

CASE STUDY

The Wandering Epicurean

EVENT

Multiple year, fundraising event. Exclusive culinary dinner and auction to raise funds for the Culinary department.

"A FEAST FOR THE SENSES"

GAYVIN'S ROLE

Brand Strategist and Developer, Art Director, Copywriter, Graphic Designer, Account Manager

CLIENT

Sandhills Community College

TARGET MARKET

- High end donors (\$20K+/yr.)
- College educated
- 60+ yo. foodie
- Makes \$200K+ year
- Culinary Lunches Guests
- Invests
- Male-50%, Female-50%
- Wine drinker
- Grandparent
- Board Members

STRATEGY

Developed a branded event that targeted local foodies/supporters of the college with an invitation only, limited space opportunity of the year. Target market's pain point was living in a high end location but limited gourmet restaurants. Increased scarcity due it being secretive -- only people who were invited knew about the event. Designed marketing around beauty shots of food that gave the feeling of a high end food/travel magazine and elicited a sensory response to images and text. Sumptuous and savory gourmet food and key words were used to reflect the brand and increase desirability and exclusivity.

Sent direct mail look book (in the style of a mini gourmet food/travel magazine), save-the-date postcard and personalized letter signed by college President.

ASSETS

Direct mail (invitation, look book, save-the-date postcards), programs, brand kit, video, Thank You cookbook, signage, all event collateral -- 300+ pieces designed.

CALL TO ACTION

Call ### for tickets (on direct mail letter invitation), follow up phone calls & emails for tickets with script, save-the-date (on pre- and post event postcards).

ACHIEVEMENTS

- **Sold out 100% before event** due to direct mail invitation and look book with beauty shots of food/travel
- When event announced to public, people lobbied to attend; thus **expanded event by 20% due to demand**
- Prior to end of event, the second year event was **100% sold out**
- **Increased size of second year event by 60%** due to demand from first year event

COPY

All copy on 300+ marketing materials were created by Gayvin, with the exception of the direct mail invitation and thank you letter from the president and event menu. Samples of copy from the invitation look book are below. Copy centers around the senses and having experiences with them.

STRATEGY

Excited target market by bringing gourmet food and luxurious travel to them locally. Done by using brand voice and key words to paint a picture that gave guests a sensory experience.

VISUALS

Selected images to elicit a physical reaction in the body when viewing and worked in conjunction with copy. 10,000+ photos were researched for the entire event and 10 were selected for the pre-campaign look book.

KEY WORDS

Key words and phrases were developed with the brand kit and used throughout all marketing material. Some of the key words are:

- A feast for the senses
 - Epicurean
 - Adventure
 - Culinary
 - Baking & Pastry
 - Savory
 - Sumptuous
 - Event of the year
 - Invitation Only
 - Exclusive
 - Travel
 - Wandering
 - Spices
 - Hospitality
 - Refined
 - Fresh
 - Gourmet
 - Sweet
 - From Scratch
 - Luxurious
- (Use specific food and spice words)

**"OUR FRIEND FLIES ALL OVER THE COUNTRY FOR THESE KIND OF EVENTS.
HE SAID THIS ONE WAS THE BEST. HE'S COMING AGAIN NEXT YEAR."**

- Charlie Eichhorn, Sandhills Community College, Board Member

TESTIMONIAL

From the event by
campaign board
member

HIGHLIGHTS

Wrote letter for Chef
Fiona based upon
bullet ideas

KEYWORDS

Epicurean
Foodies
Culinary
Baking & Pastry
Hospitality
Feast for the senses

MESSAGE

Gratitude
Excitement
Culinary Adventure

Greetings

Welcome to our kitchen.

Indulge with us as you experience a journey of the senses, where food, wine, music, and atmosphere crescendo into an epicurean adventure. Roam through our commercial kitchen and bakery, meet the students, and mingle with fellow foodies as you sample innovative flavors and combinations designed to heighten your culinary experience.

The evening is truly a collaboration, a combined labor of love for our beloved Baking & Pastry, Culinary, and Hospitality programs working in partnership with the Sandhills Community College Foundation. The event is a reflection of the curriculum, and we're ever mindful of our intent to provide students real-world experiences that prepare them for what lies beyond our doors at Sandhills. We are happy you could join us tonight and experience first-hand our passion for what we do.

A special thanks to our Foundation hosts Lin Hilton and Charlie Eichhorn for their support and the many other valuable people who made tonight possible. With all of their insight and love of our department, we are able to offer you a truly memorable evening.

Thank you for being a part of our culinary celebration. Your attendance and support tonight directly enhance and maintain our dynamic programs, ensuring we have the tools and resources to continue supporting our students and producing exceptional graduates.

Thank You for Being Our Guest,

Fiona





HISTORY of TAPAS

Prior to the 19th Century, tapas were created out of necessity for hungry and weary travelers along the desolate Spanish countryside. After journeying along poorly made roads, some dating back to the Roman Empire and Middle Ages, travelers encountered inns with fresh horses, beds, and food. Unfortunately, in those days, many people were unable to read or write, leaving many people unaware of what was available to eat. As a result, many inn keepers offered small plates that sampled the dishes available. These samplings became known as tapas, from the Spanish verb *tapar*, "to cover."

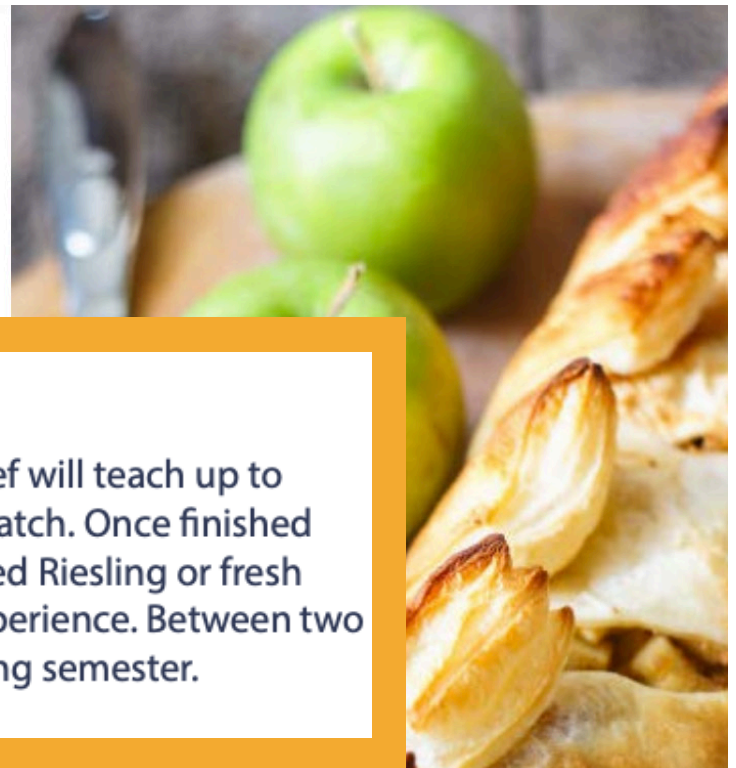
Tapas are still popular options throughout Spain. Today, the rest of the world has embraced the best of what tapas have to offer. At Sandhills Community College, we have students from all walks of life, and the tapas menus for the event were created by them. Think of yourselves as adventurous travelers, wandering through the culinary world of spices, tastes, and experiences that our team of culinary experts and their students bring to you for one exclusive night only.

AUCTION ITEMS

A Sampling

STRUDEL MAKING with Chef Brunner*

An authentic Austrian baker and pastry chef will teach up to eight people how to make strudel from scratch. Once finished baking, enjoy eating strudel, drinking chilled Riesling or fresh coffee for an authentic European pastry experience. Between two to three hours. Must be used the 2016 spring semester.



VISUALS

All visuals on 300+ marketing materials were strategized, created and designed by Gayvin, including the direct mail book, program, thank you cookbook, video, auction mini billboards and more. Visuals were chosen based upon brand, sensory reaction, copy and information.



LOGO

A fork and knife represent the culinary arts. The crossing of the utensils created a modern take on the culinary symbols.

COPY

Visuals were selected in conjunction with copy to solidify the brand, create a live sensory experience and increase desire to attend the event.

BRAND

Typography was based upon a balance between masculine and feminine as well as modern and classic. Larger font size was chosen for target market. Colors were inspired by vibrant, fresh food combined with a sophisticated style. Beauty lighting for images.

TONE

The tone of visuals play off of the brand. Some of the words that describe the tone revolve around textures and taste, including:

- Luscious
- Gourmet
- Mouth-watering
- Vibrant
- Drenched
- Velvety
- Sultry
- Sweet
- Salty
- Hot
- Savory
- Fresh
- Spicy
- Sexy
- Cold

REACTION

The visuals were designed to give the viewer a sensory experience. The focus was to create a mini gourmet magazine with lush food that made the reader's mouth water. The ultimate goal was for the reader to purchase tickets for the event.

M E N U

Savory

PORT AND ROSEMARY LAMB CHOP on a pea and porcini risotto cake with a lemon and roasted garlic glaze

DUCK CONFIT with homemade mustard on a crisp potato Roesti with a citrus and cranberry chutney

SPINACH AND ROASTED RED PEPPER FRITTER with pesto sauce, spiced remoulade and a shot of sweet potato soup

TEMPRANILLO SEARED BEEF TENDERLOIN with glazed figs and a fennel crème over an almond and manchego bruschetta

WARM PORK BELLY SLIDERS with a peach gastrique, green onion pickled slaw, fingerling fries and a yellow pepper ketchup

SEARED SEA SCALLOP with a micro basil and orange salad, a lime and sea salt cured salmon tartare, topped with saffron aioli



View the
Invitation Look Book
[HERE](#)

RESULTS

The monetary results and engagement from the event exceeded expectations. Brand guidelines were used for pre-, during and post event deliverables. Some result highlights are below:

DIRECT MAIL CONVERSION RATE

Per Compu-Mail, direct mail conversion rates are 9%. The Wandering Epicurean had a 97% conversion rate.



source: <https://www.compu-mail.com/statistics/direct-marketing-statistics-for-nonprofit-fundraisers>

100%

Tickets sold
out 2 weeks
prior to event

3

Deliverables:
letter, look book
and card

97%

Conversion
rate with
direct mail

20%

Increased
event size due
to word-of-
mouth

1

Marketer for
strategy, copy,
art direction,
account mgt.

160x

Return on
investment

FOLLOW UP

To increase engagement, after the event, Gayvin conceived the idea to create a commemorative cookbook, featuring all of the recipes that guests ate at the event. The thank you cookbook went out 10 days after the event. Gayvin did the art direction, design, copywriting and managed publication.

STRATEGY

Built momentum and engagement throughout the year for the 2nd Wandering Epicurean event, the following year. The cookbook allowed people to emotionally hook into and relive the joy of the event by cooking recipes from it. It thanked guests, solidified interest in the next event and created excitement within the community.

COPY

The copy followed the brand guidelines. Recipes were given from the Culinary department. Thank you letter from president accompanied the cookbook. All other copy was written by Gayvin, including the "Thank You" from Chef Fiona. Copy focused on key words, gratitude and thanking donors. Designed to create a lasting emotional connection with the guest.

VISUALS

The visual strategy followed the same event brand guidelines and paralleled the direct mail look book. All images were source and edited by Gayvin. It included photos of guests to make the cookbook a one-of-a-kind keepsake that would be cherished. Designed to create a lasting memory and a positive emotional response every time the cookbook was used.

POSTCARDS

Postcards were sent mid-year to remind people to save-the-date. CTA: "Save the date."

ORGANIC ENGAGEMENT

Guests followed up after the event with the following:

- A board member sent in a photo of her cookbook prominently displayed on her gourmet kitchen counter.
- One board member's guest flew in from across the US for the event. He reserved his spot for the following year before the event ended.



DOWNLOAD
the
Commemorative
Cookbook

FOLLOW UP (con't)

Highlights from the Commemorative Cookbook (below) feature some recipes that guests ate that night.



Thank You!

Wow! What an outstanding evening. Your kindness, generosity, and love for our programs were evident, and we can't thank you enough.

In our wildest dreams, we couldn't have imagined our goal would be met for our new Miwe Condo oven -- that will enable us to create a greater variety of baked goods while continuing to make over 10,000 items each year. What an incredible Christmas gift to our college, our department, and, most importantly, our students for years to come!

Of course, an event like this seems so effortless, but I can assure you the cogs in the machine were working overtime, including our Golden Whisk sponsors (Charlie and Lulu Eichhorn and Lin and Herb Hilton), the ladies in The Foundation, our talented chefs, volunteers, and dedicated students.

I wish I could have bottled the electricity in the kitchen that night. Our students were so unbelievably excited and ready to bring you the best of what they have to offer. I'm not sure if you know, but each and every class that night was in their practical exam. They had been preparing for months.

Evenings like this are few and far between, and they are ones we will remember forever.

Thank you, from the bottom of our hearts.

Fiona
Chef Fiona McKenzie



Fennel Cured Salmon Tartar - Spooned

For Tartar
1 lb. Fennel Cured Salmon, chopped fine (or ground fine)
1 Tbl. Shallot or Red onion (minced)
2 Tbl. Fresh Chives (thin sliced)
2 Tbl. Fresh Dill or Fennel Frons (chopped)
1-2 Tbl. Fresh Lemon Juice (as needed)
1 Tbl. Lemon Zest
Black Pepper (to taste)

Instructions
In a bowl, stir together tartar ingredients and pepper -- to taste.

For mascarpone
1 cup mascarpone
2 tsp Dijon mustard
Dash hot sauce

Instructions
Mix well the above ingredients

For Garnish
Pickled Red Onion
Capers

To Assemble
1. Place tartar on spoon.
2. Add dollop of mascarpone mixture on top of tartar.
3. Garnish with a dash of red onion and capers.

BREAD

Herb Focaccia

Ingredients

Sponge
6 oz. Water
.12 oz. Fresh Yeast
8 oz. Flour

Final Dough

1 lb. 4 oz. Flour
14 oz. Water
.12 oz. Fresh Yeast
.5 oz. Salt
1 oz. Olive Oil
Rosemary and Salt (to taste)

Instructions

1. To make the Sponge, combine flour, water and instant yeast, and mix until uniform. Let ferment 4 to 6 hours (or until double in volume) in a warm place.
2. Place sponge in a mixing bowl, add rest of ingredients and mix to a smooth but wet dough.

Herb Focaccia (con't)

3. Let ferment for 30 minutes at 80 degrees Fahrenheit.
4. Spread olive oil on cookie sheet (1 to 12).
5. Roll and stretch the dough into rectangle to fit pans. Proof until it doubles in size.
6. Poke with fingers every 2", then top with seasonings (rosemary & salt).
7. Bake at 400 degrees Fahrenheit for 30 minutes.

Grissini Bread Sticks

24 Servings

Ingredients
18 oz. (4 1/8th cups) Bread Flour
9 oz. (1 1/8th cup) Water
2 oz. (half stick) Butter
2 oz. Olive Oil
2 tsp. Salt
1 1/4 tsp. Yeast, instant dry

Instructions

1. Combine all ingredients into a Kitchen aid and mix with dough hook on low speed for three minutes, finishing on medium speed for 4 minutes.
2. Cover dough and let ferment for 1 hour. Punch down and divided the dough into 24 even pieces, about 1.3 oz each. Shape into strips, about 12 inches long.
3. Place on parchment lined cookie sheet and bake in preheated 380 degree oven until golden brown.
4. 20 minutes to bake.

*You may roll the bread sticks in grated cheese or herbs for a greater variety before baking.



SAVORY

Italian Rabbit & Pork Sausage

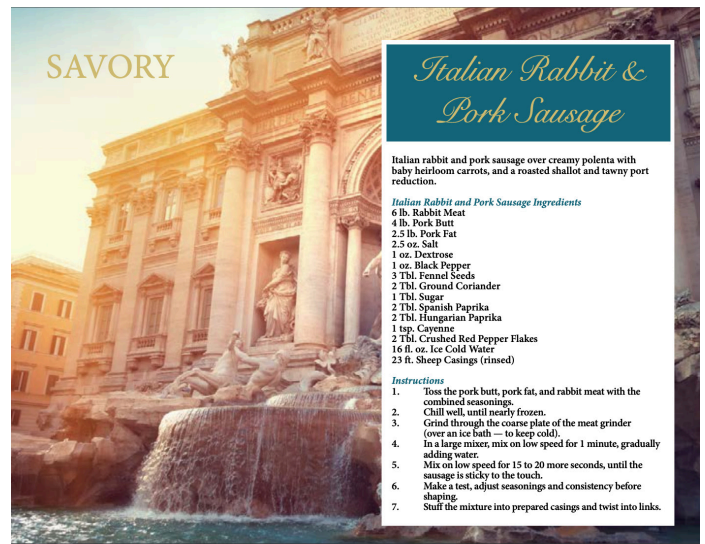
Italian rabbit and pork sausage over creamy polenta with baby heirloom carrots, and a roasted shallot and tawny port reduction.

Italian Rabbit and Pork Sausage Ingredients

6 lb. Rabbit Meat
4 lb. Pork Butt
2.5 lb. Pork Fat
2.5 oz. Salt
1 oz. Dextrose
1 oz. Black Pepper
3 Tbl. Fennel Seeds
2 Tbl. Ground Coriander
1 Tbl. Sugar
2 Tbl. Spanish Paprika
2 Tbl. Hungarian Paprika
1 tsp. Cayenne
2 Tbl. Crushed Red Pepper Flakes
16 fl. oz. Ice Cold Water
23 ft. Sheep Casings (rinsed)

Instructions

1. Toss the pork butt, pork fat, and rabbit meat with the combined seasonings.
2. Chill well, until nearly frozen.
3. Grind through the coarse plate of the meat grinder (over an ice bath -- to keep cold).
4. In a large mixer, mix on low speed for 1 minute, gradually adding water.
5. Mix on low speed for 15 to 20 more seconds, until the sausage is sticky to the touch.
6. Make a test, adjust seasonings and consistency before shaping.
7. Stuff the mixture into prepared casings and twist into links.



Pheasant Involtini

Ingredients

4 large Pheasant Breasts (skinned and boned)
1 C. Italian Bread Crumbs
1 C. Chicken Stock
2 tsp. Unsalted Butter
3 Green Onions (2 white and 1 green thinly sliced)
1 tsp. Sage Fresh (or 1/2 t dry)
1 tsp. Italian Parsley

Involtini di Pheasant

Salt and Pepper (to taste)
4 Ham Slices
1 Tbl. Olive Oil
1 Tbl. Unsalted Butter
2 Tbl. All-Purpose Flour
1 C. Chicken Stock
1/2 C. Dry White Wine
Fresh Italian Parsley (for garnish)

Instructions

1. Place each pheasant breast half between two sheets of waxed paper. Using a meat mallet or the dull side of a cleaver blade, press down and then push out from the center of each breast half, flattening it out evenly. Do not overpound or the breasts will break apart.
2. To make the stuffing: soak the bread in the stock until the ends are soft, two to three minutes.
3. Meanwhile, in a skillet melt the butter over medium heat. Add the green onions and sauté, until softened but not browned, about three minutes. Place the green onions in a mixing bowl.
4. Squeeze the excess stock from the bread; discard the stock. Mix the sage, parsley, and salt and pepper to taste and mix well. Taste for seasoning.

5. Place a slice of ham on each of the flattened pheasant breast halves. Divide the bread stuffing between the two breasts, spreading it over the ham. Roll up each breast from a narrow end; the opposite end should remain uncovered and slightly overlap the roll. Tuck in any stuffing that may have leaked out of the ends; the ham slice will prevent stuffing from leaking out of the center of the pheasant roll.
6. Pan sear. Finish roasting in the oven at 375 degrees for 12 - 15 minutes.

DOLCE

Vanilla & Amaretto Panna Cotta

Vanilla Panna Cotta

1/2 cup whole milk
2 teaspoons gelatine
2 1/4 cups heavy cream
1 whole vanilla bean, split and scrape seeds out
pinch of salt
1/4 cup sugar

Amaretto Panna Cotta

1/2 cup whole milk
2 teaspoons gelatine
2 1/4 cups heavy cream
pinch of salt
1/4 cup sugar
1 teaspoon cocoa powder, sifted
1/4 cup Amaretto

Instructions to Make Either Panna Cotta

1. Put the milk in a medium saucepan and sprinkle the gelatine over the milk. Let it stand for about 5 minutes to soften. Turn heat to medium and stir milk until the gelatine dissolves.
2. Add the cream, sugar, and salt. For making the vanilla variant, add the scraped bean. If making the Amaretto flavor, whisk in the sifted cocoa and Amaretto. Whisk over low heat until the sugar completely dissolves, just a few minutes.
3. Remove from the heat, (remove the vanilla pod), and allow to cool slightly, keeping it covered.

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THANK YOU

for reviewing my presentation!
Contact me directly for us to work together.

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