



- 1 AUSTRALIA
- 2 UNITED STATES OF AMERICA
- 3 UNITED KINGDOM

- 1 SYDNEY
- 2 MELBOURNE
- 3 BRISBANE

*@donnahay*  
FACEBOOK



- 1 AUSTRALIA
- 2 INDIA
- 3 NEW ZEALAND

- 1 SYDNEY
- 2 MELBOURNE
- 3 BRISBANE

*www.donnahay.com*  
WEBSITE

**traffic source**  
FY20

- 1 GOOGLE/ORGANIC
- 2 DIRECT
- 3 PINTEREST.COM
- 4 FACEBOOK (MOBILE)
- 5 LINKTR.EE

- 1 AUSTRALIA
- 2 NEW ZEALAND
- 3 UNITED STATES OF AMERICA

- 1 SYDNEY
- 2 MELBOURNE
- 3 BRISBANE



# www.donnahay.com

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The website is a seamless extension of the brand DNA.  
Fully responsive and highly engaging, www.donnahay.com  
offers a heightened user experience.

AVERAGE MONTHLY SESSIONS: 945k

AVERAGE MONTHLY USERS: 602k

AVERAGE MONTHLY PAGE VIEWS: 2.1m

PAGE VIEWS PER SESSION: 1.57

AVERAGE SESSION DURATION: 1 minute 48 seconds

DIGITAL NEWSLETTER SUBSCRIBERS: 110k



# social media

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**@DONNAHAYMAGAZINE**

FOLLOWERS **420k+**  
WEEKLY IMPRESSIONS **332k+**  
WEEKLY REACH **150k+**

**@DONNA.HAY**

FOLLOWERS **344k+**  
WEEKLY IMPRESSIONS **602k+**  
WEEKLY REACH **199k+**



LIKES **599k+**

CURRENT REACH PER WEEK **112k+**  
WEEKLY POST ENGAGEMENT **8k+**



FOLLOWERS **90k+**



FOLLOWERS **67k+**

MONTHLY IMPRESSIONS **388k+**



SUBSCRIBERS **28k+**



## CLIENT OVERVIEW

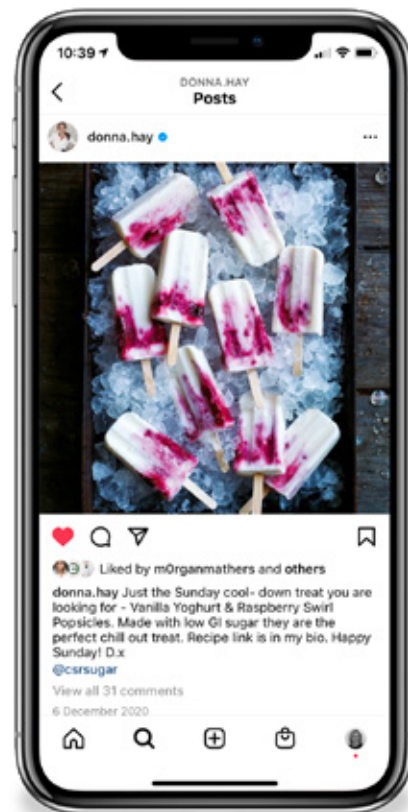
# CSR Sugar

*21 bespoke recipes*



PROMOTED ON DONNA HAY SOCIAL MEDIA

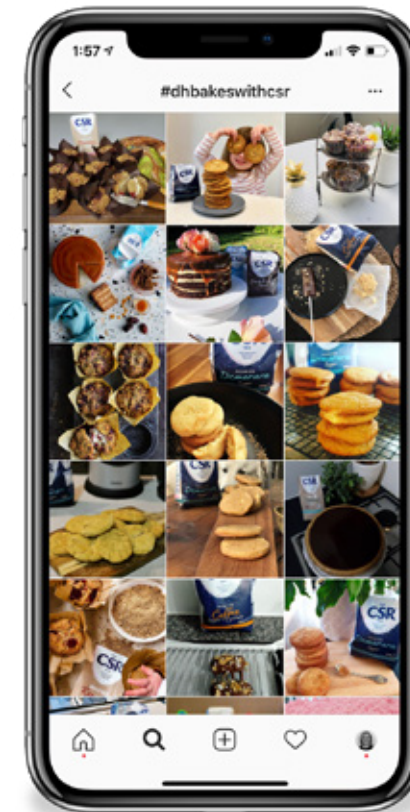
*social media*



VIA INSTAGRAM,  
FACEBOOK, TWITTER

*competition*

baking experience with Donna Hay



Consumers to recreate one of Donna's bespoke CSR sugar recipes, posting it on social media and tagging @donna.hay and @csrsugar. Amplified via donna hay eDM.

#DHBakesWithCSR

*sponsorship*



donna hay in conversation  
CONSUMER EVENT



donna hay  
food + wellness festival  
CONSUMER EVENT



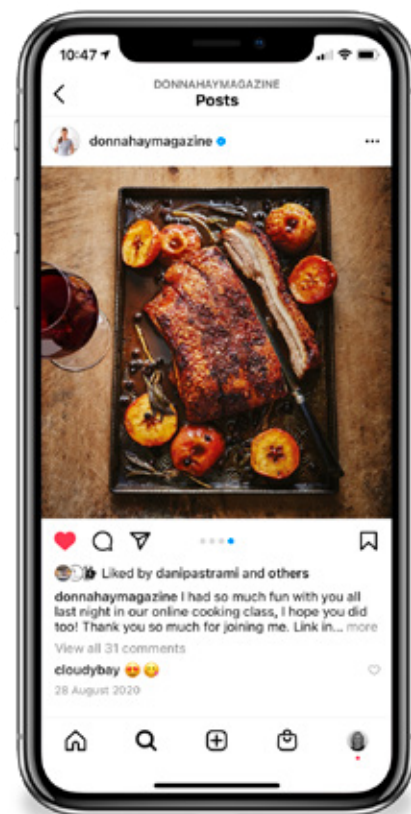
CLIENT OVERVIEW

# Cloudy Bay

*37 bespoke recipes*



*social media*



recipes and branding video

VIA INSTAGRAM,  
FACEBOOK, TWITTER

*branding video*



*bespoke recipe booklet*



for Cloudy Bay retailer  
Vintage Cellars

BOOKLET SIZE 32 PAGES, PRINT RUN 15,000

*cooking class*

*shortcuts to entertaining*



Consumers encouraged to purchase  
the paired Cloudy Bay wine and  
cook-a-long with Donna

2 COOKING CLASSES, 5,000 PARTICIPANTS

*sponsorship*



donna hay in conversation  
CONSUMER EVENT

*event*



donna hay x Cloudy Bay  
well chilled...

CONSUMER EVENT

paired specifically to  
Cloudy Bay wines

PROMOTED ON DONNA HAY SOCIAL MEDIA  
AND DIVIDED BETWEEN RETAILERS



# Harness the power of evocative storytelling... with a sponsored video series

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*Cloudy Bay*

EXPLORE NOW



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*KitchenAid*

EXPLORE NOW



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*Cobram Estate*

EXPLORE NOW



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*Everyday Fresh*

EXPLORE NOW



## Bespoke recipe collaborations and world-class photography join forces

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*Country Road*

EXPLORE NOW



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*Cobram Estate*

EXPLORE NOW



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*Cloudy Bay*

EXPLORE NOW



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*CSR sugar*

EXPLORE NOW



# Lifestyle, activations and events bring products and brands to life

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*Mecca*

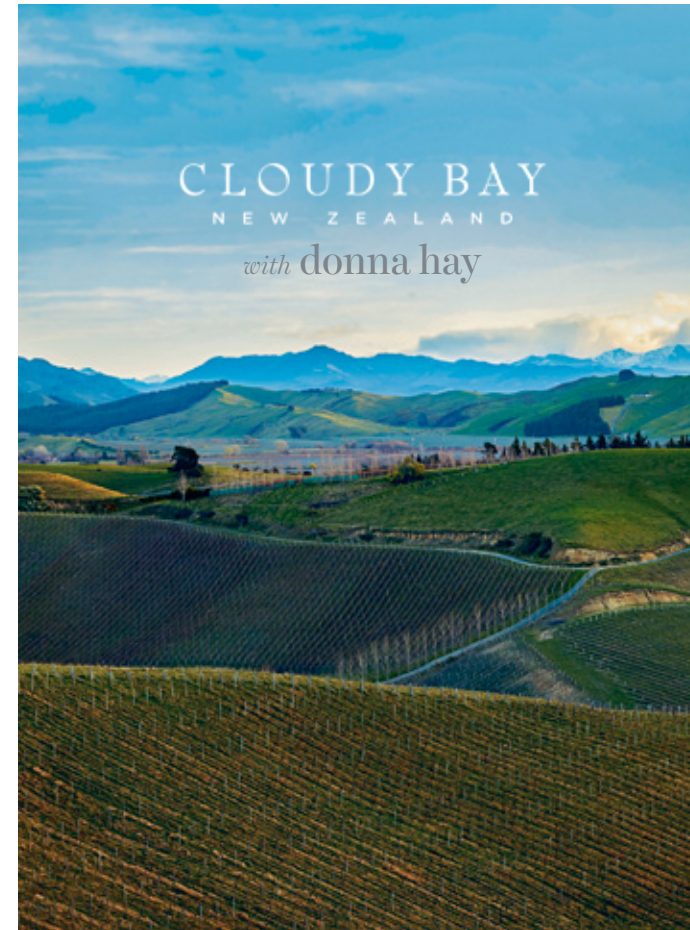
EXPLORE NOW



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*Vogue*

EXPLORE NOW



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*Cloudy Bay*

EXPLORE NOW



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*THE OUTNET*

EXPLORE NOW



OVERVIEW

# school of dh

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After an incredibly successful year of ‘zooming’ all over the globe with 16 online cooking classes, 2 live online TV appearances, the launch of Donna’s latest book *Everyday Fresh – Meals in Minutes* and an average audience of 1,000 guests per class - we are officially launching the highly anticipated **School of dh!**

With a calendar of classes becoming available soon at donnahay.com, our audience will have the opportunity to take a virtual, front-row seat in the dh studio and join Donna for an hour of styling, cooking and conversation. With digital recipe cards on hand, and a live Q&A this is the perfect way to educate, inspire and delight in an intimate environment.

LENGTH **1 hour**



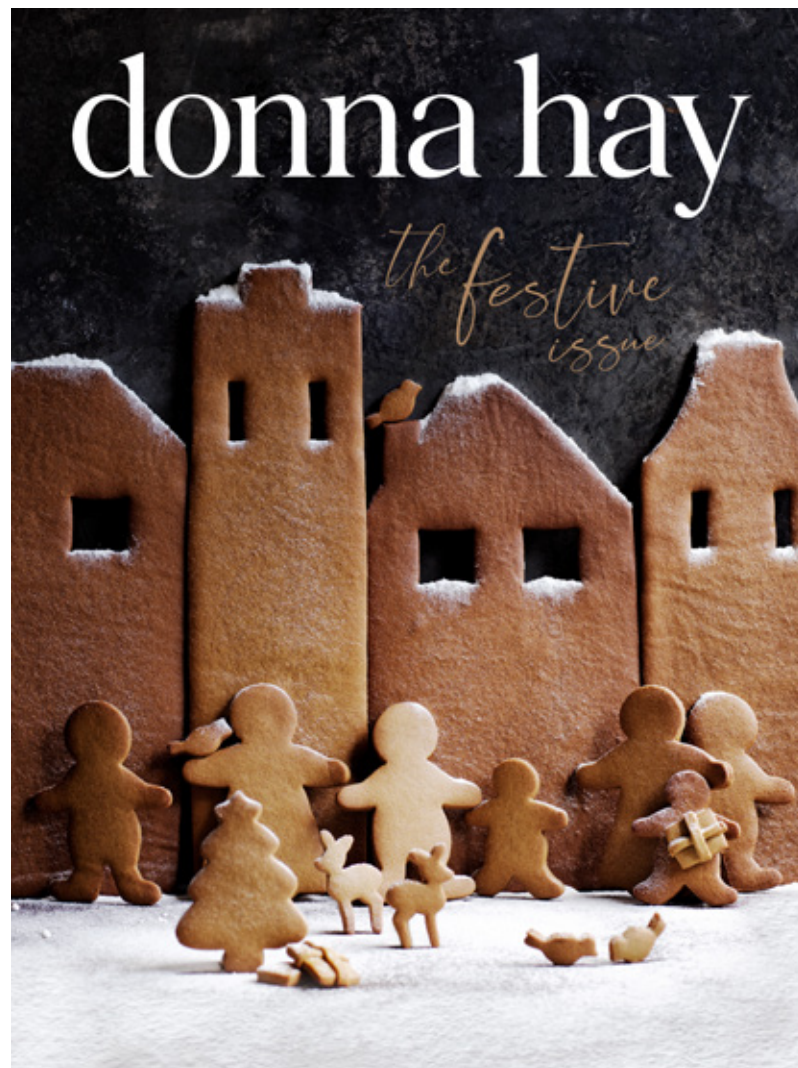


OVERVIEW

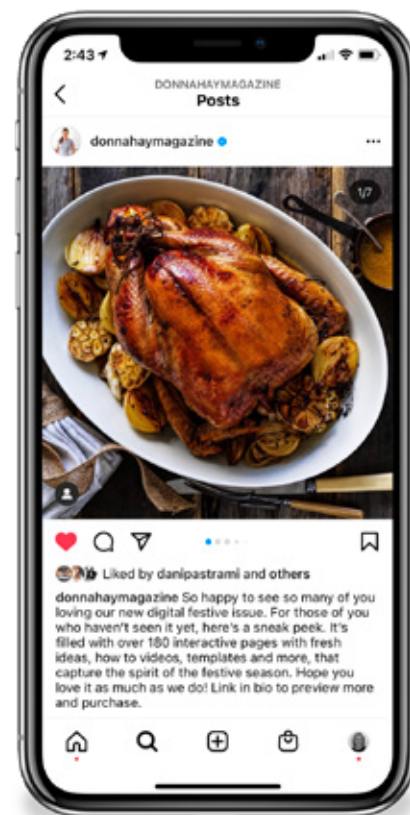
# donna hay festive

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*interactive digital magazine*



*social media*



*masterclass videos*



*live christmas workshop series*



1,000 guests per class



donna hay  
come chat with us...

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