

How Eat St. came together as an app and television show

Paperny (Vancouver):

- Created and Produced the Eat St. Series with Food Network Canada.
- Worked with Alexander Samuel, director of Emily Carr University of Art + Design's Social and Interactive Media Centre and students in a brainstorming session on how Paperny's TV shows could use social media.
- Paperny Films in conjunction with Invoke Media applied for the Bell New Media Fund and were successful in request for funding.

The Bell Broadcast and New Media Fund:

- This not for profit organization provided funding for the Eat St. App.
- Once funding was granted by the Bell Fund, Invoke and Paperny formed a separate company called Eat St. Digital with the vision of a fully integrated digital campaign for Food Network Canada's street food TV show Eat St.

Invoke Media:

- The full service interactive agency designed, developed and launched the Eat St. App.

Food Network Canada:

- Food Network Canada came on board for the series.
- Food Network Canada came on board and sponsored the Eat St. App project in conjunction with The Bell Broadcast and New Media Fund and Paperny Films.

Emily Carr University:

- Alexander Samuel, director of Emily Carr University of Art + Design's Social and Interactive Media Centre and its students worked with Paperny in a brainstorming session on how shows in Paperny's TV line could use social media and out of that came the idea for the mobile app.
- Alexander Samuel sought out Invoke Media in bringing the idea to fruition.