

**The Recipe Behind
Gousto's PR
Measurement**

gousto

INTRO TO GOUSTO

Gousto **inspires every home cook** to be more adventurous at dinnertime.

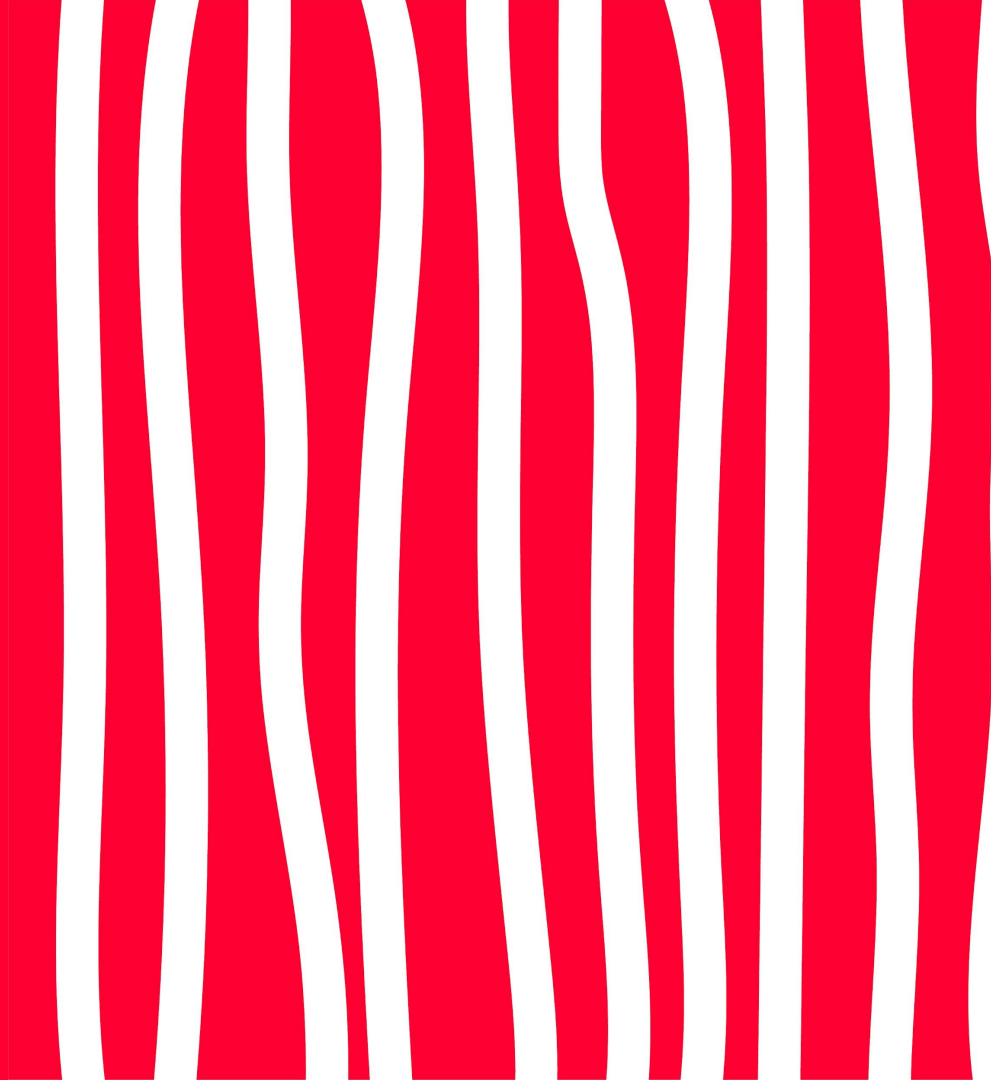
With over **250 recipes** to discover on the menu **every month**, Gousto sends **precise ingredients** and **easy-to-follow** recipe cards.

Everyone can feel empowered to cook and enjoy **delicious, mouthwatering home-cooked meals.**

The Gousto red box is delivered direct to your door **7 days a week.**



Our vision:
TO BECOME THE
UK's MOST
LOVED
WAY TO EAT
DINNER



PR on the Gousto Menu





The background image is a high-quality food photograph. It shows a white ceramic plate with a scalloped edge, filled with a dish of fried chicken pieces, green beans, red bell peppers, and sliced onions. A silver spoon is positioned above the plate, pouring a thick, dark brown sauce over the chicken. To the right of the plate is a tall glass filled with ice and a clear beverage, garnished with a lime wedge. In the bottom right corner, a silver fork and spoon are placed on a green patterned napkin. The entire scene is set on a table with a green and white floral patterned tablecloth. The lighting is warm and focused on the food.

A Half-Baked Approach: Our Measurement Problem

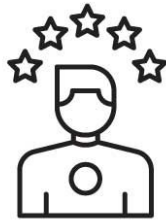
Our Secret Sauce: Share of Impact



Our vision: Become the UK's most loved way to eat dinner



FAME



DIFFERENTIATION



LOVE



REACH PROMINENCE



**KEY MESSAGE
PENETRATION**



SENTIMENT

Whisking Stakeholders Along for the Ride





Katherine Ryan: 'Feeding my fussy son has taught me a lot about life, men and myself'

Katherine Ryan chats to Prudence Wade about the desperate lengths she's gone to get her kids to try new foods, how we've lost sight of the importance of family dinners and why the most important thing is to not stress about it

Prudence Wade • Wednesday 03 April 2024 06:00 BST • 0 Comments



Ryan's advice for fellow parents is to stay as calm as possible (Gousto/PA)

Gousto launches Bluey-themed recipe range for families

By GEMMA HALL • 14 March 2024 • 2 min read

Prudence Wade • Wednesday 03 April 2024 06:00 BST • 0 Comments



Samuel Gousto

Borge bra brand Gousto has launched a range based on popular animated children's series Bluey, which aims to "connect parents and kids at dinnertime".



Gousto has partnered with the BBC to produce recipes inspired by the adventures of Bluey (Gousto/PA)

Our Toughest Mini Critics Judge Gousto's New Family Recipes



BY LUNA
Ten-year-old, 10th reader

Here's a familiar scene. Dinner's on the table but the flavours just aren't cutting it for the kids. We get it, pleasing the fussiest taste buds can be a tough task.

So Gousto and Bluey are coming together to dish up adaptable recipes that are easy to make and even easier to eat. And this time, we're putting the kids in charge to get their honest opinions on how our [Bluey's Family Dinner](#) recipes really taste. Available on our menu from 19th March.

Mild King Prawn Curry Quest With Saffron Rice And Herby Almonds



Glasgow-based mini critic (Age 5) – "The food made me think of sharks, because sharks like prawns and I like prawns so I'm like a shark."

Takeaway Park & Beef Tacos With Charred Zingy Salsa



Yorkshire-based mini critic (Age 5) – "I have never had tacos before but now I love them like Bluey & I."

Sausage & Pepper Chili's Con Carne Pasta Bake



York-based mini critic (Age 5) – "I looked tasty and was delicious. I liked the pasta and the sausage best."

Bingo's Sausage & Baked Bean Hotpot With Minty Peas



Went-based mini critics (Age 4) – "I made me think of happy food and I loved eating the potatoes." "I loved mixing the sausages it was yummy."



**Tailor PR measurement to
specific brand / business
goals**

**Take stakeholders on the
measurement journey**

**Talk the same language as
leadership**

**Supplement PR metrics
with wider business impact**

Allow space for evolution

Thank You!

Goousto