

COOKING
CHANNEL

REBRAND

MOME 130 | LINA KIM

CONCEPT A

The Cooking Channel is American cable that focused on the instructions of recipes and chef oriented programming unlike other network of competition series and reality cooking shows. The slogan is "Stay hungry." To stay with this slogan, visiting the best places and top restaurants in the world not only focused on America will entertain the viewers. Especially, introducing the exotic foods that Americans do not usually see in regular basis will attract people with curiosity.



CONCEPT B

The target audience is more likely older generation women for food channel. To not only target the audience as older generation, something easy enough that everyone can easily make a great dish is necessary to attract the viewers. In order to do that, food art is easy and quick way to catch the eyes that is simple enough to try at home.





COOKING

CHANNEL

Stay hungry in the world



COOKING
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SUNDAY 8 | 7c

THE BEST THING EVER I ATE





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THANK YOU