

HOME FURNISHINGS

## Sub-Zero Group develops branding campaign around culinary experiences

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*Sub-Zero Group is launching a new branding campaign. Image credit: Sub-Zero*

By STAFF REPORTS

Kitchen appliance group Sub-Zero, Wolf and Cove is turning to a filmmaker to launch a new brand philosophy centered on the shared experience of food.

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"Live Deliciously" focuses on the intangible side of eating, as recipes and shared meals create memories and bonds. For the effort, Sub-Zero Group tapped documentary director David Gelb to capture content around the concept.

"Mealtime looks different for each of us, but we share the kitchen and dinner table as a place to come together and enjoy delicious food," Mr. Gelb said in a statement. "Our vision was to capture this energy and inspire people to put down their phones and simply enjoy the luxury of each other's company."

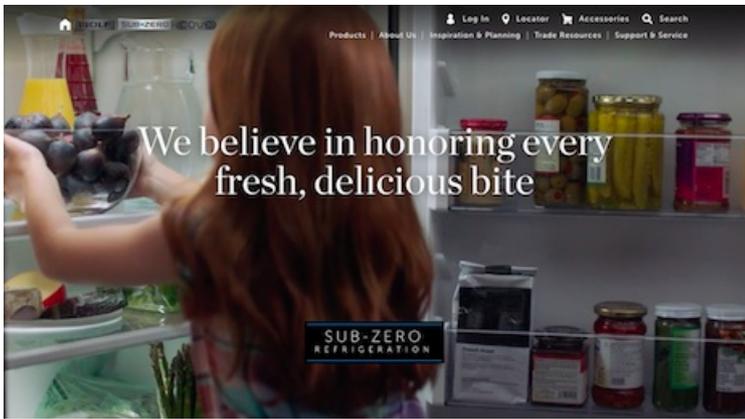
Meal time

Mr. Gelb's filmography includes directing the documentary "Jiro Dreams of Sushi" and the Netflix series "Chef's Table."

For Sub-Zero, Mr. Gelb will be creating visual content around the Live Deliciously theme.

Some of the content at launch on the group's Web site shows the appliances in use.

On Sub-Zero's section, a young girl pulls a bowl of figs out of a refrigerator and places them on a counter. A woman who is presumed to be her mother cuts one open, and the film focuses on the girl's experience of eating the fruit.



*Sub-Zero's campaign is being featured on its Web site. Image credit: Sub-Zero*

Over this film are the words, "We believe in honoring every fresh, delicious bite."

Cove's dishwashers are promoted in a clip that says, "We believe in always raising a spotless, sparkling glass." This footage shows wine being poured into a decanter.

Wolf's ovens are the star of another vignette, as freshly baked bread comes out of the oven and onto a table. With this film, Sub-Zero Group says, "We believe in the power of a home-cooked meal."

"The real benefit of a kitchen equipped with specialist appliances goes farther than the fresher food, the more precisely cooked meals and the spotlessly clean and dry dishes," said Brian Jones, senior director of marketing for Sub-Zero Group, Inc., in a statement. "It's the everyday occasions the appliances enable: the joy of flipping pancakes, the excitement of trying a new recipe, the laughter exchanged with family over wholesome, home-cooked food."

Rounding out the integrated campaign will be input from food-focused influencers and bloggers.

Sub-Zero previously provided a fresh perspective on food preparation and storage with an influencer-led initiative.

"Fresh Food Matters," centered on a dedicated Web site, aimed to educate and inspire consumers to buy and cook with more fresh ingredients through insights from varied personalities including television host and chef Daphne Oz and vegan professional surfer Tia Blanco. Sub-Zero's content hub delved into the impact these ingredients can have on health, while also investigating the effect that food choices can have on the economy, the family and the environment ([see story](#)).

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