THE EVER-CHANGING CHALLENGE OF RESONATING WITH GEN-Z

2020 – 2023 CASE STUDY

Tirlán

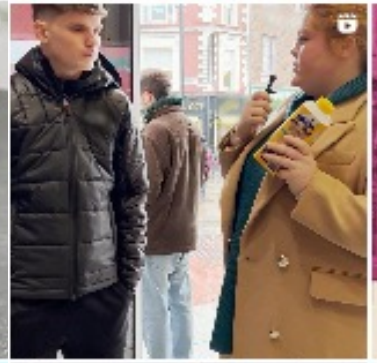
goosebump
INSIGHTFUL BEHAVIOUR CHANGERS

INTRODUCTION

You're just too good to be true, Can't take my eyes off of Mooju...

Mooju
All I'm saying is I don't think Cookies and Cream is the best flavour...

Mooju



MOOJU IN PARIS

WHEN BANANA MOOJU IS ALL SOLD OUT BECAUSE ITS BANANUARY
TikTok

READY!!!

Mooju
IT'S ALL ABOUT BANANUARY!

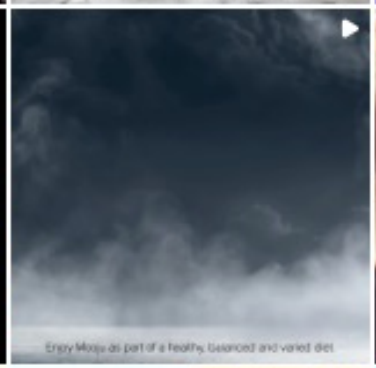
All I want for Christmas is Mooju

You spent 525,600 minutes this year thinking about Mooju

Mooju

US: "POSTING ABSOLUTELY ANYTHING"
FANS WHO WANT FREE MOOJU:

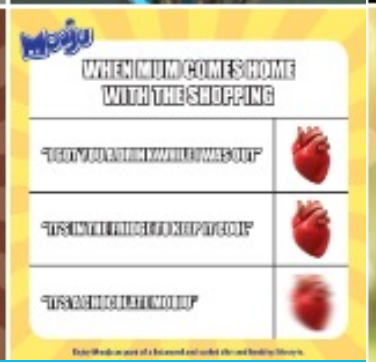
ROCKET LEAGUE
MEGA FINAL

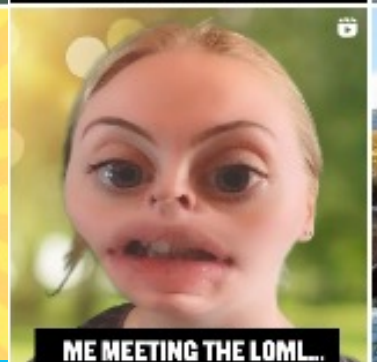


MFW PEOPLE LOVE ME MORE THAN MINT

CHOCOLATE PEANUT BUTTER FLAVOUR

PEOPLE WHO DRINK
BANANA MOOJU
STRAWBERRY MOOJU
CHOCOLATE MOOJU


WHEN MUM COMES HOME WITH THE SHOPPING


ME MEETING THE LOML...

Mooju
GONE WILD

Mooju
GONE WILD

CRY OVER SPILT MILK
NOW, THAT'S A Mooju

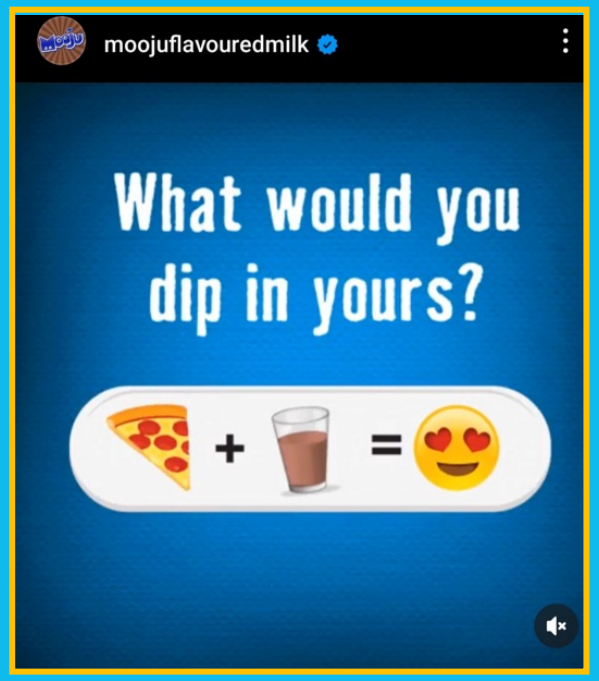
SO, WHO EXACTLY ARE OUR TARGET AUDIENCE

16-24 YEAR OLDS

MALE/FEMALE

School/College

THE HEY DAYS OF MOOJU



2020: MOOJU HAD LOST ITS WAY

comradesoobajeb This isnt very social distance
4d Reply

martin__svageris cringe
3d 1 like Reply

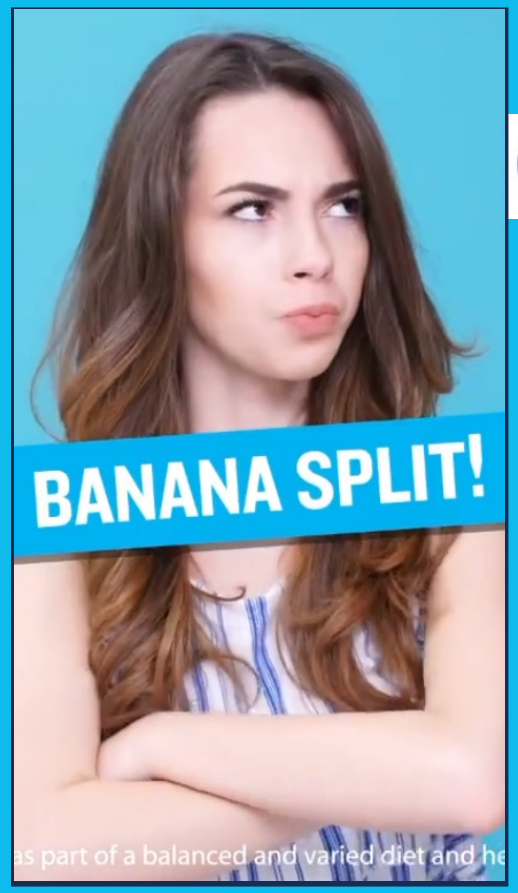
art_andstuffok_ How do you fellow kids?
2d 1 like Reply

conor_crowley I hate this
5d 14 likes Reply

thomaskelllly @wonanshox look at our advert,
5d 7 likes Reply

View replies (1)

keviunee Cringe.
4d 5 likes Reply

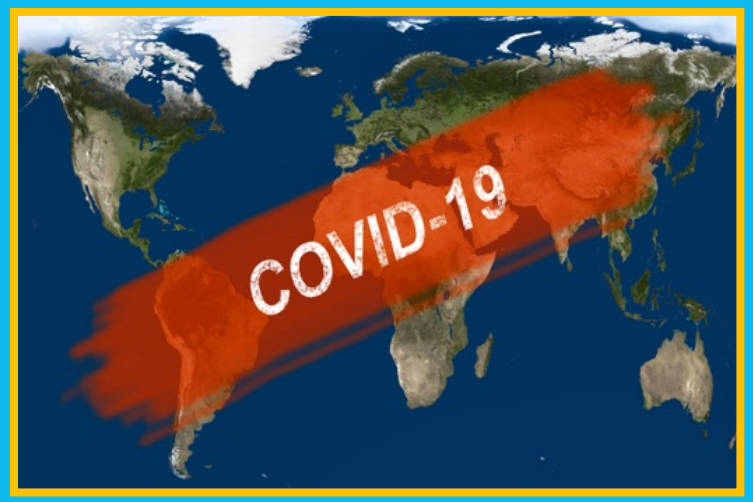


You just ruined this format 😔

US PLANNING MOOJU…

MOOJU TALKING TO GEN-Z…

2020/2021: NEW BARRIERS TO CONSUMPTION



CAMPAIGN OBJECTIVES

The overall objective was to

UNDERSTAND GENZ

SEEK THEIR ASSISTANCE

In-order-to gain

RELEVANCE & ENGAGEMENT

VIRTUALLY

GET CLOSER VIA CO-CREATION

2 x Urban Groups

2 x Rural Groups

We needed to know…

What made them tick offline

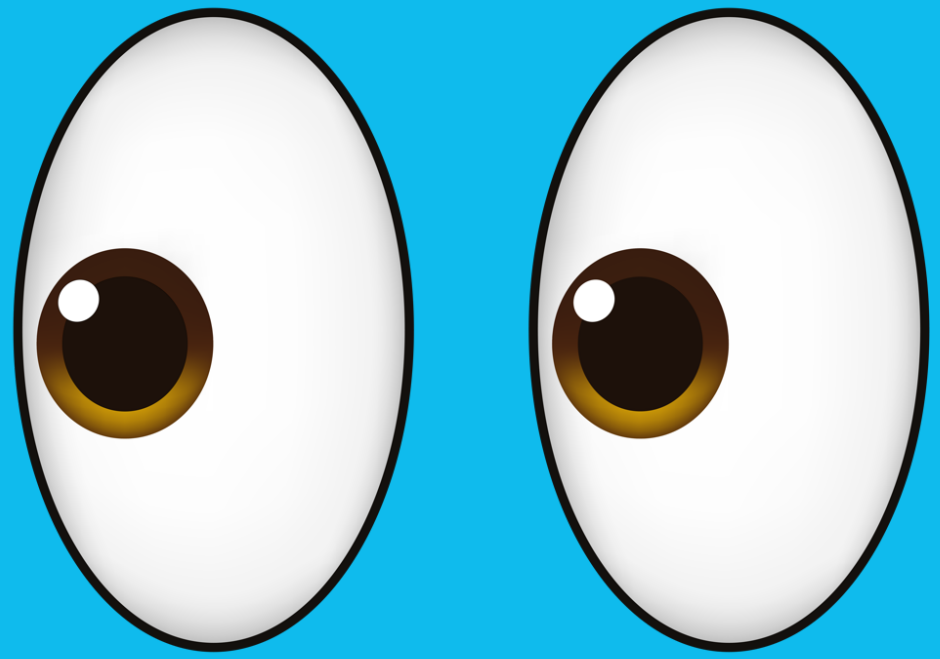
What they were drawn to online

Channel preferences and behaviours online

LEARNINGS, INSIGHT AND OUTPUTS

LEARNINGS:

- LOVED BRAND
- REPRESENTATION ON SOCIAL COULD BE BETTER
- NEED TO EARN THEIR RESPECT
- LESS POLISHED
- EDUCATION/ENTERTAINMENT
- TIK TOK
- MERCH
- GAMING
- NPD
- STEER AWAY FROM CAUSES THAT CAN’T BE LEVERAGED



INSIGHT:

EMBRACE YOUR DARING INDIVUALITY, IT'S ONE OF LIFE'S GREATEST DELIGHTS

OUTPUTS:

The co-creation session succeeded with its ambition as we learned the key tools we needed to reshape our comms and new approach to strategy.

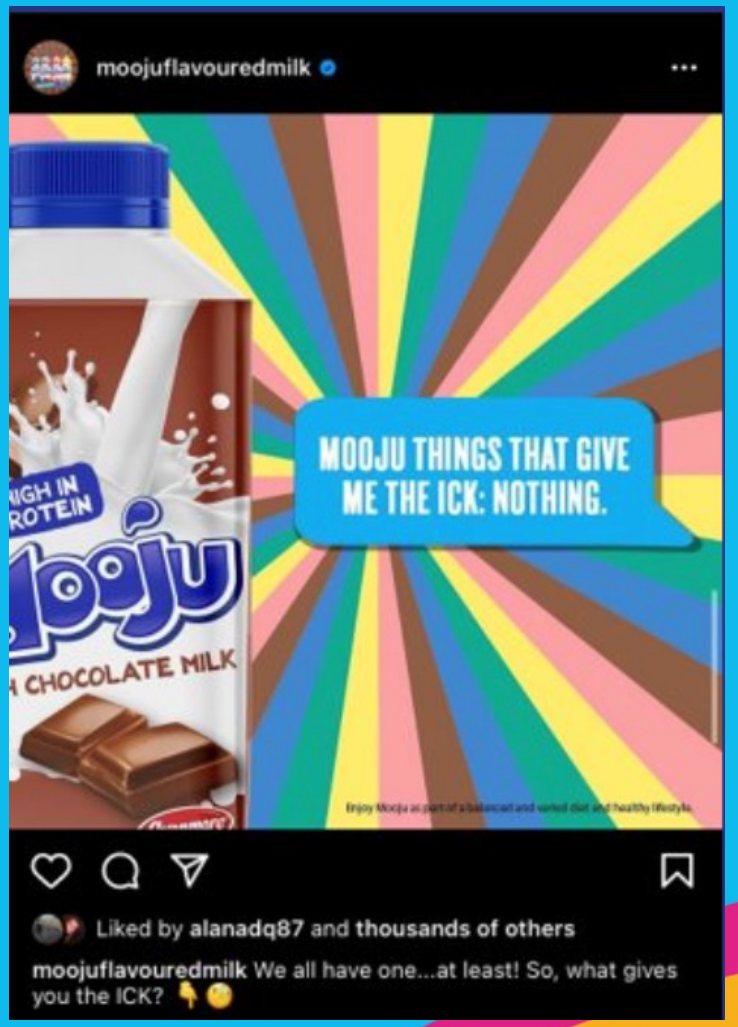
- Engage, be self-aware & have an authentic tone of voice – **ENTERTAIN**
- Reflect relevant themes and trending topics – **UNBORE**
- Show up in ways that connect and provoke our audience to smile and interact with us – **BE STICKY**
- Respect the unwritten rules of social – **BE CHILL**

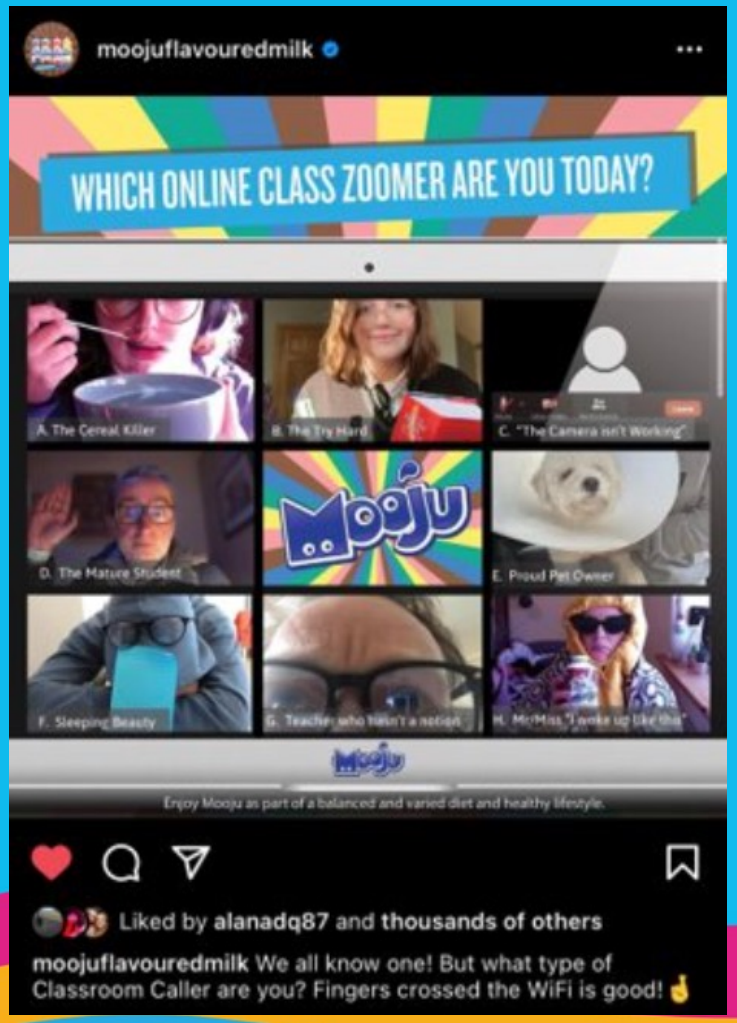
GAIN PERMISSION TO HANG OUT WITH OUR TARGET AUDIENCE WITH A RENEWED SOCIAL STRATEGY

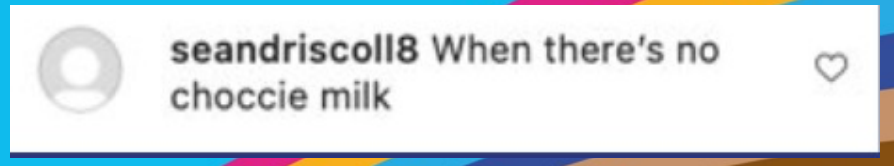
EARN IN PHASE COMES TO LIFE

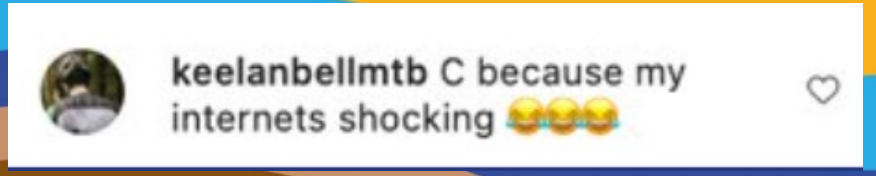
1. PRESENCE

Establish Mooju's voice:
Be self-aware and be able to laugh at ourselves





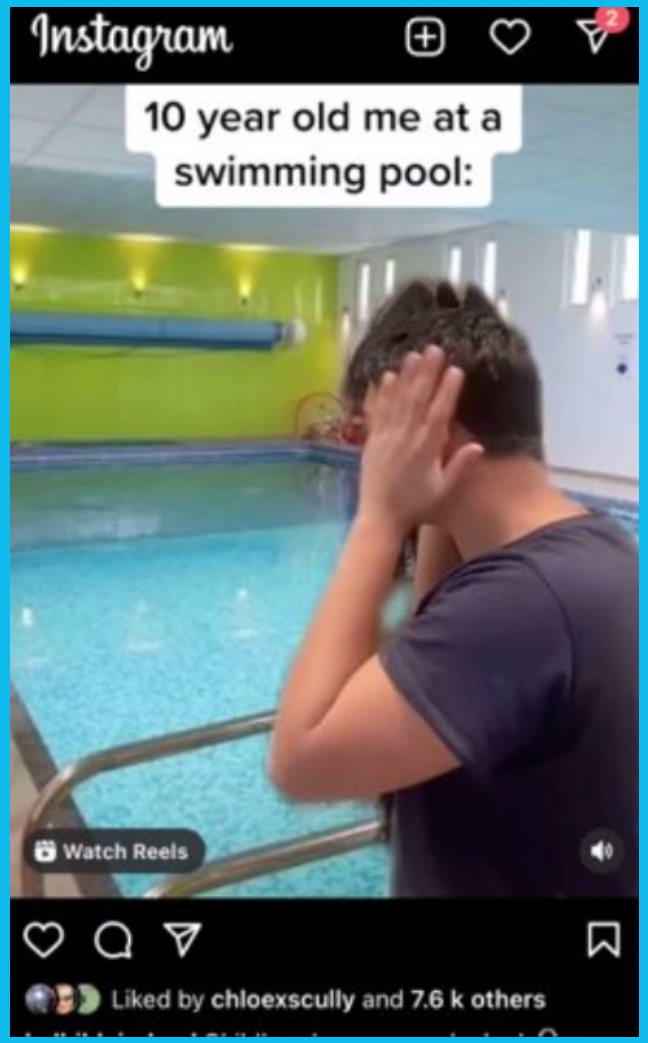




EARN IN PHASE – MOOJU TAKES PART IN THE CONVERSATION

2. PARTICIPATION

Build the brand's personality; take part in conversation our audience are having



Hits us right in the feels

We'll bring back Mint if we can have it

PLANNING TOWARDS OUR PROVOCATION PHASE

3. PROVOCATION

Only when we have permission, we can then start landing the bigger conversations and bursts of activity with our audience

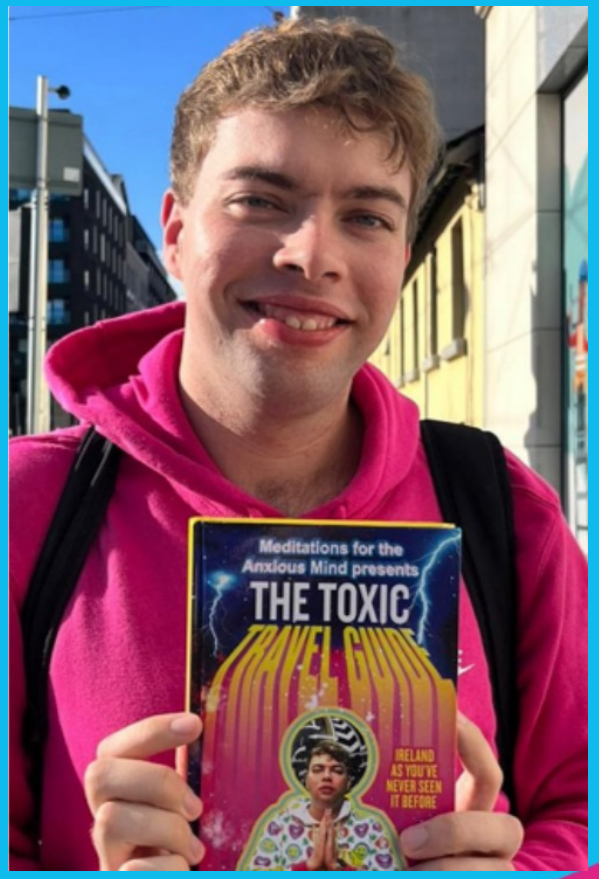
Single Minded Objective:

Un-bore their world through daring and delight...through entertaining, shareable and comment-on-able content.

PROVOCATION: GROW COMMUNITY

Meditation of the Anxious Mind.

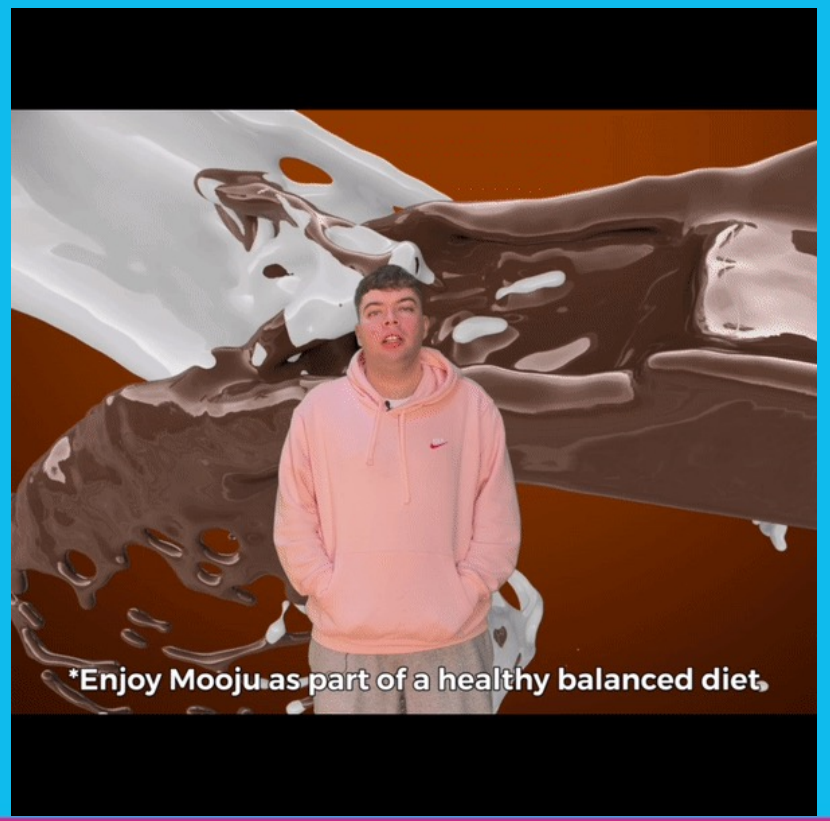
Famed mockumentary 'take' on life and Irish culture, this partnership was a sure bet in driving growth of the Mooju community.



The collaboration was launched through a mediations 'take on Mooju', looking back at the brands history, poking fun at the millenials who made it famous and the brand's deep connection with the chicken fillet rolls.

STAGE TWO: CO-CREATE WITH OUR AUDIENCE

Famed for his mockumentary 'takes' on life and Irish culture, meditations was a sure bet in driving growth of the Mooju community.



RESULTS INSTAGRAM AND FACEBOOK

8m Impressions

343k Engagements

4.17% Engagement Rate

RESULTS INSTAGRAM AND FACEBOOK

- **5.2m** Views
- **20.7k** Profile Views
- **73k** Engagements
- **33k** Likes
- **1k** Comments

KEY LEARNINGS

UNLESS YOU ARE THE AUDIENCE, IT'S HARD TO UNDERSTAND THEM

MAXIMISE YOUR INTERNAL RESOURCE CAPABILITIES/METHODOLOGIES

THANK YOU.