



X

**IDAA21**

**TASTE  
TODAY,  
CHANGE  
TOMORROW**

# OUR BRIEF POV

## PROBLEM

Amid **GLOBAL CRISES**, a strong IDA21 replenishment is crucial to continue supporting vulnerable communities and ensuring global progress

## CHALLENGE

Create an **impactful and viral campaign** to **BUILD PUBLIC AWARENESS** for IDA brand as main agent for catalyze action

## TO WHOM

- Direct Target: **SPANISH ACTIVE YOUNG ADULTS** (18-25 y.o.) as boosters
- Indirect Target: **SPANISH GOVERNMENT** as decision makers



# YATEKOMO, A BRAND INSPIRING YOUTH

## THE BRAND...

Yatekomo is an **ultra-convenient Ready Meal brand** with an oriental positioning



## ...ITS PERSONALITY...

**JOKER**

FUN | PLAYFUL

Different, fun & playful to enjoy informally from those **moments of good vibes**

## ...ITS PURPOSE...

Empowering youth to enjoy their **moments of good vibes without complications**



## ...& ITS TARGET

Young Adults 18-25 who are eager to keep learning & **feel part of a group**



# UNDERSTANDING OUR AUDIENCE



## Identifying **HUMAN TRUTH**

People, especially young individuals, want to feel that their voices matter and that they can contribute to meaningful change on a global scale



## Aligning **BRAND TRUTH**

Yatekomo positions itself as a Spanish local brand that understands and meets the needs of active young people



## Developing **CONSUMER INSIGHT**

Youth are more likely to engage and advocate when they connect emotionally with the message through brand strategies that reflect their own beliefs

# THE BIG IDEA

ENCAPSULATE YATEKOMO'S COMMITMENT TO DELIVER INNOVATIVE, DELICIOUS & CONVENIENT SOLUTIONS WHILE DRIVING FOR POSITIVE IMPACT FOSTERING IDA21 FUTURE PROGRAMS

TASTE TODAY,  
CHANGE TOMORROW

YATEKOMO x IDA21

WHAT COULD GENERATE MORE ENGAGEMENT THAN LEVERAGING FROM NEW AND INNOVATIVE YATEKOMO FLAVOURS AS DRIVERS OF FUTURE CHANGE ALONGSIDE IDA21?

# THE 360° JOURNEY TO CATALYZE ACTION

‘TASTE TODAY, CHANGE TOMORROW’ BEING...

## DIFFERENT

### PRODUCT



- **Special Edition:** 3 top recipe x country with the lowest GDP\*
- Sachet contains **QR code** with countries testimonials, IDA21 information & petition link to push decision makers

## ATTRACTIVE

### POINT-OF-SALES

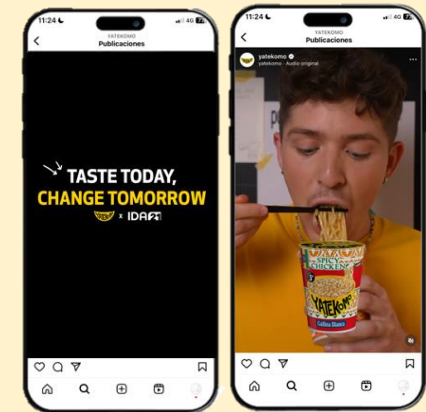


#### Pay 1 get 3

To give awareness about IDA's innovative financing model: for every \$1 invested, IDA can leverage \$3

## ENGAGING

### COMMUNICATION



A viral social campaign focused on influencers to **reach engagement and shares** boost by a **WOW event**

# A WOW EVENT, THE CREATIVE STRATEGY HOOK

## WHAT IF WE PLACE 3 GIANT YATEKOMOS SPECIAL EDITION AT THE SPANISH GOVERNEMENT SEAT?

There is no more impactful Street Marketing Action to **maximize impact, engage our target & ensure that our aim reaches the decision makers**

This action will kick off the digital campaign leveraging UGC&IGC



**Top Spanish influencers** (5M impacts) in the event broadcasting a **Live Streaming**

**Consumer sampling** to boost trial & engagement

**3'** (btw, the time takes you to make a Yatekomo) **interviews to governors' representatives** explaining what is it all about

# A CAMPAIGN FUELED BY UGC & IGC

**USER  
GENERATED  
CONTENT**



**TIK TOK CHALLENGE**  
Interact with the giant  
Yatekomos in a creative way.  
The reward, illimited  
Yatekomos Special Edition

**INFLUENCER  
GENERATED  
CONTENT**



**CAUSE AMBASSADORS  
5M IMPACTS**

- Organic Content
- Live Streamings
- 3'Interviews

**WOW  
STREET  
MARKETING  
EVENT**

**#TasteTodayChangeTomorrow**





# AN HOLISTIC STRATEGY IS KEY

JUN 24

JUL 24

AGO 24

SEPT 24

OCT 24

NOV 24

DEC 24

PRODUCT

**SPECIAL EDITION: TIKKA MASALA x BANGLADESH, SPICY CHICKEN x ETHIOPIA & BEEF BIRYANI x PAKISTAN**

**DISRUPTION** (through innovative flavors) & **ENGAGEMENT** (leveraging the 3' YTK cooking time to explain testimonials and IDA information)

POINT-OF-SALE

**3X1 ACTION LINKED WITH IDA'S INNOVATIVE FINANCING MODEL**

LOYALTY, DESIRE

COMMUNICATION

**WOW EVENT**

(\$50K)

IMPACT

**USER GENERATED CONTENT THROUGH TIK TOK CHALLENGE**

ENGAGEMENT, AUTHENTICITY

**INFLUENCER GENERATED CONTENT (\$120K)**

REACH, CREDIBILITY

**PRESS RELEASE (\$30k) followed by EARNED MEDIA & DONATED MEDIA**

LEGITIMACY, THIRD-PARTY CREDIBILITY

## BRAND FIT

Yatekomo, brand **enabling change**  
for youth with **strong credentials**

**TOP 10**  
DIGITAL ENGAGING BRANDS  
FOR GEN-Z

## WOW CAMPAIGN

A viral campaign to ensure that  
our **proposal reaches**

**Decision Makers**

THROUGH AN IMPACTFUL EVENT  
FOLLOWED BY ENGAGEMENT ACTIONS

## BIG IDEA

- 1 | Resonates **with our brand essence**
- 2 | Focuses on the **main challenge**
- 3 | Establishes **IDA as the go-to solution**



## WORLDWIDE EXPANSION

A campaign that can be  
escalated over

**+50 Countries**

WHERE GBFOODS (Yatekomo's  
mother brand) OPERATES