

Emergent Case Study

Earned Media Immersion: Schuman Cheese

April 2017



Consumers want to know more about how food products are made: how ingredients are sourced, how the company's commitment to quality is demonstrated — and how craftsmanship comes into play in creating a higher quality eating experience.

Earned media is an important path to building awareness and credibility of these key elements. We also know that first-hand experience is far more effective than anything we could offer to the media in narrative form. Today's media landscape requires more than a press release to tell these important product authenticity stories. Words on a page are no substitute for a hands-on, experiential approach.

OUR GOAL

Position client Schuman Cheese, as an extraordinary cheese maker with an extraordinary quality and craftsmanship story to tell; and in support, announce their exclusive partnership with world-renowned French cheesemaking academy, École nationale d'industrie laitière (ENIL).

OUR SOLUTION

Set the stage for a retail launch of new high-end Alpine style cheese products – bringing top food journalists (traditional and new media) to Turtle Lake, Wisconsin, for a cheese immersion tour.

Seeing is believing. While there, the editors were briefed on all aspects of cheesemaking; toured Schuman's state-of-the-art cheesemaking facility; received a detailed briefing on new products; met the teams from Schuman, Lake Country Dairy, and ENIL; visited a partner dairy farm; and participated in a tasting of new cheeses coming to market.

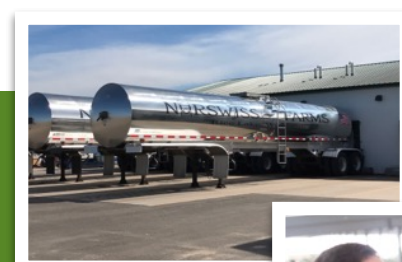
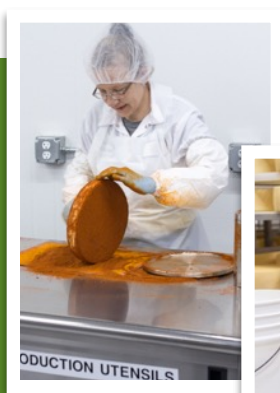


The Experience



Briefing on company background and introduction to the ENIL team created context for commitment to highest quality.

Tour experience revealed elements of cheesemaking expertise and craftsmanship.



Behind-the-scenes look at handcrafting of new products brought the story to life.

Tour of partner dairy farm revealed company's standards and commitments to product integrity.

LEARNING FROM THE EXPERTS



Allison Schuman,

Fourth generation of the founding family provided the background and history of Schuman's growth to leading Italian cheese company in U.S.



Christophe Megevand,

Head cheese maker provided the background on cheesemaking expertise and the commitments to quality and integrity at each stage of the process.



Julien Rouillaud,

A renowned professor and European cheesemaking expert who has taught at ENIL for nearly two decades, provided an overview of the Schuman partnership and how it functions to help create new cheeses.



Andreas Heer,

Owner and manager of Norswiss Dairy Farms provided an introduction into dairy farming and how milk quality is optimized through improved diet and animal care.

OUTCOMES

All editors who participated said they would never look at cheese the same way again. Multiple stories and content resulted from the tour...

- The tour immersion experience focused national attention on Schuman's quality, craftsmanship story and seeded interest in new Alpine products coming to market and Yellow Door Creamery brand.
- The mix of participating media addressed key audience segments including culinary, foodservice, and Millennial channels.
- The itinerary serviced a holistic look at the entire cheesemaking process from dairy to aging — supplying material for multiple stories from each editor.
- Entire experience was designed to meet and exceed editorial needs for dynamic content, now playing out on social media, focused on lifestyle and recipe angles.



Emergent created and produced the tour from concept to program experiences, and led the post-tour media follow-up to ensure messaging objectives were served and stories were completed.



"As an editor, we want the opportunity to go behind-the-scenes and learn in depth about the topics we cover. The tour Emergent arranged for Schuman Cheese was on point with our needs. They have a keen understanding of the editorial mindset — so the immersion experience helped us uncover compelling story material."

The Emergent team was great to work with before, during and after the tour — providing us with useful background, smooth logistics, and quick turn-around for supplemental information we needed to meet deadlines. I'd definitely be interested in other brand and product tours Emergent produces."

Dayna Fields

Managing Editor, *Chef Magazine*



Emergent would be happy to design an earned media and comprehensive content strategy to meet your authenticity, quality, brand and product storytelling goals.

For more information, please contact Bob Wheatley at
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