

IT'S GONNA GET MESSY SINGAPORE

CATEGORY **FOOD** | AGENCY **ELEVEN** | CLIENT **ASPAC F&B PTE LTD**



PRESENTER
JAMES SCANLON
 Creative Director,
 Eleven

James specialises in producing solutions that go beyond expectations for names such as HSBC, Nestlé and McDonald's. In 2003, his global TVC for Tiger Beer was the 44th most awarded commercial in the world. His attitude to solving complex marketing problems holds the old-fashioned belief that the only true measure of success is an avalanche of sales.

CAMPAIGN SUMMARY

Launching into a mature, saturated market, another fast food outlet with lack of alignment to local expectations, set a demanding brief with a fraction of its major competitors spend.

To establish four outlets in the first year, the brand rejected the competitor's target audience and instead, aimed at 22 year old men, having finished national service, on the bottom rung of the corporate ladder. Speaking to them in an aggressive and masculine tone of voice gave them confidence and a sense of a 'cool' place to hang out. With competitors playing 'healthy' the agency promoted 'honesty', showing that burgers are junk food, but are fun to eat. The ads exposed dangerous outcomes of eating burgers, both physical and social with lines such as, 'not recommended by doctors'.

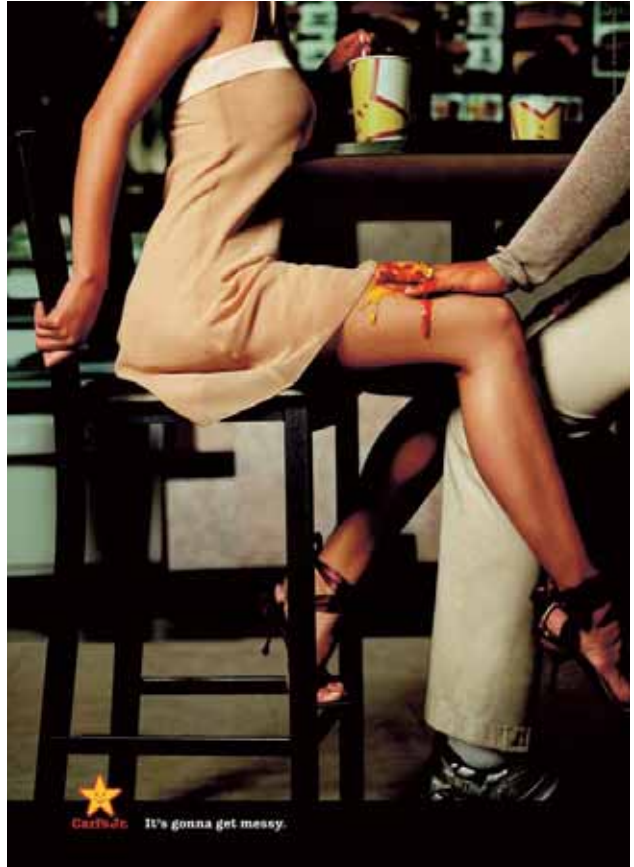
All objectives were exceeded. All four stores were opened on schedule. In sales terms, the brand achieved average transactions 45% higher than projected targets.

CLIENT CREDITS

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PRINT ADVERTISEMENTS