the foodism creator program

foodism

twenty two media
who we are

We are an independent, woman-owned, proudly Canadian that operates as a one-stop content partner, bringing your brand's mission to life. Creating engaging content and driving audiences to it is our forte.

foodism is a leading multi-platform food, drink and travel resource that delivers trusted content to discerning food and drink lovers.

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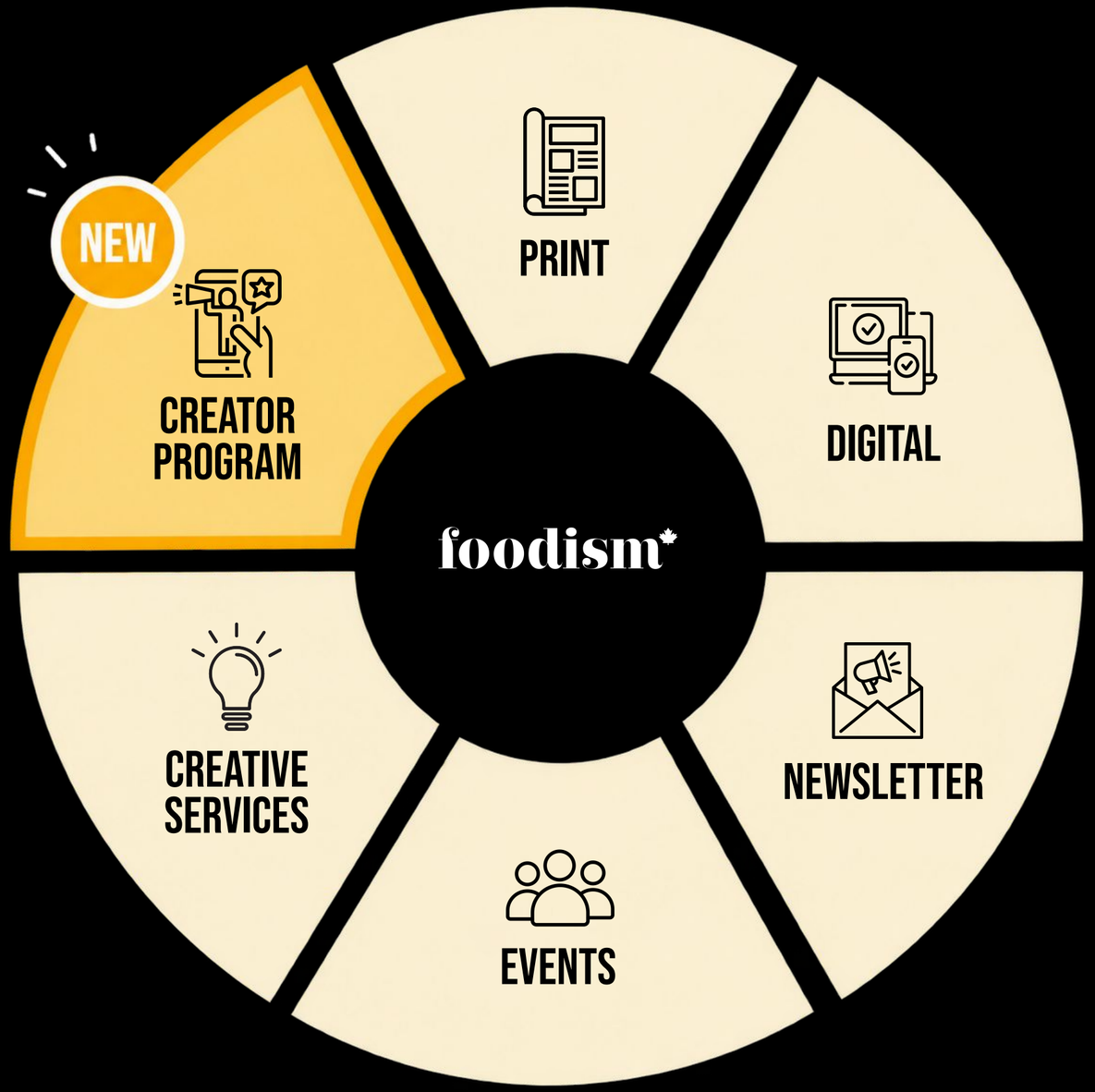
NEW
CREATOR PROGRAM
PRINT
DIGITAL
foodism
CREATIVE SERVICES
NEWSLETTER
EVENTS

the foodism creator program

The **foodism** Creator Program brings Toronto's most exciting food, drink, travel and lifestyle creators together with one of the city's most trusted brands.

By pairing authentic creator storytelling with **foodism's** editorial expertise, premium audience and multi-channel reach, campaign feel less like advertising and more like recommendations people actually engage with.

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CREATOR AUTHENTICITY + EDITORIAL CREDIBILITY = ONE TRUSTED PARTNERSHIP

our advantage

01 Content guided by a **trusted media brand**

02 **Carefully curated talent** aligned with **foodism** standards

03 **Deep credibility** within the local food and beverage scene

04 Premium, trusted **brand-safe environment** and positioning

05 **Multi-channel amplification**

meet the foodism creators

ROMAIN AVRIL

@chefromainavril

Michelin-trained chef with an endless curiosity for flavour.

QUENTIN MELOFF

@quentinmeloff

Authentic restaurant storytelling with a cinematic flair.

SOLMAZ KHOSROWSHAHIAN

@thecuriouscreature

Luxury escapes, memorable meals and endless wanderlust.

RENEE SFERRAZZA

@wine.by.renee

Making wine more approachable, one glass at a time.

BRENTON MOWFORTH

@cheerstohappyhour

Cocktail connoisseur in search of the world's happiest hour.

RYAN HINKSON

@eatfamous

Insatiable seeker of Toronto's tastiest bites.

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how it works

BRIEF

Brands are matched with a creator based on audience fit and campaign goals

CREATOR MATCH

Brands are matched with a creator based on audience fit and campaign goals

STRATEGY

Our creators will work hand-in-hand with our editorial team to present ideas that resonate

CONTENT CREATION

All coordination and execution is handled by us

MULTI-CHANNEL AMPLIFICATION

Content is shared across creator channels and foodism platforms with built-in paid amplification

REPORTING

Get results through our third party monitoring software

key deliverables

- Turn-key strategy, talent, scripting, shooting & editing
- **foodism**, Creator, and Brand social channel distribution
- **foodism** Newsletter inclusion
- Targeted paid boosting
- Full third-party reporting
- 400,000 target campaign impressions

STARTING FROM
$9,000
PER CAMPAIGN

400,000
TARGET IMPRESSIONS

4-6 WEEKS
CAMPAIGN DURATION

* Campaigns can be combined with other **foodism** media to build a holistic, integrated strategy across our other channels. Speak to the foodism team about expanding your campaign scope today.

AUTHENTIC CREATOR STORYTELLING— POWERED BY foodism