

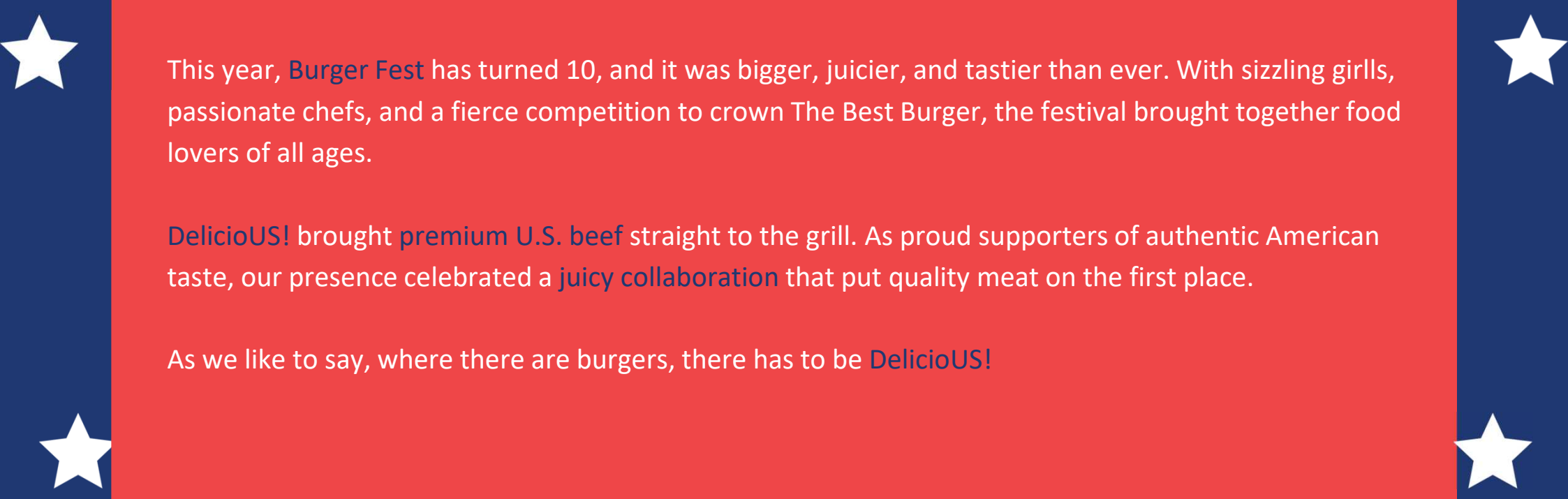


# Delicio**US!** x Burger Fest

PR activation - 2025 Edition



# A bite of the backstory



This year, **Burger Fest** has turned 10, and it was bigger, juicier, and tastier than ever. With sizzling grills, passionate chefs, and a fierce competition to crown The Best Burger, the festival brought together food lovers of all ages.

**DelicioUS!** brought premium U.S. beef straight to the grill. As proud supporters of authentic American taste, our presence celebrated a juicy collaboration that put quality meat on the first place.

As we like to say, where there are burgers, there has to be **DelicioUS!**

From idea to  
grill...



# What we have done

## Photo Corner



Our branded photo corner served up great vibes, custom props, and festival-ready frames.

It turned every burger bite into a shareable memory, because DelicioUS moments deserve to be captured!

## The Burger School



In a live cooking session led by chef Vlad Neagoe, participants got their hands on premium U.S. beef — and learned how to cook the perfect burger.

Each participant grilled 4 burgers, then shared them with friends or with curious passers-by.

It was an educational, flavorful and social experience.

## The Biggest Burger



What's a burger festival without a jaw-dropping centerpiece?

Chef Vlad Neagoe took things to the next level by creating the biggest burger ever cooked at BurgerFest.

Built entirely with U.S. beef and crafted live on the spot, the giant burger became a true festival highlight.

# Capturing the DelicioUS! moments



Our custom photo corner brought the DelicioUS vibe to life: fun props, big smiles, and shareable moments that turned burger cravings into memories.

A place where taste met personality and everyone got a frame-worthy snapshot.



# A few memories from The Burger School



# Here's what the biggest burger looks like!

Chef Vlad Neagoe is the culinary mind behind Romania's very first burger food truck, BurgerVan.

With years of experience and a deep passion for crafting the perfect burger, Vlad has become a key figure in the local street food scene.

His expertise in preparing the festival's star dish made him the ideal partner for bringing authentic flavor and grill mastery to BurgerFest.



From grill to  
feed....



Our post - 21 mai 2025

Reach: 3.281

Interactions: 87



Our post - 23 mai 2025

Reach: 3.018

Interactions: 85



Our post - 24 mai 2025

Reach: 1,646

Interactions: 24



Burger Fest page post 24 mai 2025

Reach: 9,852

Interactions: 42



Our post - 25 mai 2025

Reach: 3,928

Interactions: 41



Our post - 25 mai 2025

Reach: 1,841

Interactions: 16



Burger Fest page post - 25 mai 2025

Reach: 1,894  
Interactions: 49



Burger Fest page post - 25 mai 2025

Reach: 10,328  
Interactions: 123



Our post - 26 mai 2025

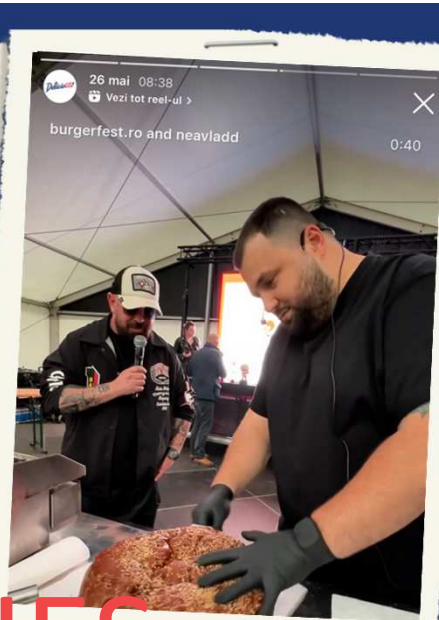
Reach: 3,503  
Interactions: 44



Our post - 27 mai 2025

Reach: 1,336  
Interactions: 11



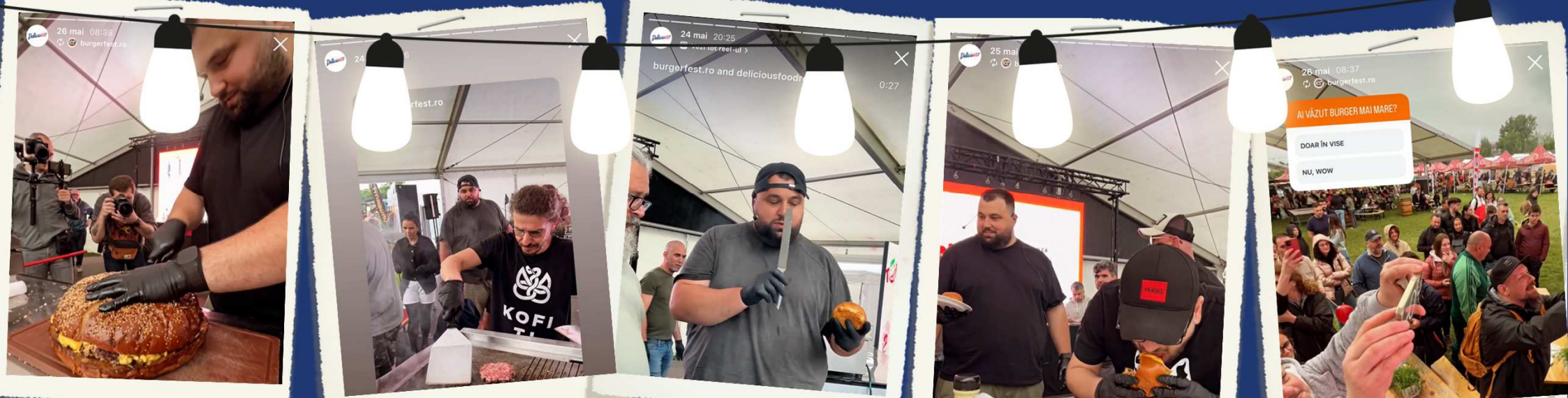


# OUR STORIES





# BURGERFEST STORIES



From feed to  
fans...



Our audience engaged with us both online and on the ground: from reacting to our posts to tagging us in their stories right from the heart of the festival.



socialsimodesign Nop,este primă dată cand văd un imens burger!Bravo cred ca este si delicios nu doar imens 🐱🐱

1s Răspunde



illustrious\_no\_name Cred ca ar trebui sa fie deschis în fiecare weekend! Sau mai des! 🍷😄

1s 1 apreciere Răspunde



alexandra26125467 🍷🍷

2săpt. 1 apreciere Răspunde



Ramona Iordache Yummy 😄! ❤️🇺🇸

## Post-Grill thoughts & takeaways

After each Burger School session, we invited participants to share their thoughts on the experience.

Right after flipping their final patties, they stepped in front of the camera to tell us how it felt to cook with U.S. beef, what they learned from Chef Vlad Neagoe, and what surprised them the most about building a proper burger.



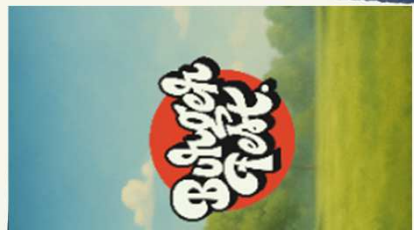
## Tips & Tricks

More than just reactions, we gathered real insights: tips & tricks from freshly trained burger lovers.

From grilling techniques to bun layering secrets, their voices helped amplify the flavor of the event beyond the grill and into the social feed.

Turning moments  
into metrics





40.627  
Total reach from  
posts

522 - Total  
interactions from  
posts

10 posts and 34  
stories were  
published

3.8k views across all  
stories



Positive audience  
feedback in  
post-event  
testimonials

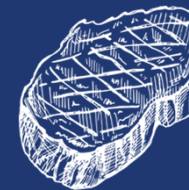
Exposure through  
event coverage

Significant boost in  
brand awareness



Wrapping it up,  
DelicioUS style





Our presence at Burger Fest 2025 was more than just another activation — it was a flavorful opportunity to connect directly with a passionate audience. Together with Chef Vlad Neagoe and our signature U.S. beef, we delivered not only taste, but also education, interaction, and memorable moments.

The response from the public was overwhelmingly positive. Many who had only heard of DelicioUS before now truly experienced it and learned how to cook premium beef the right way.

This collaboration helped strengthen our brand awareness, build trust, and bring our message closer to the plate — and to the people.





Monitoring report  
Christmas campaign

#PachetulDePesteOcean



## #PachetulDePesteOcean (#OverseasPackage): a #DelicioUSTradition

The insight behind the concept lies in the Romanian tradition of sending packages to relatives, both abroad and within the country, filled with traditional Christmas ingredients and dishes. In the same spirit, we are sending #TheOverseasPackage, a collection of American holiday flavors that hope to find their place on the Christmas table creatively - and this will be managed by the involved influencers. Thus, we are starting #DelicioUSTradition, a custom that already evokes nostalgia but this time comes with something new and... authentically American!"



## Influencers implied & deliverables

**Baking Adventure**



**153K followers**

**Taste Bazaar**



**117K followers**

**Miss Wellington**



**102K followers**

**Cosânzenele Gătesc**



**447K followers**

- each influencer posted a reel on his own Instagram and Facebook channel;
- those reels also appeared on the @deliciousfoodro Instagram account;
- each influencer posted a set of Instagram stories, tagging @deliciousfoodro;
- 1 influencer posted the video also on TikTok;
- the total exposure reached 43 posted materials (reels and stories).



# Baking Adventure Recipe

<https://delicious-usa.ro/retete/crostini-de-sarbatoare-cu-ingrediente-sua/>



**Holiday Crostinis with  
American Ingredients**

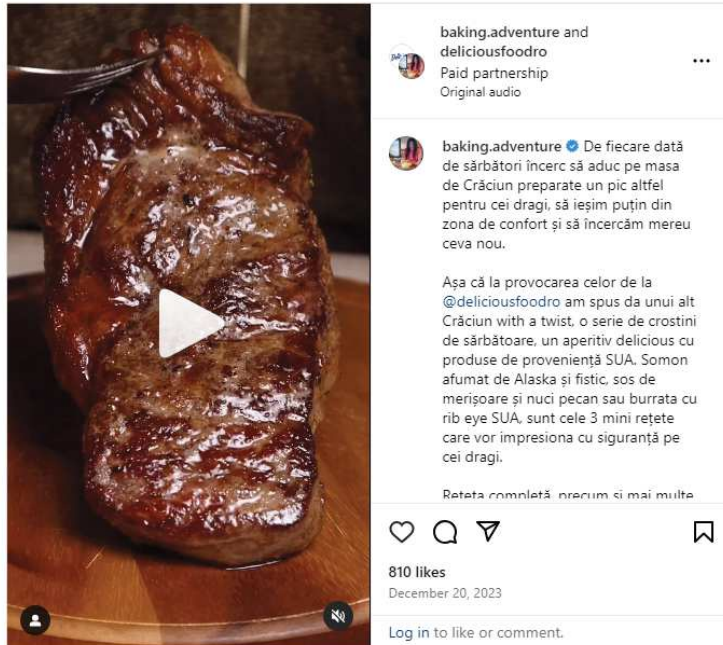
The logo for 'DeliciousUS!' features the word 'Delicious' in a blue script font and 'US!' in a red sans-serif font. A red Santa hat is positioned above the 'i' in 'Delicious'. Several blue snowflakes are scattered around the text.

# Baking Adventure - Instagram Reel

Link: <https://www.instagram.com/p/C1ELFQ8I1IR/>

Instagram

Log In Sign Up



## Results:

- Reach - 31.819
- Plays - 42.179
- Likes - 810
- Saves - 247
- Comments - 11

DeliciousUS!

# Baking Adventure - Facebook Reel

Link: <https://www.facebook.com/reel/738819094316442>

facebook

Video Home Live Reels Shows Explore



De fiecare dată de sărbători încerc să aduc pe masa de Crăciun preparate un pic altfel pentru cei dragi, să ieșim puțin din zona de confort și să încercăm mereu ceva nou....

Like Comment Share

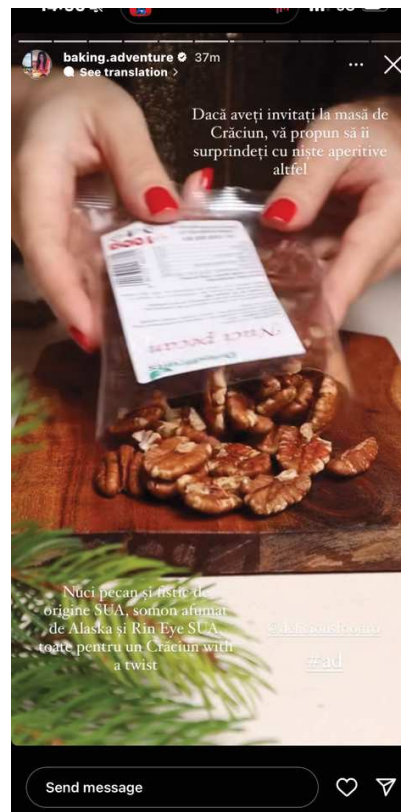
7 · 414 Plays

## Results:

- Views: 419
- Reactions: 7
- Shares: 2

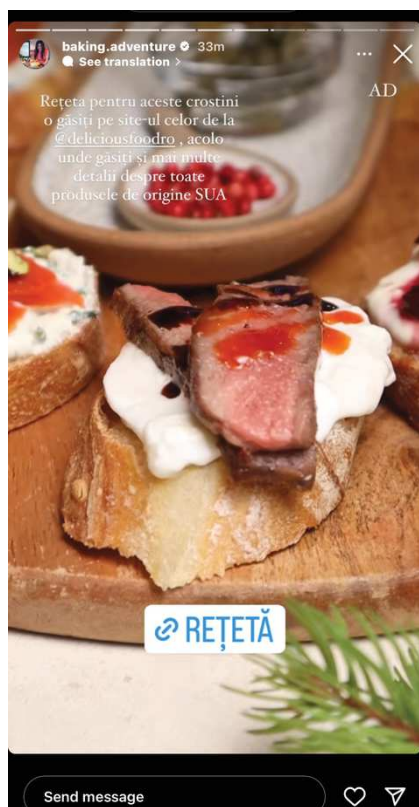
DeliciousUS!

# Baking Adventure - Instagram Stories



**DeliciousUS!**

# Baking Adventure - Instagram Stories



# Baking Adventure - Facebook Stories



# Baking Adventure - Facebook Stories



 **DeliciousUS!** 

<https://delicious-usa.ro/retete/salata-festiva-cu-cartofi-dulci-carne-de-vita-sua-si-dressing-cu-sos-tabasco/>



**Festive Salad with Sweet Potatoes, US Beef, and Tabasco Sauce Dressing"**



DeliciousUS!

# Taste Bazaar - Instagram Reel

Link: <https://www.instagram.com/p/C1FMcZVoegG/>

Instagram

Log In Sign Up



## Results:

- Reach - 24.289
- Plays - 41.452
- Likes - 513
- Saves - 171
- Comments - 27

**DeliciousUS!**

# Taste Bazaar - Facebook Reel

Link: <https://www.facebook.com/reel/1037276157550948>

facebook

Video Home Live Reels Shows Explore



Masa de Crăciun cu preparate tradiționale sau cu preparate moderne? Mie îmi place să le combin, aleg câteva preparate tradiționale, în special la aperitiv, iar la felul...

Like Comment Share

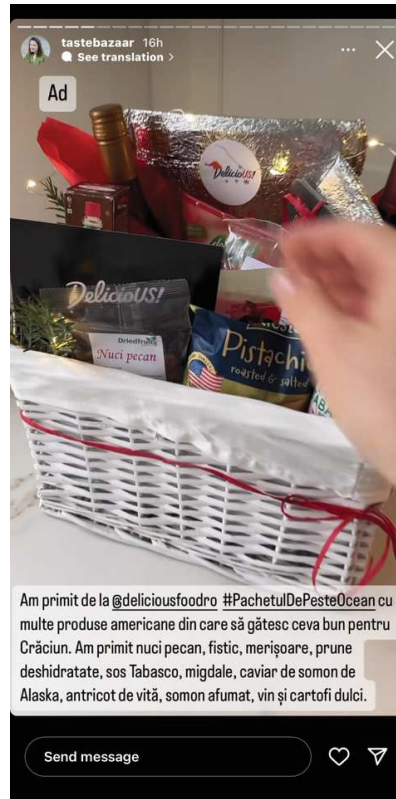
11 · 1.7K Plays

## Results:

- Views: 1.6K
- Reactions: 11
- Shares: 1

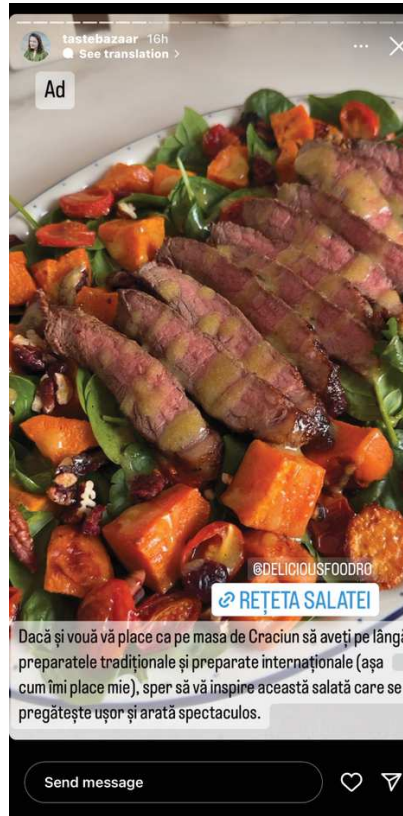
Delicious!

# Taste Bazaar - Instagram Stories



**DelicIOUS!**

# Taste Bazaar - Instagram Stories



 *Delicious!* 

<https://delicious-usa.ro/retete/steak-de-vita-sua-cu-2-tipuri-de-cartofi-salata-si-dressing-de-sarbatoare/>



**US Beef Steak with Two Types  
of Potatoes, Salad, and Holiday  
Dressing**

**DeliciousUS!**

# Cosânzenele Gătesc - Instagram Reel

Link: <https://www.instagram.com/p/C1KVHskoDR0/>

Instagram

Log In Sign Up



## Results:

- Reach - 215.443
- Plays - 459.886
- Likes - 5.759
- Saves - 3.181
- Comments - 69

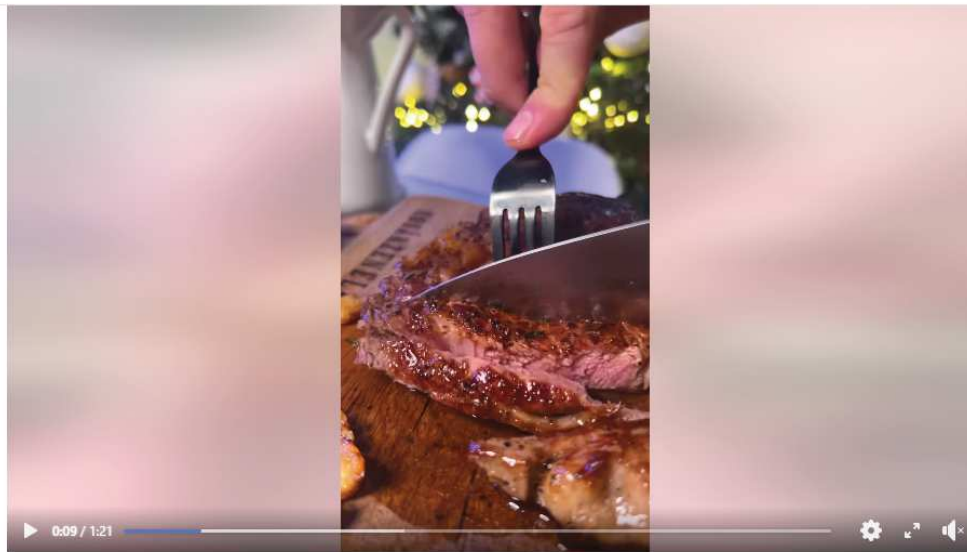
**DeliciousUS!**

# Cosânzenele Gătesc - Facebook Reel

Link: <https://www.facebook.com/reel/1037276157550948>

facebook

Video Home Live Reels Shows Explore



Meniul de sarbatori

Like Comment Share

289 · 5 comments · 10K views

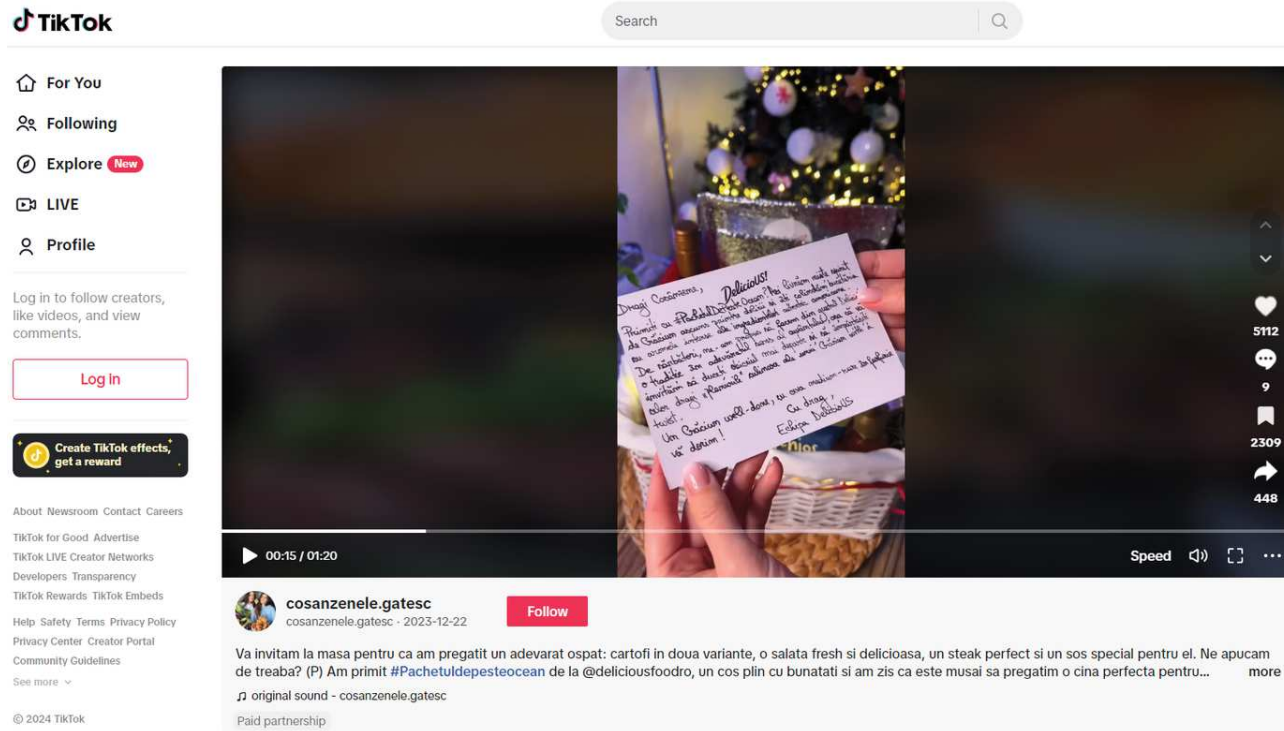
## Results:

- Views: 10.3K
- Reactions: 289
- Comments: 5
- Shares: 27

Delicious!

# Cosânzenele Gătesc - TikTok video

Link: <https://vm.tiktok.com/ZGeFvbFmX/>



## Results:

- Views: 175.1K
- Likes: 5.114
- Comments: 9
- Saves: 2.310
- Shares: 448



# Cosânzenele Gătesc - Instagram Stories



**Delicious!**

# Cosânzenele Gătesc - Instagram Stories



 **Delicious!** 

# Cosânzenele Gătesc - Instagram Stories



 **DeliciousUS!** 

# Cosânzenele Gătesc - Instagram Stories



 *Delicious* **US!** 

<https://delicious-usa.ro/retete/tort-festiv-aperitiv-cu-somon-de-alaska-afumat/>



## Festive Appetizer Cake with Smoked Alaska Salmon



  
*Delicious* **US!**  


# Cosânzenele Gătesc - Instagram Reel

Link: <https://www.instagram.com/p/C1L78IEIKtX/>

Instagram

Log In Sign Up



## Results:

- Reach - 70.449
- Plays - 151.008
- Likes - 3.712
- Saves - 435
- Comments - 79

**DeliciousUS!**

# Miss Wellington - Facebook Reel

Link: <https://www.facebook.com/reel/1875175559608732>



## Results:

- Reactions: 3.7K
- Comments: 79
- Shares: 66

**DeliciousUS!**

# Miss Wellington - Instagram Stories



- Based on the results presented, the overall Christmas campaign proved to be a success, with a total reach of more than 342.000 on Instagram only.
- The materials posted by Cosânzenele Gătesc performed best, the numbers being directly proportional to the number of followers.
- The interest in the recipes posted and the USA ingredients used was highlighted by the great number of saves (almost 6.345) and the comments about the origin of the ingredients or the possibility of buying them.
- All of the content creators involved in the campaign have a community very relevant to DelicioUS, therefore we recommend working with them for other campaigns in the future.
- Maybe a next step can become an Instagram giveaway activation with them, to extend the existing DelicioUS community on Instagram.



# Thank you!

