

IN NORTH AMERICA, THE TECHNOLOGY KNOWN AS INDUCTION REQUIRES SOME INTRODUCTION. ——— K&A

If you parlez la cuisine de Français, chances are you may know something about induction cooktops. Especially the revolutionary cooktops by Diva De Provence.

While Diva has a distinguished presence in professional and residential kitchens across Europe and Asia they didn't arrive to the United States as a household name. We've been working on that with some impressive results and bigger things to come.

As Diva's integrated marketing agency we've helped to increase website traffic, improve retailer participation and set new marks in residential units sold. It's great technology but that's not the whole story.

Our recipe called for concentrating efforts with advertising as stylishly sleek as the product's onyx vitroc ceramic glass.



Our public relations efforts are moving the Diva brand to the front burner of culinary conversation. Coverage has included appearances in Gourmet and Fine Cooking magazines and key newspapers about the cooktop you can turn up to high and still touch.

We have successfully reached important audiences in many building and design trade publications. Not to mention being profiled, literally, as a textbook case of the physics of electromagnetic energy in real life.

In short we're turning people on to the coolest thing they can put in any kitchen outside of the refrigerator.

"Kleber & Associates knows the marketplace and the kitchen. They reach the right people. The public relations efforts continues to add authority to our brand and the advertising simply works. K&A gets it."
 — Amir Girgis, Managing Director, Diva de Provence

COOKING METHOD

Induction cooking is both superior and safer. The short of it is instead of losing heat into the air, energy transfers directly and only into the cookware. You turn induction elements full-blast, you can rest your hand on them and it's cool.

FIRE



GAS



ELECTRIC



INDUCTION



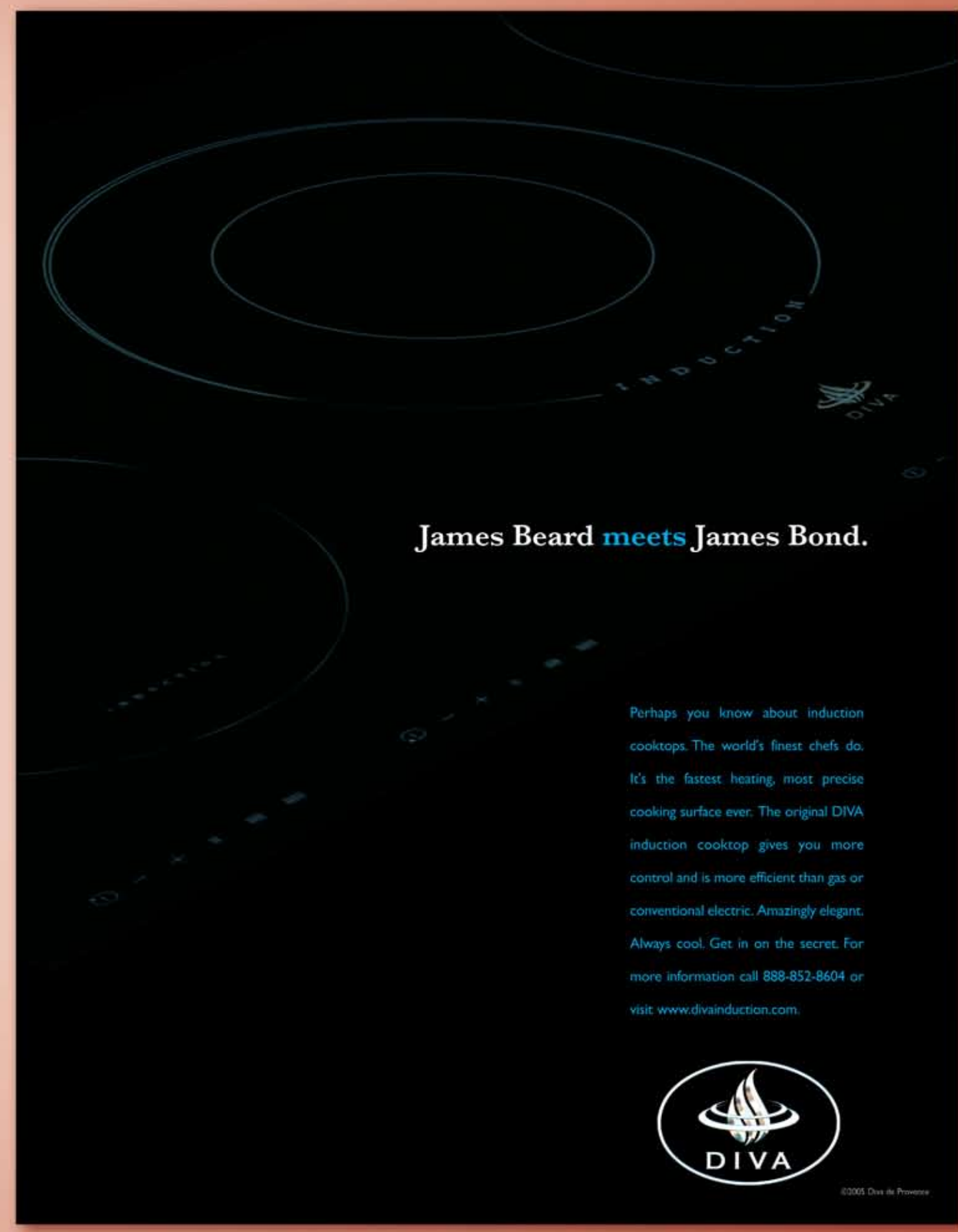
THINK. ACT. BELIEVE.

The kitchen has become a showplace with cooking and entertaining claiming center stage. Create a sense of necessity, authenticity and simplicity. This is a product that rewards and demonstrates tastefulness in every way.

YOU DON'T
 BUY IT FOR
 YOUR KITCHEN
 YOU BUY IT
 FOR YOUR
CHEF.



Perhaps you know about induction cooking. The world's finest chefs do. It's the fastest, most precise cooking method ever. The original DIVA induction cooktop is elegant and more powerful than any conventional electric cooktop and it's safer and more efficient than gas. For more information call 888-852-8604 or visit www.divainduction.com



James Beard meets James Bond.

Perhaps you know about induction cooktops. The world's finest chefs do. It's the fastest heating, most precise cooking surface ever. The original DIVA induction cooktop gives you more control and is more efficient than gas or conventional electric. Amazingly elegant. Always cool. Get in on the secret. For more information call 888-852-8604 or visit www.divainduction.com.

