



Influencer Report- Andrew Rea (Babish)

Introduction

- Andrew Douglas Rea aka Babish, is an American YouTuber and cookbook author. He is famous for his YouTube channel “Binging with Babish” now renamed as Babish Culinary Universe.
- His channel primarily focuses on cooking and recipe development and has various segments dedicated to different areas of cooking and food. His show Basics with Babish features How-To videos, in-detail depth for easy recipes like Mac and Cheese to complex dishes like Potstickers and Baklava, kitchen care and kitchen essentials.

He rose to popularity due to his personality and his dry humour which is popular amongst Gen Z and millennials. He quickly rose to stardom by cooking food from popular TV shows, movies and anime. This segment broadened his audience including me who discovered him when he made coffee jelly from a hit anime show “The Disastrous Life of Saiki K.”

Social Media	Follower s	Engagemen t rate	Frequency	Links
Twitter	200.1k	1.3%	Irregular	https://twitter.com/bingingwbabish
YouTube	9.5M	0.38%	2-3 videos/ week	https://www.youtube.com/c/bingingwithbabish/featured
Instagram	1.1M	2.95%	3-4 post	https://www.instagram.com/bingingwithbabish/?hl=en

His Followers:

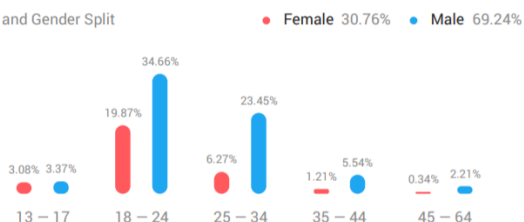
YouTube Follower Analytics:

Audience Details by Followers

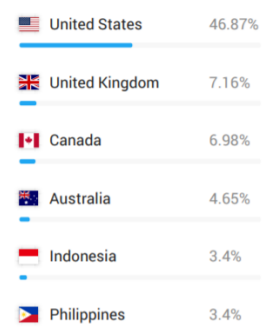
0.78%

Notable Followers

Age and Gender Split













Location by Country



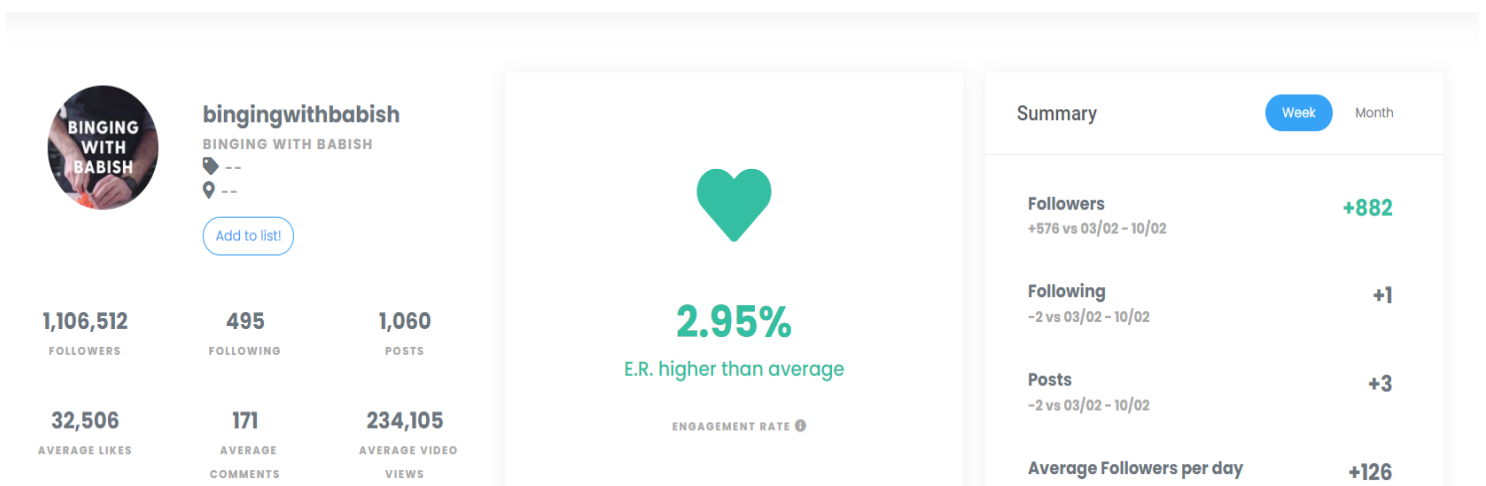
As shown, Babish has a male centric audience than female and the majority of them are aged from 18-24. Since Babish is American, his primary audience is also from the States. But to note, UK followers are greater than Canadian followers even though Canada runs parallel to US.

Notable Followers:

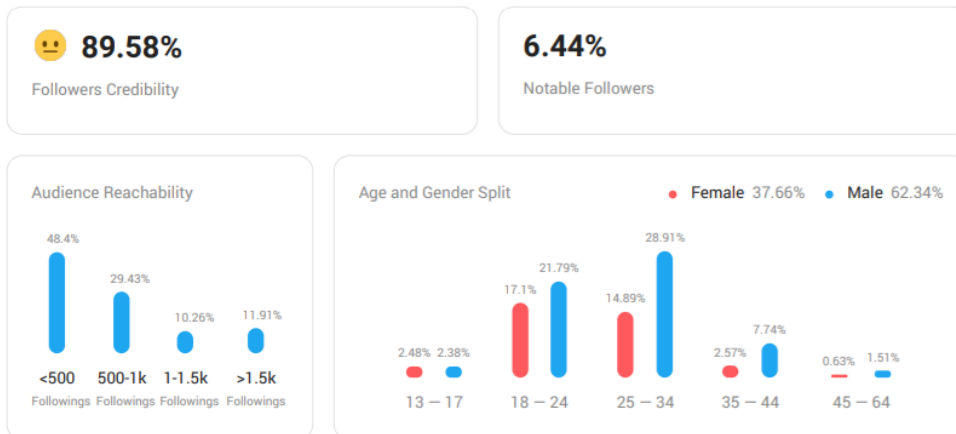
Almost all of Babish's notable followers are from the food industry but he is also followed by other influencers/channels. I have listed the Top ten most popular channels/ individuals across the internet.

	Gordon Ramsay @gordonramsay	10k	19m
	Tasty	12k	21m
	Munchies @Munchies	2.4k	4.6m
	Epicurious @epicuriousdotcom	20k	4m
	The Try Guys	60k	7.7m
	First We Feast @FirstWeFeast	54k	11m
	Cut @watchcut	11k	11m
	Yes Theory @PracProcrastination	77k	7.3m
	JerryRigEverything	48k	7.2m
	Bon Appétit @BonAppetitDotCom	8.9k	5.9m

Instagram Follower Analytics:



Audience Details by Followers



Instagram is a more engaging platform than YouTube, his primary means of income. Similar to YouTube he has a male-centric audience, but majority of their followers age lies between 25-34.

Platform Assessment:

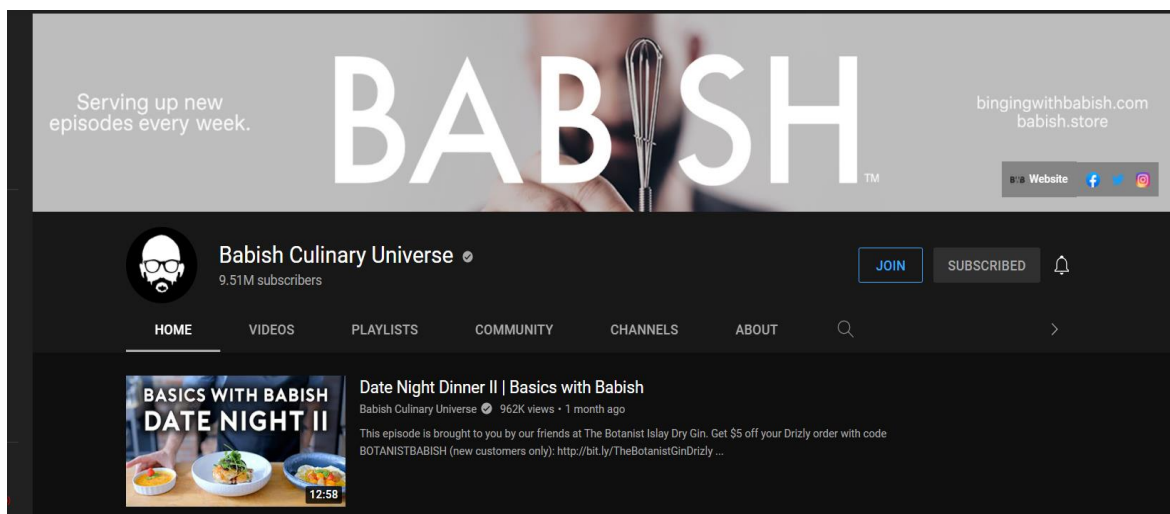
YouTube

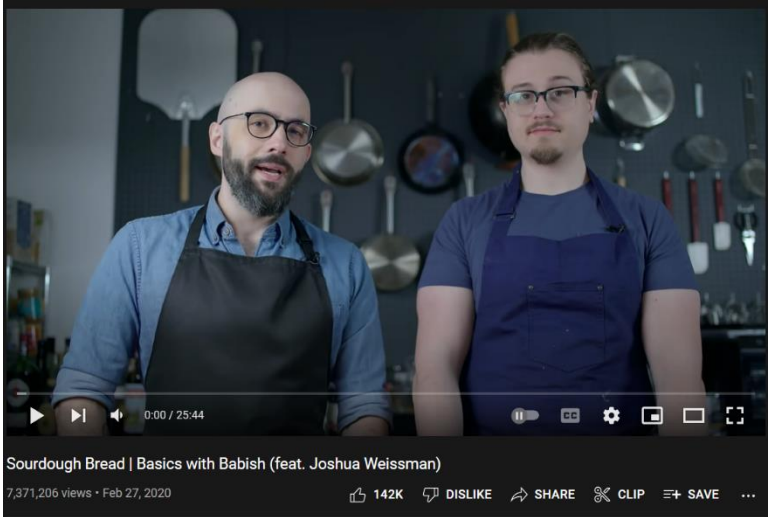
YouTube is the home for all his content and after analysing we found this data:

On YouTube, he has an engagement rate of 0.38% where his videos get a minimum of 500k views to 30 million views. The number of comments range from 350 to 13000.

YouTube Content

Babish does a very good job in creating cinematic cooking videos and his ideas are one of the main reasons which attracts his audience. One of the most popular contents is his collaborations. Collaborations with powerhouses like Bon Appetit, first we feast, Strictly Dumpling, Good Mythical Morning, Joshua Weissman and Tasty allows him to tap into millions of potential followers from their channels.





For example:

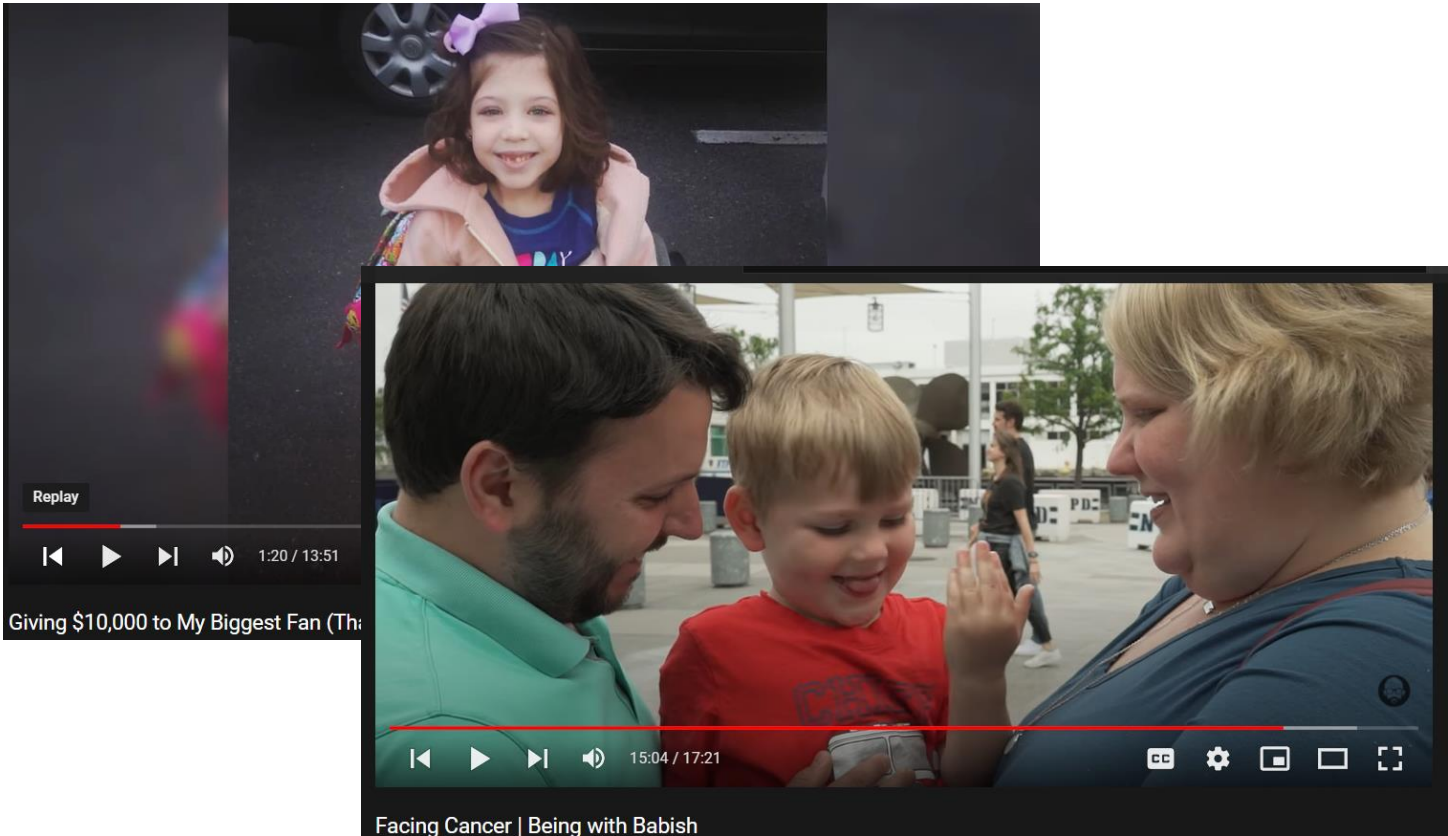
A simple video on sourdough garner over 7 million views because it was a collaboration with the two most popular chefs on the internet while a video on Arepas con Queso, a dish from the hit movie Encanto gathered around a million views, while this is not a small number either. It reiterates the power of influencers.

In addition, his home was featured on Architectural Digest's YouTube channel.

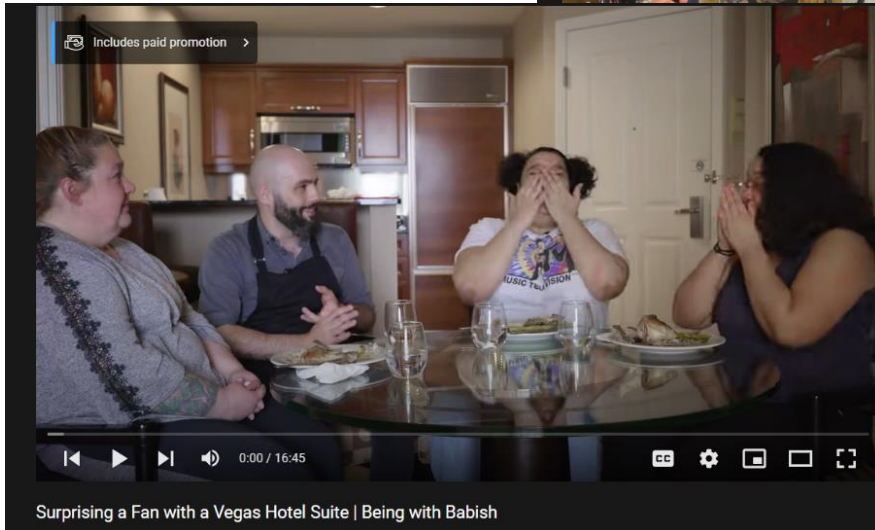
He has featured many celebrity guests like Jon Favreau, an American actor and Adam Richman, the host of man vs food. He shared kitchens and created content with famous chefs like Matty Matheson, Roy Choi, Mythical chef Josh and Alvin Cook.

Babish is known to be authentic, funny and original. The viewer appreciates his efforts to produce subpar videos. He also emits the image of a next-door neighbour who loves to cook and share his food with others.

The biggest direct connection he had with his audience was through his segment called being with Babish, he gave back to the community. He donated money and empowered some of his fans who were going through a rough patch.

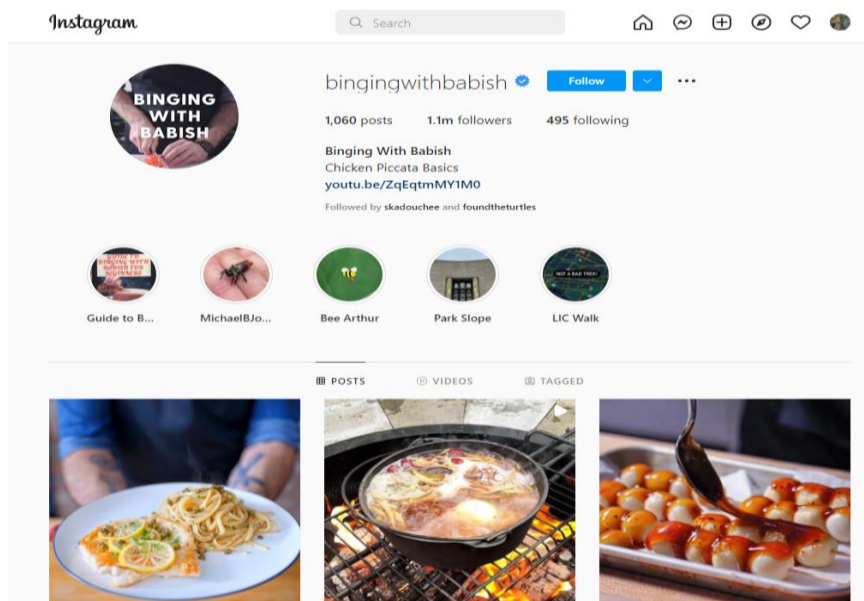


He also surprises a school teacher in his video titled, "Surprising Rashid" who has an after-school cooking club where he teaches students to prepare meals for themselves.



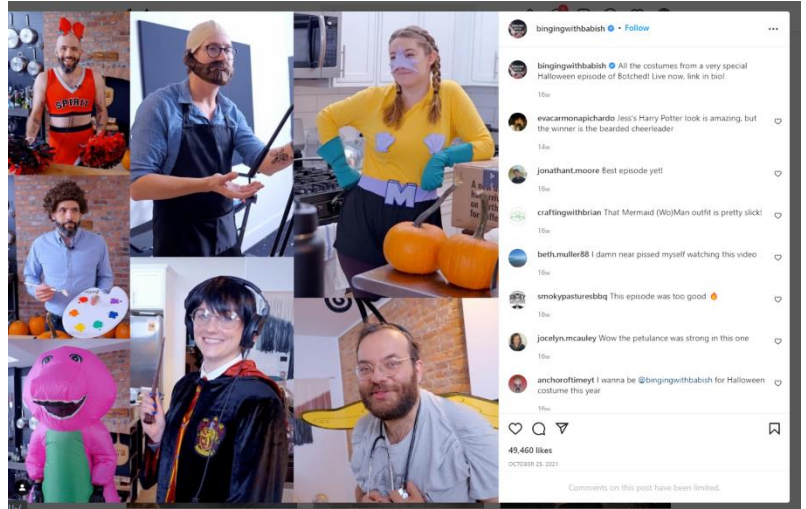
Overall, Babish has grown to be a part of their viewer's life where they can experience cooking, be a part of the community and engage with other viewers. It is not surprising to say Babish is going to grow more and have a dedicated fan base in future.

Instagram



He uses his Instagram to promote his videos and also use it as a reminder for any upcoming plans. Most of his content is dedicated to food but he also records any snippets of his daily life and behind the scenes.

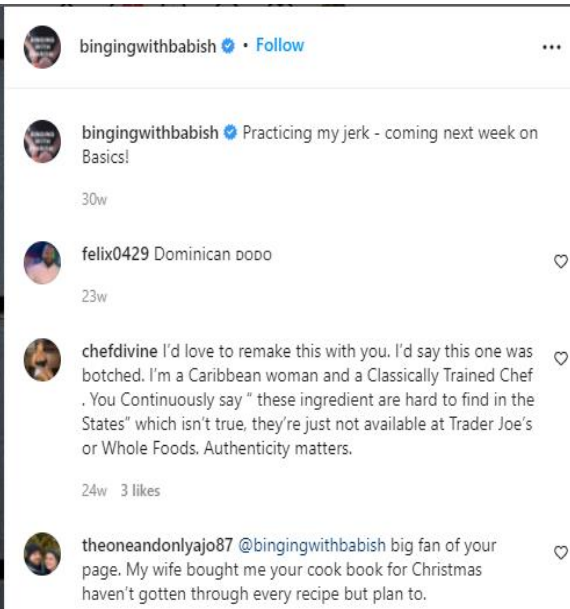
He seldom posts any sponsored content and like most other people he loves his cat and his partner. His Instagram feed is goofy and fun. This allows his followers to see Babish as another normal guy and humanizes him and permit his fans to relate to him even more even though there is a gap in their lifestyle.



Due to this I image his Instagram engagement rate to be higher than your tube's rate while his content is binge-worthy, seeing a highly influential person live his life normally off camera is the biggest attraction for fans. There is a component of privacy in which a person has been let into.

Business assessment:

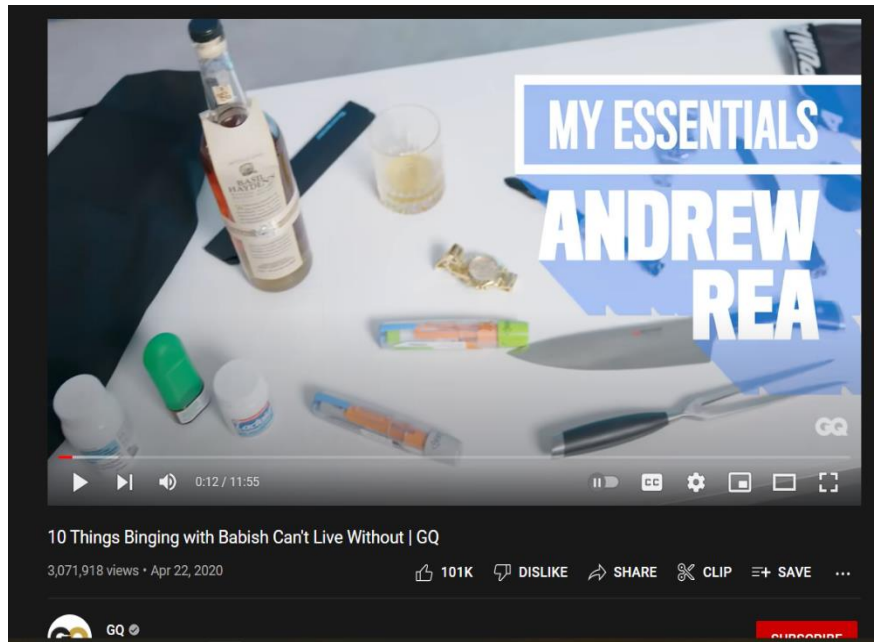
Why would a company collaborate with Babish?



Babish is an upcoming influencer whose empire is still expanding and his opinion carries a lot of weight in the food community since he only chooses to partner with brands if he has used it or can sincerely recommend it. We would not choose any cookware company as Babish has his own cookware collection for sale. (<https://www.bingingwithbabish.com/cookware>)

He also had various appearances in media outlets like in Bon Appetit (Conde Nast publication), GQ and Wired. This is a proof that even long-standing media is turning its head towards Babish because he is now a trusted influencer. People want to know about him, his lifestyle and his habits. His followers look up to him and especially feel connected after the launch of his series “Being with Babish.”

He was able to grow because he is truly passionate about cooking and hence, he is regarded as one of the internet’s great cooks.



Which Brands could collaborate with him?

We have an array of possibilities, the company can be a food, liquor, soda, meat or an online grocery store. The possibilities are endless however I chose the following brands as I believe that they will match the influencers profession and brand values while you simultaneously target your audience.

WEBER

<https://www.weber.com/IN/en/home/>

Weber is an American manufacturer of outdoor barbeque grills and is regarded as one of the best grills by the public. Babish is a carnivore and has gone as far as making his own bacon from the meat. He is also an avid fan of barbeques and has appeared on Bon Appetit to make iso infused BBQ ribs and kombucha. This can be a perfect opportunity to engage with the famous chef and market its products.



Weber’s tagline is, by grillers for Grillers and we can showcase Babish to be one of those grillers. This will help the company to tap into his fanbase. Since grills are expensive products and we can expect few to buy it but we can use it as an opportunity to increase brand awareness. People look for barbeque recipes and this is essentially a product placing to attract their attention.

Fresh Direct

<https://www.freshdirect.com/>

Fresh Direct is an online grocery delivery service in the United States and it can be a perfect collaboration especially in the time of pandemic where every little errand has turned online. Since Babish is a cook, he can advertise the brand by showcasing its ingredients and cook a dish with it.



Babish's audience are almost filled with cooks themselves and showing easy it is to order fresh ingredients right at their doorstep can help to attract new customers and boost sales. The brand aligns with the influencer's audience and hence, create a mutually beneficial relationship.

Resources:

- 1) <https://grin.co/influencer-analysis-tool/>
- 2) <https://business.notjustanalytics.com/plus/bingingwithbabish>
- 3) <https://www.freshdirect.com/>
- 4) <https://www.weber.com/IN/en/home/>
- 5) E-centennial
- 6) YouTube
- 7) Instagram
- 8) Twitter