

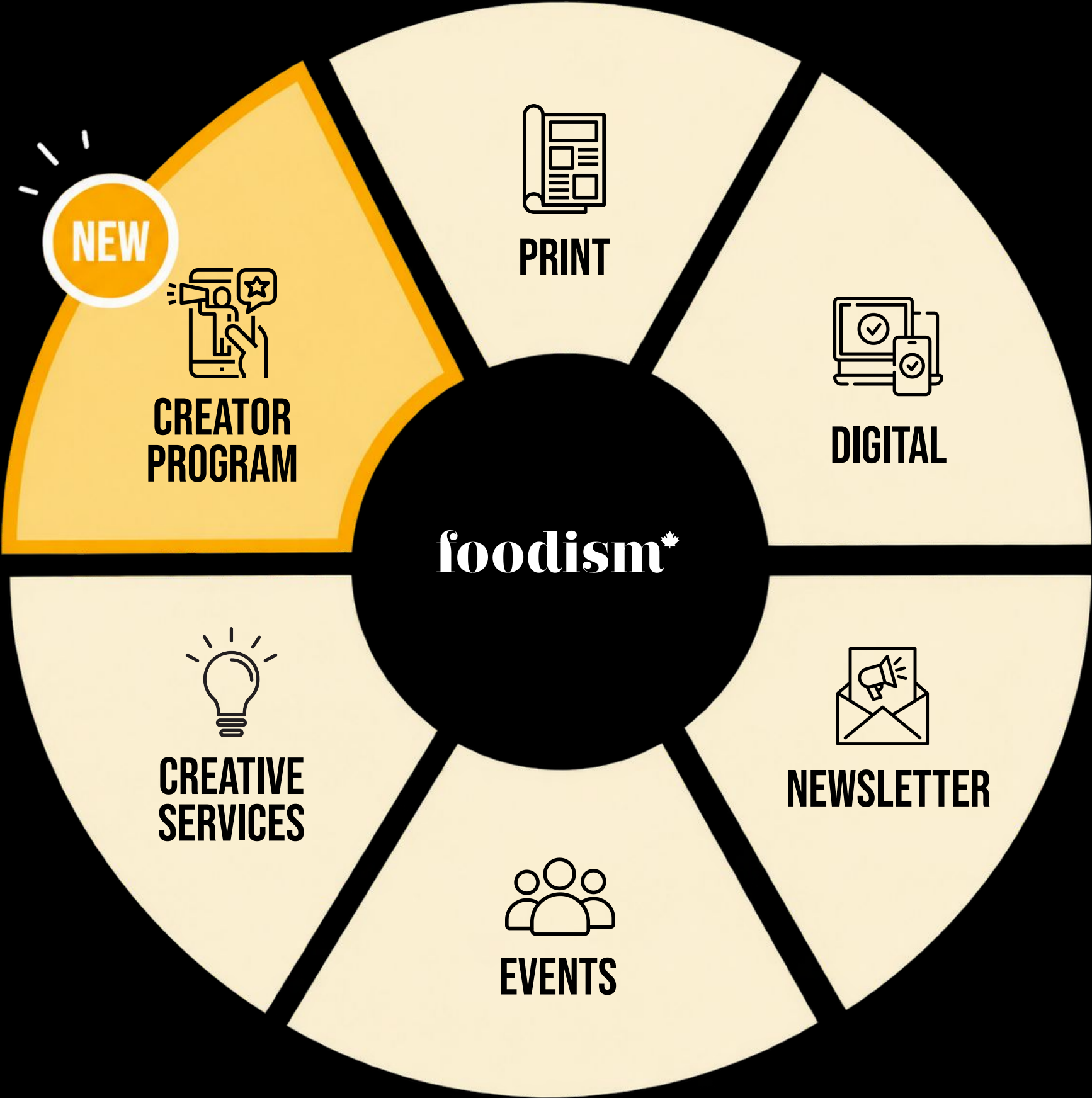
the
foodism[🍁]
creator
program



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.



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.



**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.

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 reach



STARTING FROM
\$9,000
PER CAMPAIGN



400,000
TARGET REACH



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*

