

NORDIC KITCHEN PARTY

CANNES FILM FESTIVAL 2012



Feel at home while in Cannes



PILOT
CASE



PROJECT
GOAL

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To strengthen the Nordic Film Industries' presence in Cannes by offering international guests a taste of the innovative, Nordic cuisine.



OBJECTIVES

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- A. To send a strong, Nordic message which would engage all partners involved. Thus creating a strong base for business and networking for the future.
- B. Promote the Nordic food culture to a new target group and try out food concepts and models for co-operation in the creative industry.
- C. By using food as a powerful branding tool, create an understanding inside the creative industry that catering can add value to marketing activities.

BY USING FOOD AS A POWERFUL BRANDING TOOL, CREATE AN UNDERSTANDING INSIDE THE CREATIVE INDUSTRY THAT CATERING CAN ADD VALUE TO MARKETING ACTIVITIES.



CONCEPT

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The Cannes film festival is the single most important platform for promotion and sales in the film industry. In 2012, the Nordic film industries, in collaboration with New Nordic Food, invited buyers, the press and important festival organisers to a Nordic Kitchen Party. The party, which attracted 150 guests, was held at the Scandinavian Terrace in Cannes.

Since the party involved people from many different cultures and parts of the world, of which a majority had already had numerous experiences of fine dining, the initial brief was to create a more homely and informal atmosphere for the party. I.e. try and reflect the preferred Nordic way of entertaining; at home.

The catering company Cofoco, who are already operating on the French Riviera, created the concept, with a strong focus on Nordic food but with an innovative and surprising twist.

The link to the film festival was made by the presence of singer Edda Magnason, who is playing the lead role in Monica Z, a new film by director Per Fly. She entertained the party all night with jazz standards in the style of the legendary Swedish singer Monica Zetterlund.

SINGER EDDA MAGNASON ENTERTAINED AT THE PARTY IN THE STYLE OF THE LEGENDARY SWEDISH SINGER MONICA ZETTERLUND.



GRAPHICS

NORDIC KITCHEN PARTY CANNES FILM FESTIVAL 2012

The idea behind the graphics was to work with Nordic colours and patterns. The graphics included invitation, menu / menu cards, roll-up and packaging. Graphic design by Keep Your Darlings.

ROLL-UP / BANNER



INVITATION AND MENU



PACKAGING



PARTNERS/ BUDGET

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The pilot project was a collaboration between Scandinavian Films (the five Nordic film Institutes) together with a number of Nordic sales companies, Nordisk Film & TV Fond and New Nordic Food.

The event budget was 205.000 DKK, of which 65.000 was contributed by New Nordic Food.

Sponsors: Mackmyra whisky distilling company who are currently introducing their products to the French market.

MACKMYRA WHISKY DISTILLING COMPANY WHO ARE CURRENTLY INTRODUCING THEIR PRODUCTS TO THE FRENCH MARKET.



EVALUATION

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Although the Cannes film festival was unfamiliar territory to New Nordic Food, the party was a great success and the networking platform had been strengthened. Working models and the planning process worked well and new and useful lessons were learned that are important to the resulting tool-kit.

Contact was made with important export organisations in the film business which strengthened the presence of Nordic film in Cannes in new and unexpected ways.

The event was mentioned in important trade press magazines during the festival such as Screen. The event also featured in a number of Nordic newspapers such as Jyllandsposten and Dagens Nyheter.





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Nordic Kitchen Party on Youtube:

<http://www.youtube.com/watch?v=Dx8IBIxhuV4&feature=plcp>



In collaboration with:



The Nordic Kitchen Party Cannes 2012 is made possible by a collaboration between Scandinavian Films (The Danish Film Institute, The Swedish Film Institute, The Norwegian Film Institute, Icelandic Film Centre, Finnish Film Foundation), sales companies SF International Sales, TrustNordisk, NonStop Sales, The Yellow Affair and Level K – and Nordisk Film & TV Fond and New Nordic Food, both affiliated with the Nordic Council of Ministers.