



CAMPAIGN PITCH

HUNGRY JACKS

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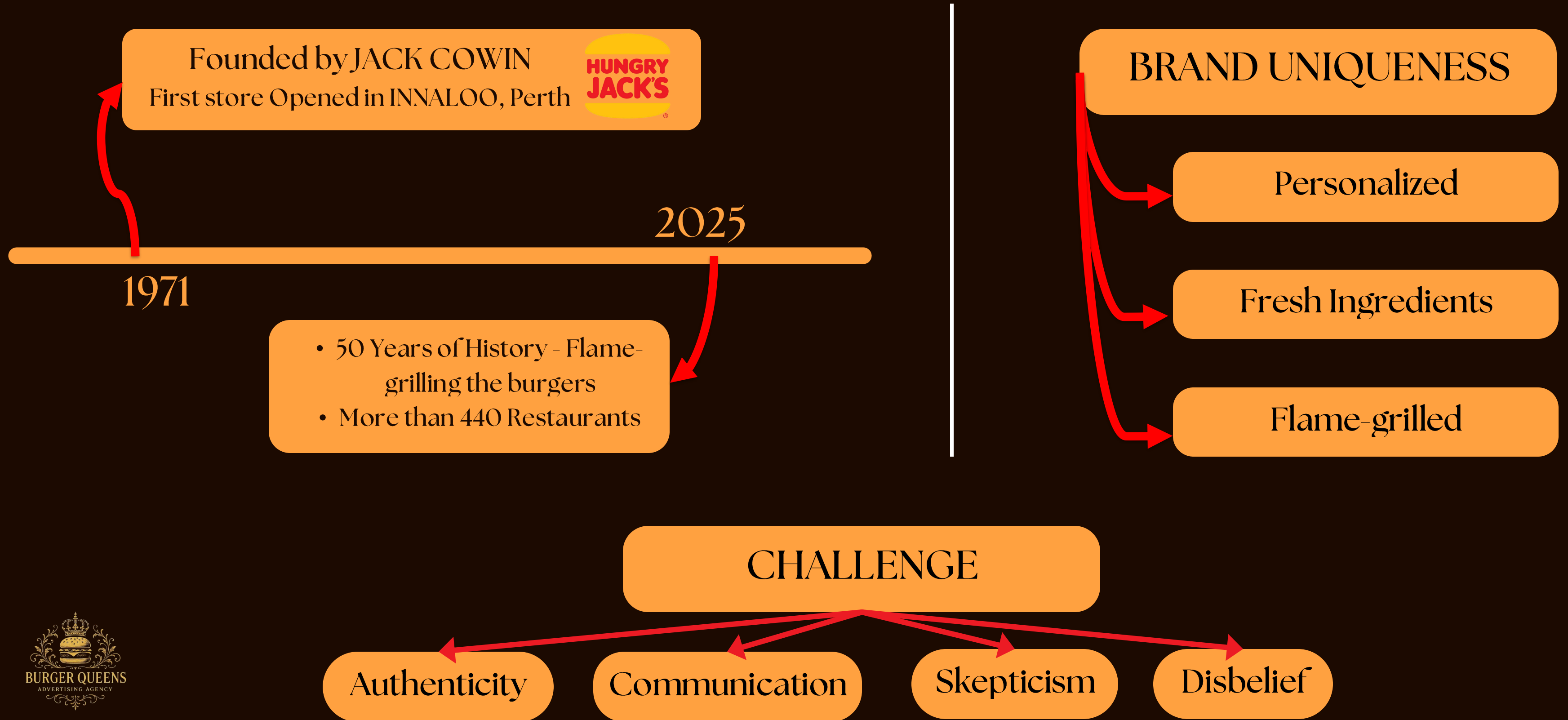




CONTENT

1. Brand Introduction
2. Customer Persona
3. Audience Journey and
Overarching Insights
4. Big Idea
5. Idea Execution
6. Conclusion

1. BRAND INTRODUCTION



2. PERSONA PROFILE



Christopher Holland

BIO

A bachelor of software engineering **student** at RMIT University, **19 years old** and lives in **Carlton**. He works **part-time at Woolies**.

CHARACTERISTICS

Often eat out, no time to cook, like **fast food**.

In pursuit of genuine and valuable experiences, favour brands that can **understand the emotional value of customers**.

Easy-going in personality. He's loyal with brand has **authentic performance** evaluated by **his experiences**.

MOTIVATION

He loves brands that **understand emotional values of customers** and their problems in life
He seeks **freedom and real experience**

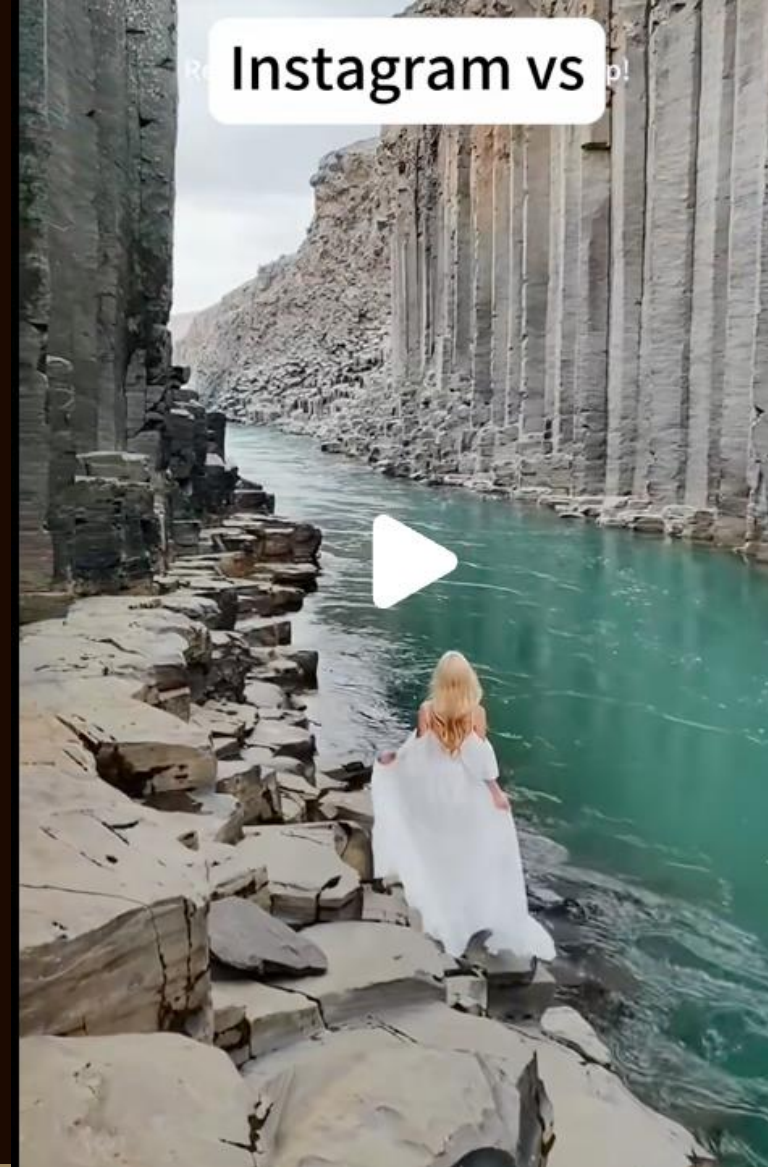
MEDIA CONSUMPTION



3. AUDIENCE PERSONAL JOURNEY

- **Why Gen Z doesn't Trust ?**
- **Ads vs Reality**
- **What** Gen Z Trusts?
- Overarching Insight :

Gen Z see brand credibility
not in **slogans** or **history**, but
in **sensory evidence** they
can **verify** for **themselves**.





4. BIG IDEA

FIRE DOESN'T LIE

Sight —→ *Char marks*

Smell —→ *Smoky*

Hear —→ *Sizzling*

Taste —→ *Tender, Smoky, Charred*

Touch —→ *Juicy, Dripping*

5 SENSES IN A SENSUAL WAY



TAGLINE: *Because It's Flame-Grilled*



5. IDEA EXECUTION

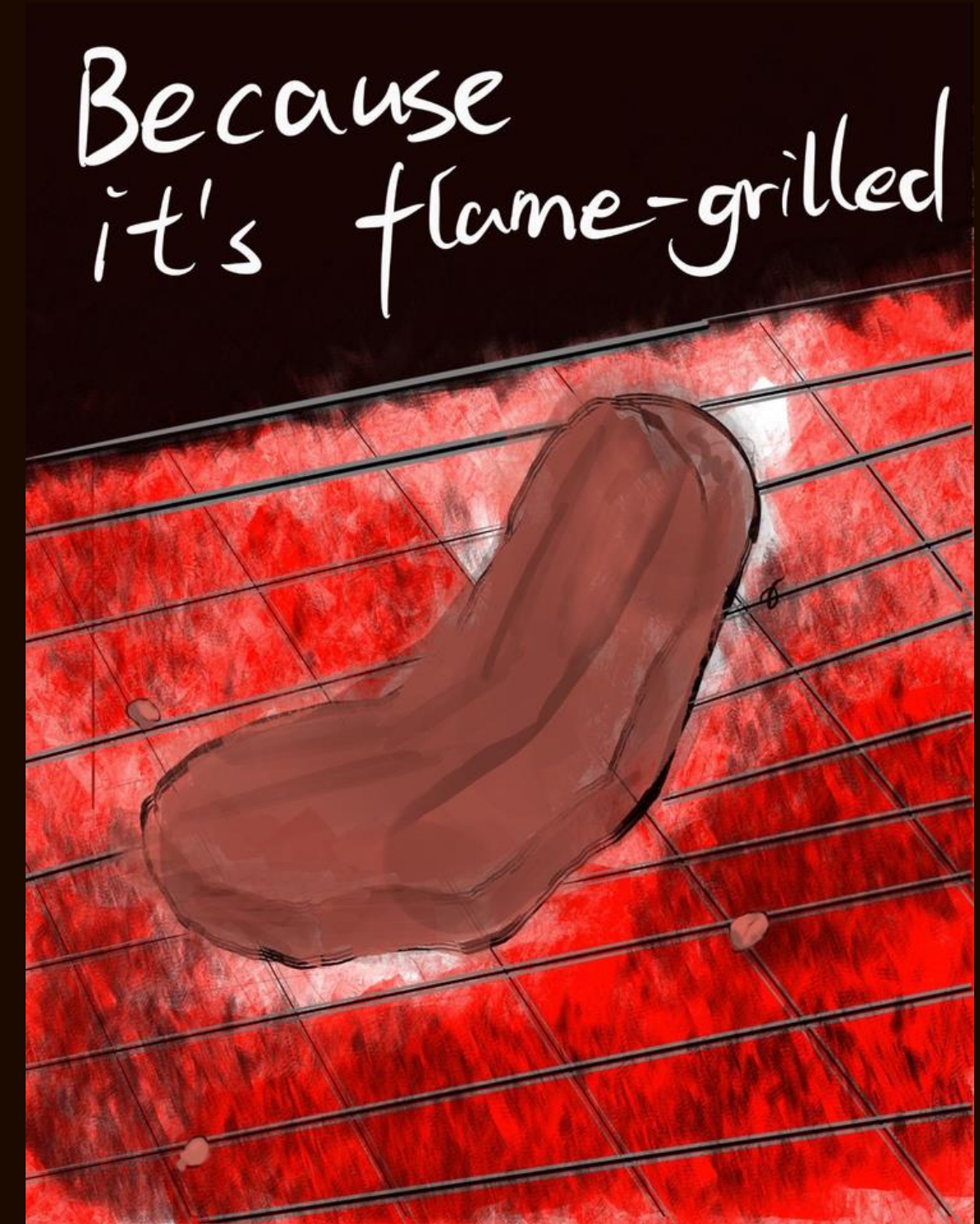
POSTER ADS



TOUCH



TASTE



HEARING

5. IDEA EXECUTION



SMELL



SIGHT

5. IDEA EXECUTION

AUDIO ADS - ASMR





BURGER QUEENS
ADVERTISING AGENCY

THANK YOU