

“Shop Like a Chef”

Overview

When serious home cooks are looking to create the kitchen of their dreams, they might wonder how a professional chef would go about doing the same thing. What factors would an expert take into account when choosing cabinetry, materials and--most important—appliances?

To enhance *The Washington Post* readers' awareness of Subzero and Wolf's industry-leading offerings, WP BrandStudio will take a chef's-eye look at choosing everything from refrigerators to coffee systems. Depending on budget and preference, we could bring this concept to life through execution options including:

- **Rich-media article**
- **Roundtable-style Q&A**
- **interactive infographic**

Option #1: Rich-media article

Professional chefs know a thing or two about creating a working kitchen. We'll tap into their expertise in an engaging narrative that's enhanced with light animation, colorful visuals and data visualizations and/ or copy call-outs.

- WP BrandStudio journalist will interview chefs to uncover their preferences in choosing appliances
- Based on interviews, **our journalist will compile a list of chef-recommended top questions** to ask when purchasing different appliances
- Chef-subjects would be selected in partnership with Subzero and Wolf; ideas include Ina Garten, Garth Blackburn and Coleman Teitelbaum

“Shop Like a Chef,” cont’d

Option #2: Roundtable-Style Q&A

Inspired by a groundbreaking execution by *The Washington Post* editorial team (live link to program [here](#)) we’ll create a virtual conversation among chefs from a wide variety of culinary spheres.

- A moderator such as Coleman Teitelbaum will ask the chefs to share their knowledge about choosing appliances and other topics about creating a home kitchen that really works
- The Q&A will be enhanced with multimedia elements such as archival *Post* food section materials, content from the Sub-Zero and Wolf website, and photo and video snippets
- This execution would include, **in the chefs’ own voices**, top questions to ask when purchasing different appliances

Option #3: Interactive Infographic

We’ll create a colorful graphic that draws readers into an ideal workplace for the home cook—a beautifully functional space that is a composite of tips and learnings from chefs, designers and SubZero and Wolf experts.

- Custom rendering of a kitchen includes “hotspots” on items and areas
- On click or hover, hotspots animate with text overlays
- Text overlays on major appliances include a “Top 5” list of questions that consumers need to ask before purchasing the item