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# CookitMedia

Case Study | Chinet and Kasim Hardaway



## Chinet | Experiential

Chinet partnered with creator Kasim Hardaway to promote the many ways their products can be used in a festive table setting, and to help their consumers learn how to make easy, delicious meals for their holiday celebrations.

Kasim came up with a concept built around the idea of a holiday cooking boot camp, and hosted two in-person classes, plus a live cooking class. Social promotion was also included.



### Objectives

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- Learn the basics of cooking delicious dishes for seasonal gatherings
- Show how Chinet's products make entertaining effortless



## Chinet | Experiential

### Solution

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Kasim's goal was to help his community experience the brand in real time, and explore all the ways Chinet helps them create a memorable table and feast. "I love bringing people into a space and sharing the experience the brand brings to their lives," said Kasim.

Kasim's boot camps were a mix of cooking how-to and creative serving ideas. Chinet cups were used to serve a special cocktail and double as a vase. Chinet's plates became the foundation for beautiful charcuterie boards..

Boot camp participants and Kasim's followers came away with inspiring ideas for easy, effortless holiday entertaining.



## Chinet | Experiential

### Results

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**1.82M**

*views*

**5**

*pcs of content*

**113k**

*followers*

**1.59M**

*reach*

**262**

*link clicks*

**1.72M**

*impressions*

**84.74k**

*engagements*

**131**

*sticker taps*

**\$15k**

*budget*

[Full Campaign Report](#)

Interested in working with  
Kasim? Let's chat!

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