

Press Release

Baking At Your Own Risk

DECOCINO launches an online video campaign



Somewhat different to your classic cooking video, Decocino launches a visual campaign with unique and provocative advertising on the subject of baking, with a heavy focus on dialogue with the customer base via social media.

In the sandpit, on the football field or in the school playground - when it comes to the wellbeing of their children, many parents forget how to have fun. They shout motivation to their children to score a goal in a football game. They boast happily about their children's school achievements as if they were their own. They melt with pride and happiness when their offspring show creativity and uniqueness. No matter how far the apple falls from the tree, or how skewed the achievements are, parents will monitor, comment and document everything their children do - and rarely do they keep that to themselves.

Decocino's spot "Baking At Your Own Risk" takes this parental behaviour to a new level. Let's get straight to the plot: it's a beautiful autumn afternoon and two mothers are sitting

with their daughters in a sandpit. The children are making sand castles (or better, sand cakes) with the mothers hanging around. Enter a stunningly decorated three-tiered sand cake, crafted skilfully by one of the girls. Without hesitation, the girl's mother whips out her phone to take a picture. The other mother becomes livid with envy and runs to the cake and destroys it. This seemingly harmless sand cake-scenario turns into a playground nightmare.

"90% of our employees are adults. I myself have two children. We know the sort of typical everyday parental behaviour and we are no exception - indeed, we behave the same way. We of course deliberately exaggerated this behaviour in the spot. No mother is going to trample the sand-creation of her child," says Rüdiger Settelmeier, one of the owners of the company. "We wanted to use a normal, everyday scenario which is connected with baking, and exaggerate and provoke it. Indeed, this scenario wasn't about classic baking in a cosy kitchen or in front of a camera, but more provocative and away from the mainstream - that was something we liked!"

This video is the first spot in Decocino's online video campaign and will air on YouTube and other social media channels from the 20th of September until the 3rd of October.

This campaign will mark a continuation of Decocino's social media strategy. In 2013, Decocino started collaborating with the YouTube channel "Sally's World", which at the time was relatively unknown. Today, Sally is one of Germany's top food influencers and Europe's number 2 - with around 12 million viewers each month on YouTube alone. On her channel, Sally exclusively uses Decocino products in decorating her cakes and desserts. From 2017, Sally in collaboration with Decocino released a product line revolving around baking. The business is simultaneously investing further into promoting their digital strategy and in the online video campaign for example, great attention is put into direct dialogue with their customers via social media, thus highlighting their leading position in the industry. According to the DigitasLBI study in 2015 entitled "Connected Commerce", 32% of social media users choose to buy a product or service based on a referral or recommendation via a social media platform. Furthermore, according to the report "Social Media Atlas 2015/2016" from the Hamburg-based communications and consultancy group Factkontor in collaboration with Toluna, a market research group, over 27% of consumers who were surveyed made purchasing decisions based on advertising across social media platforms.

About DEKOBACK and DECOCINO

DEKOBACK GmbH from Germany specializes in developing and marketing edible and non-edible decorations for cakes and pastries under the DECOCINO brand. We have more than 500 trading partners and our products are sold in around 30,000 stores in more than 10 countries.

DEKOBACK GmbH has a strong licensed product range in baking and cake decoration products including Star Wars, Disney, Pixar, Dreamworks, Mattel and Marvel Films.

Sugar pastes, food colouring pastes, writing icings, sugar sprinkles and fancy edible decorations made from sugar and wafer paper complete the extensive range.

DEKOBACK GmbH and DECOCINO have a true passion to inspire both occasional and frequent bakers with easy to use products and great product ideas. Our aim is to supply our consumers with the products to encourage them to realize their baking creativity.

For further information please visit:

www.decocino.com

www.dekoback.com

www.facebook.com/dekobackgmbh

www.instagram.com/dekoback_gmbh

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