Content Production.
Web & Mobile Design.
Livestream Event.
Social Media Campaign.

### **MICHELIN**

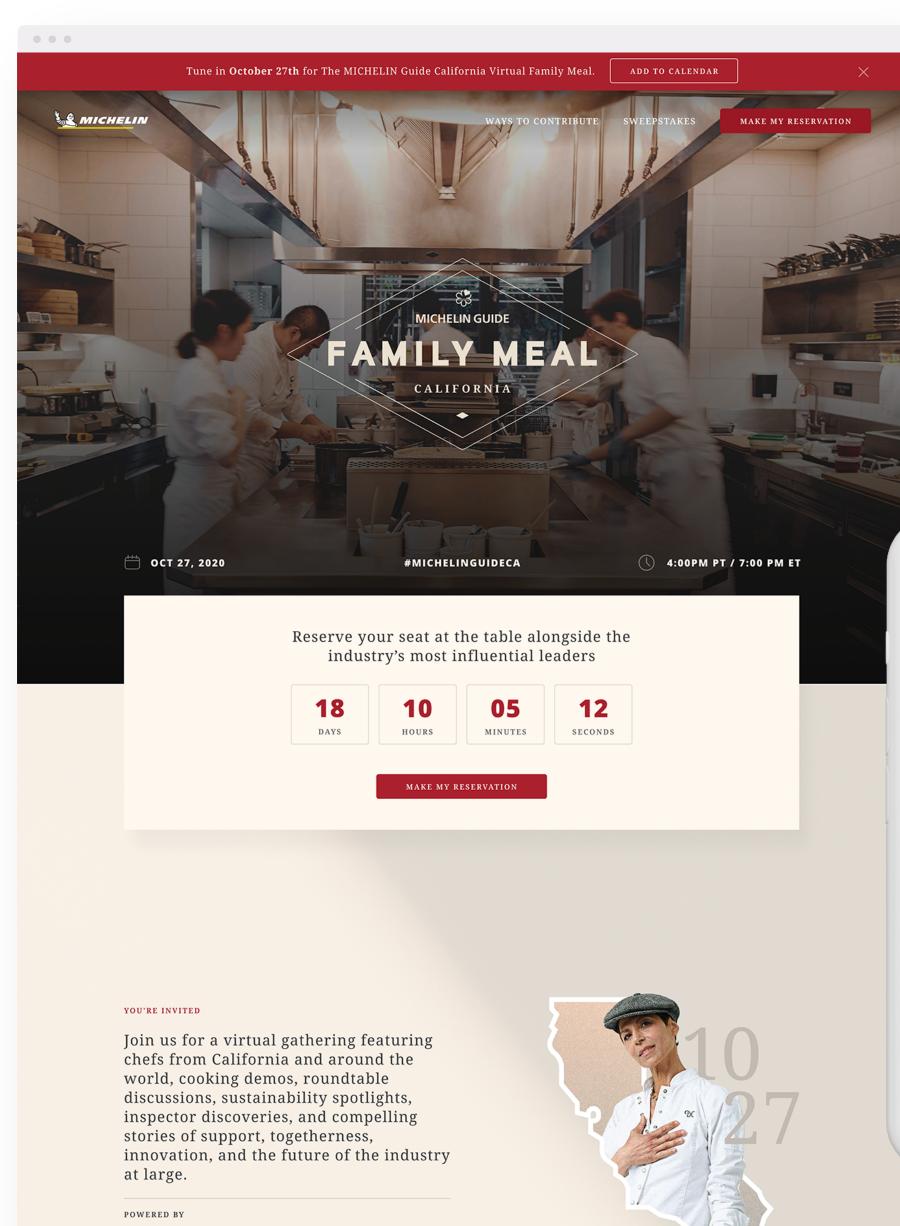
# The MICHELIN Guide Virtual Family Meal

### CHALLENGE

The Michelin Guide awards coveted Michelin stars to restaurants for excellence. This year, with over 40 percent of America's restaurants shuttered by the global pandemic, a more thoughtful, relevant approach was required.

#### SOLUTION

Forego awarding 2020 Michelin stars, instead celebrate the industry leaders who stepped up for their communities and brought awareness and support to the restaurant industry.



TOTAL IMPRESSIONS

3.1M

**CONSUMER AUDIENCE** 

85K



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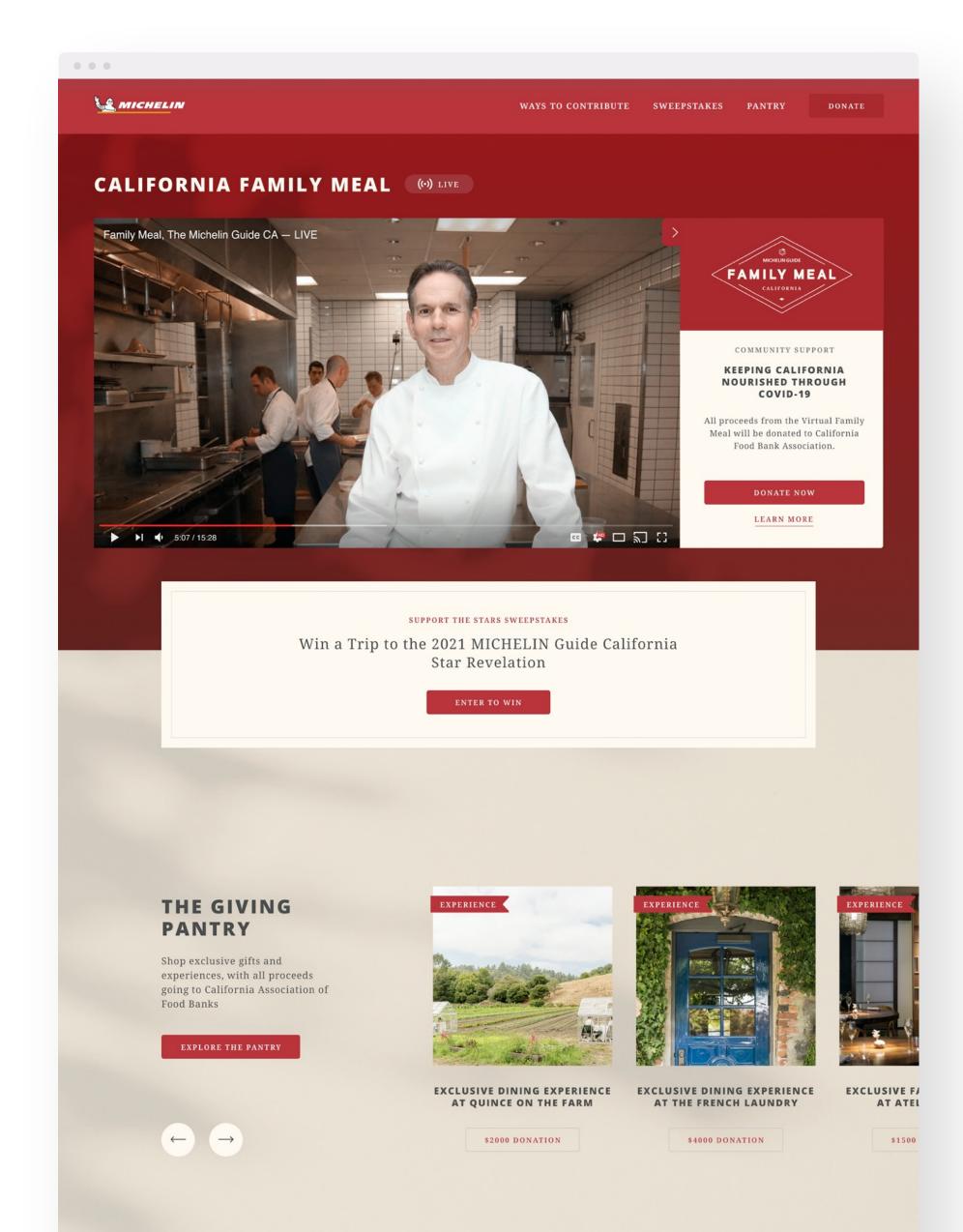
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# The MICHELIN Guide Virtual Family Meal

The Michelin Guide Virtual 'Family Meal' provided Michelin's global chef network with a platform to come together and address some of the most pressing and consequential issues facing their industry today.

Hosted by Tyson Beckford, the 1-hour virtual consumer experience invited press, restaurateurs and food lovers from around the world to grab a seat at the virtual table for an evening of cooking and conversation to highlight support, sustainability, innovation and the future of the industry at large.



### GLOBALLY-CELEBRATED CHEFS



Massimo Bottura

Curtis Stone





Gordon Ramsay

Thomas Keller





Dominique Crenn

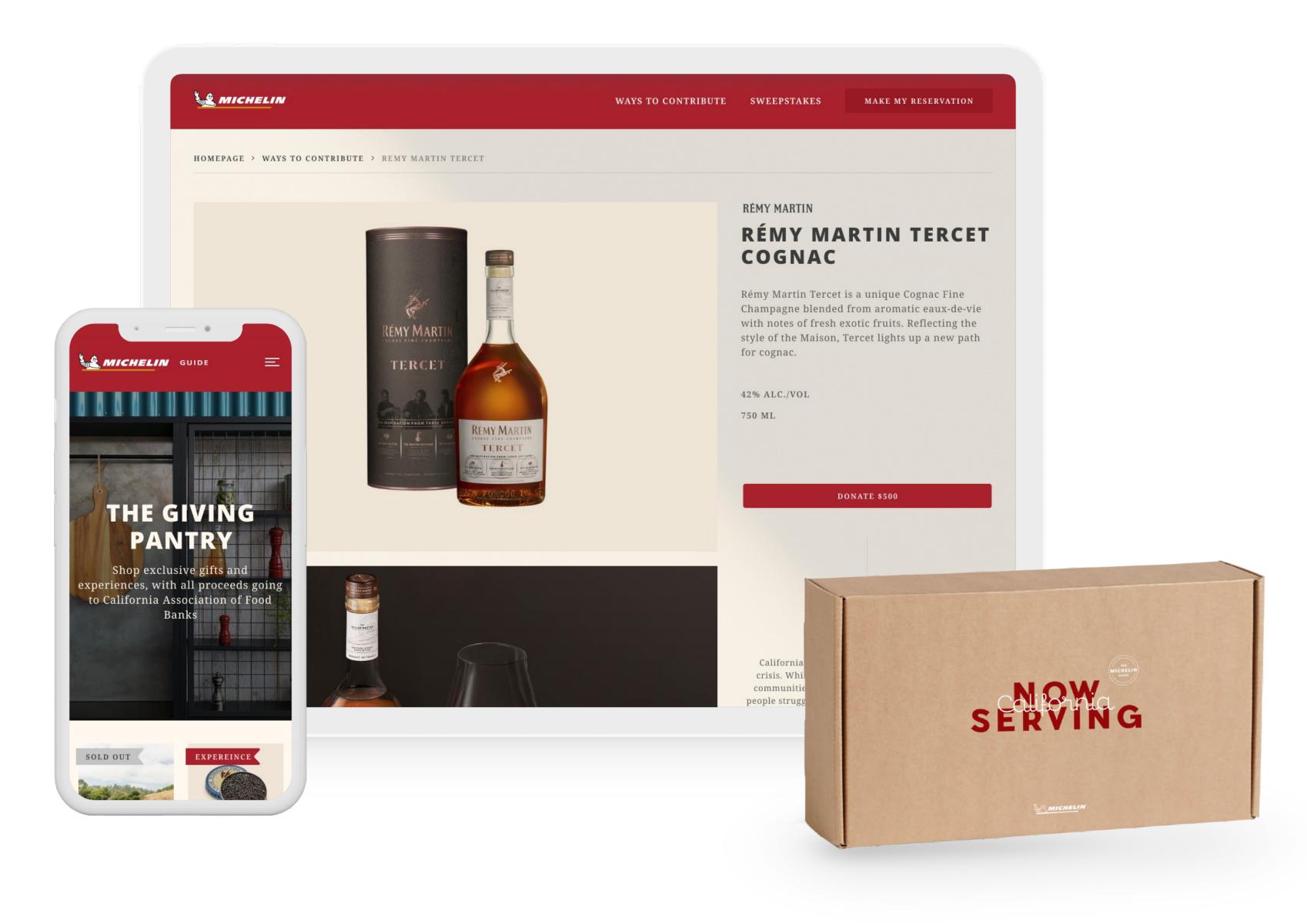
Éric Ripert

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As part of the experience, consumers could give a monetary donation through the Giving Pantry and Sweepstakes. The Giving Pantry was a charitable shop with a selection of items for purchase, ranging from exclusive experiences at Michelinrated restaurants to be poke products provided by partners, chefs, and Michelin.



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