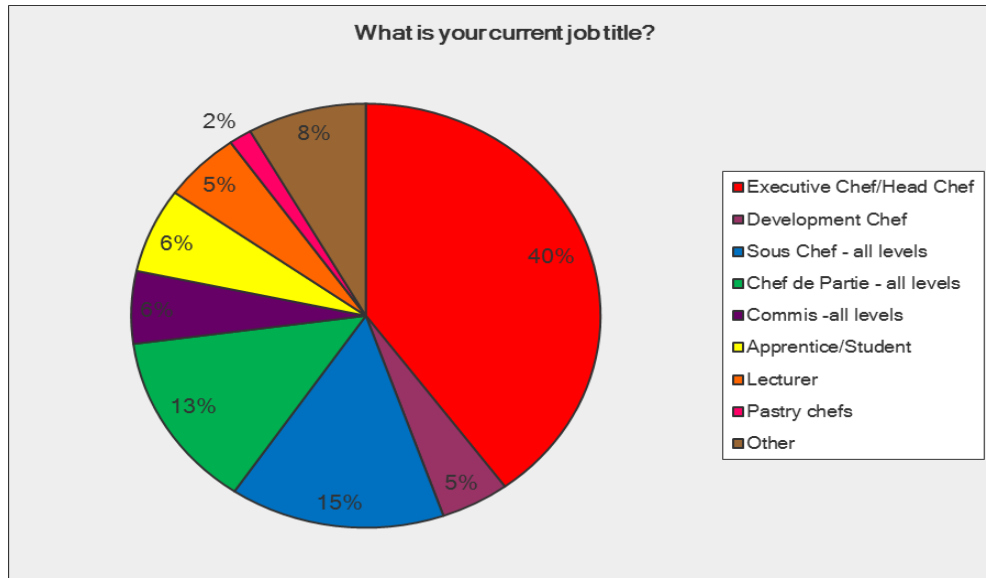


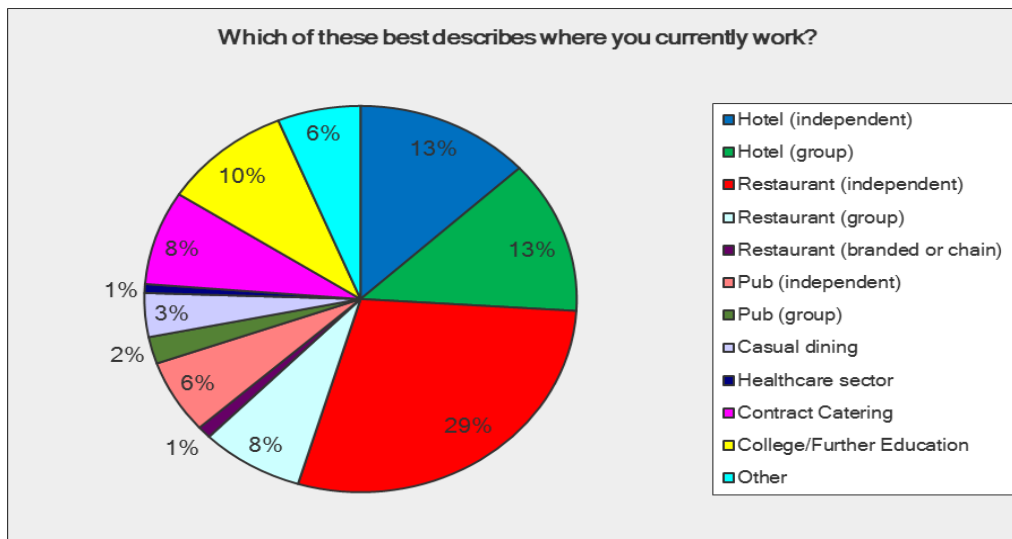


The Staff Canteen Survey results Aug 14

Source: 634



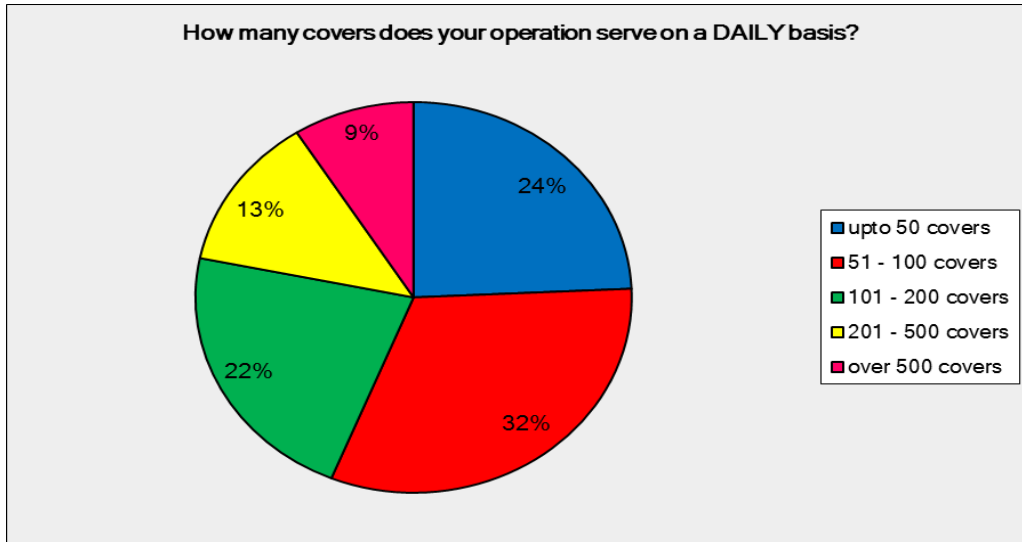
We clearly have a very strong professional audience; the highest single number are executive chefs.



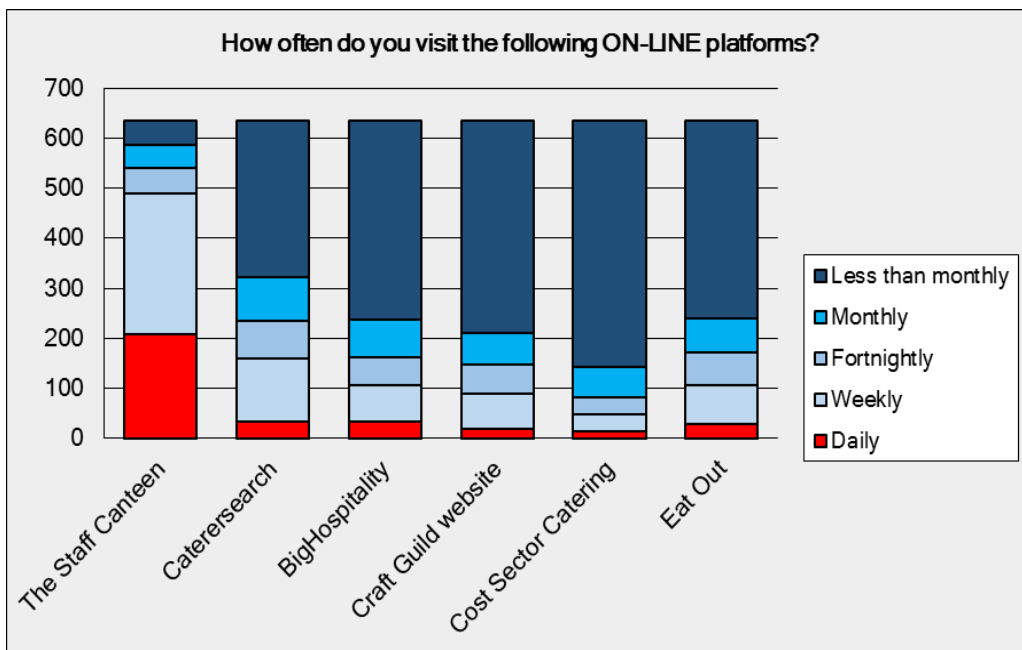
Most of our audience work in the hotel and restaurant sectors, with contract catering and education also showing strong. We believe this enforces our message that we are a website for professional chefs.

The Staff Canteen
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 Poole
 Dorset BH17 7FL
 T: 01202 612123
 E: admin@thestaffcanteen.com
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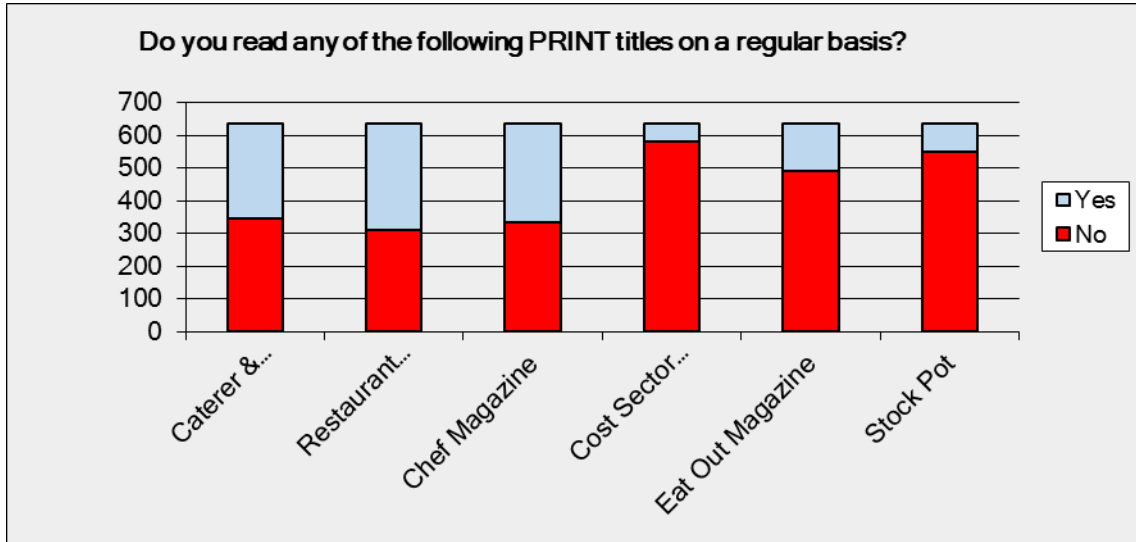
This gives us an idea of the size of the establishments our chefs work in and a level of their workflow.



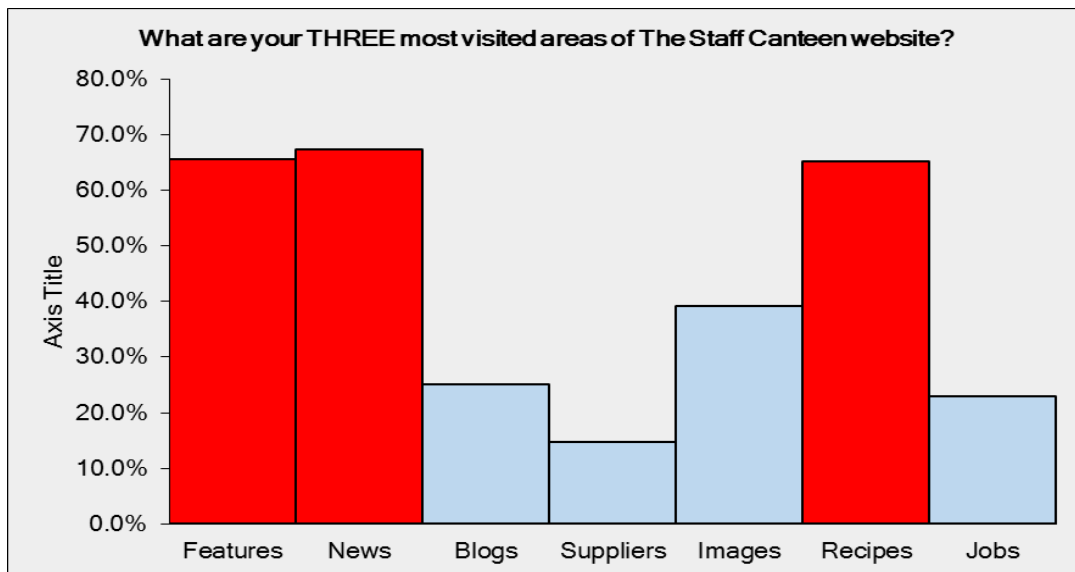
A staggering 78% of those who responded visit TSC either weekly or daily compared to just 25% on our nearest competitor. Before you invest any more with other providers consider this: combine this result with our Click Through Rate on banners and this is a really positive statistic to show that your messages will be seen; this shows where we clearly outperform others.

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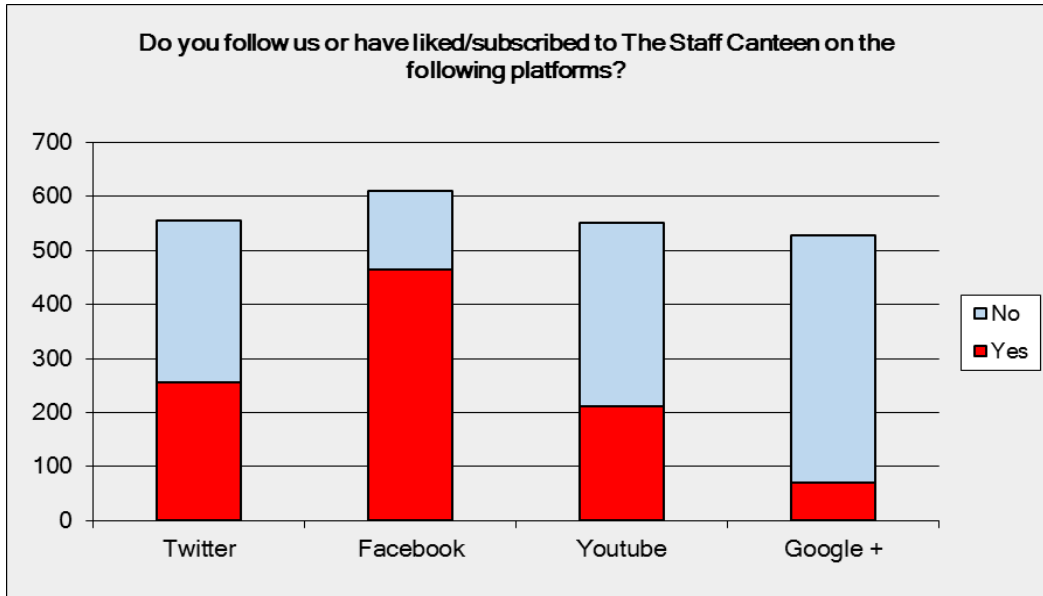
Print advertising could be missing up to 50% of people engaging with your brand, product or message! Compare this with digital concepts that are interactive, are content specific and have video, images, recipes plus more against a four colour advert; where would you invest to maximise the audience?



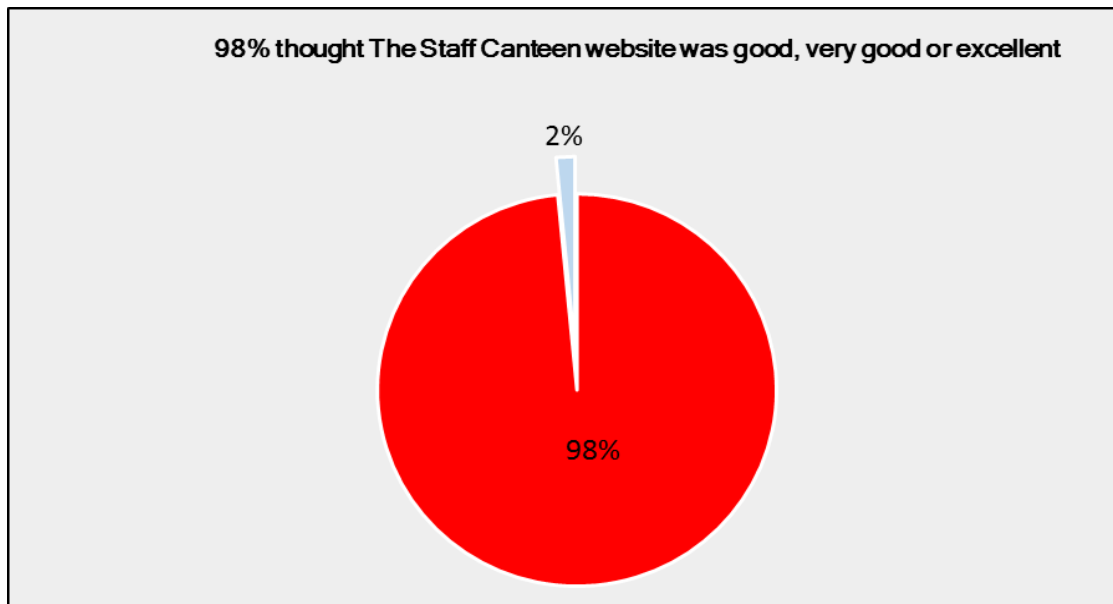
Features, recipes and news - content is king and is the key to engage with chefs that can purchase.

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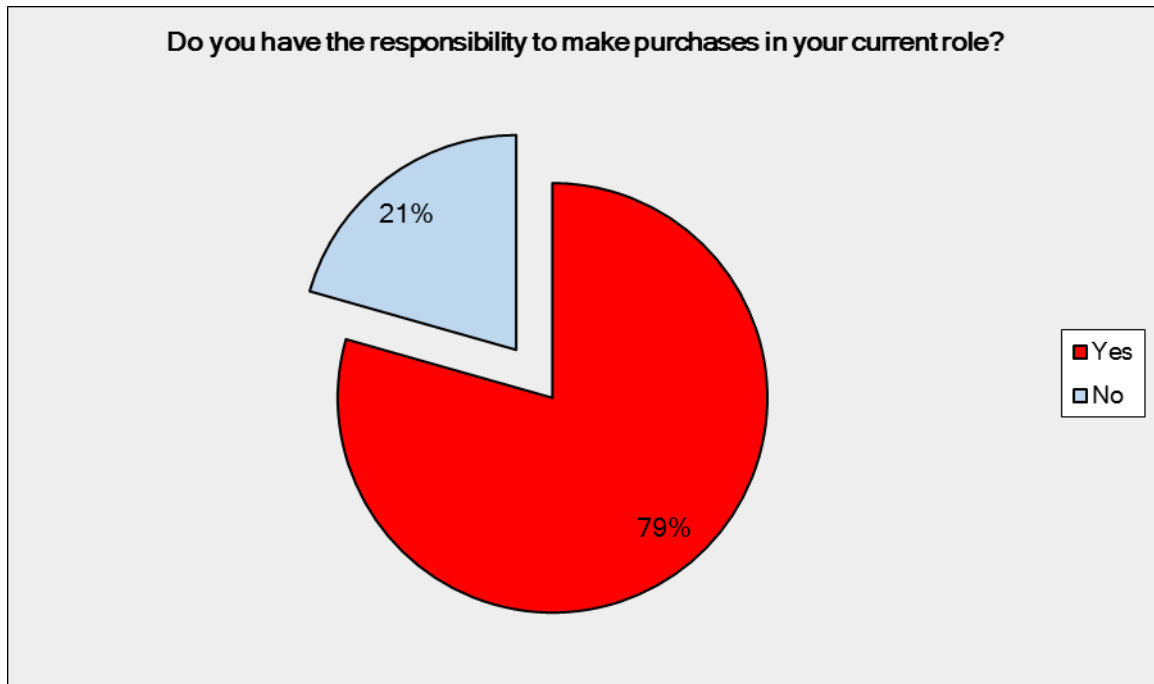
Twitter is the darling of the press but clearly Facebook, for TSC, is the most effective platform. We have more fans on our page than any other B2B provider.



98% of our audience rated us either excellent, very good, or good - enforcing the message that we are delivering!

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Almost 80% of our audience can purchase! We clearly demonstrate yet again that we have an audience that are decision makers and can purchase.

If you have any queries please do not hesitate to contact me on 01202 612326 / 07857 922 007.

Regards,

Georgia

Georgia Price-Bates
Sales & Marketing Manager

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