

REINVENTING SUCKY SOCIAL MEDIA VOICE CAMPAIGN

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The brief

Pick a well-known brand that has super sucky social media presence. Reinvent it in a very concise, surprising, and cohesive way.

Final deliverables:

(6) Tweets or IG posts

(4) Insta or Snapchat or TikTok or Facebook Sponsored Ads



THE BRAND



Brand Analysis

Founded: 1948

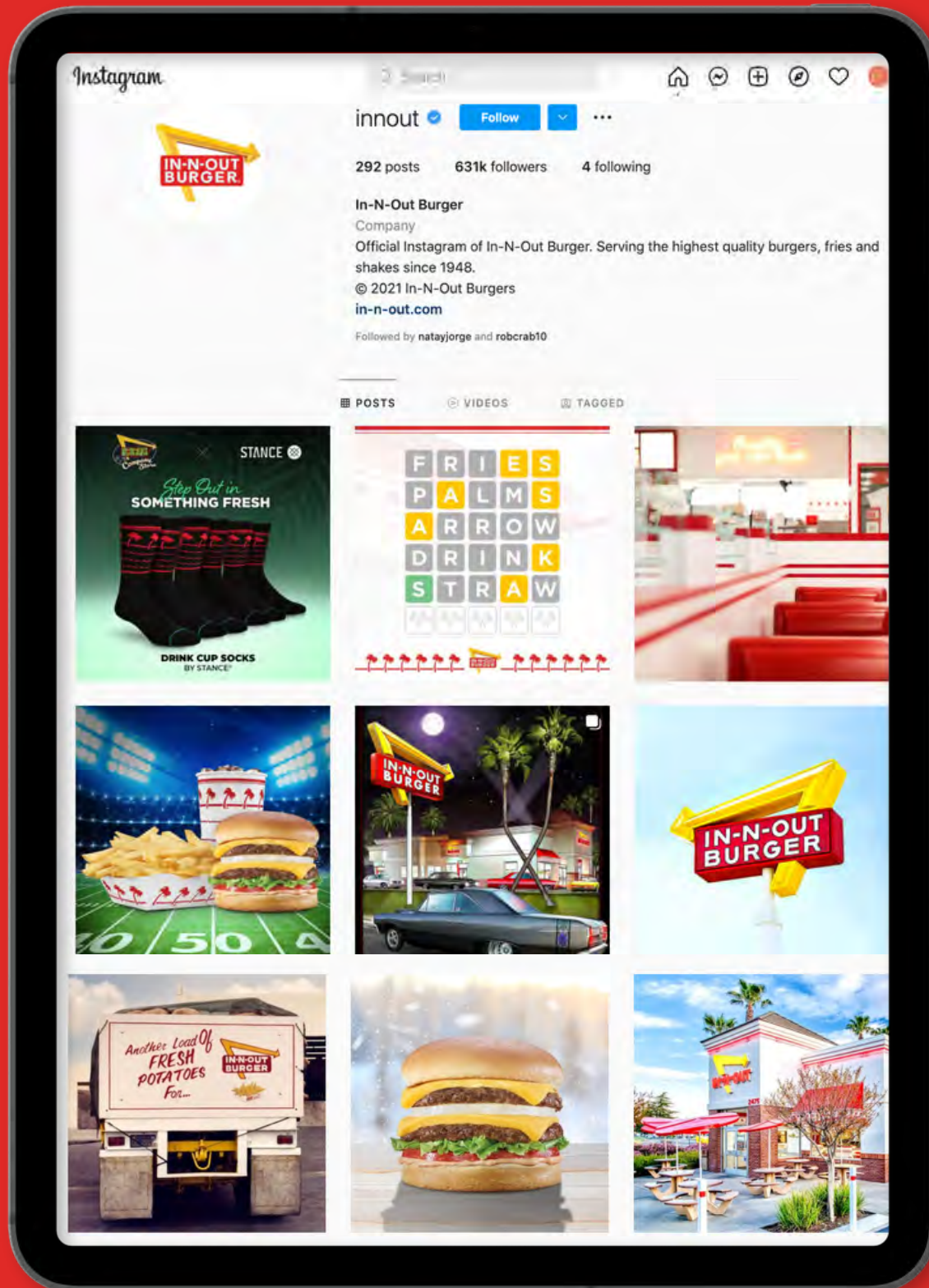
Founders: Esther and Harry Snyder, still a family-run, private, non-franchised company

Industry: Fast Food Restaurant

Competitors: Burger King, McDonald's, Wendy's, Jack in the Box, Five Guys, Shake Shack

Mission: Provide the freshest, highest quality foods and services for a profit, and a spotless, sparkling environment whereby the customer is our most important asset.





Social media presence



Brand Archetype

Strategy: Aligns with basic human values

Motto: "Equality for Everyone"

The Everyman archetype lends trust, is positive and wants to fit into the group. These brands connect with their target audience through a sense of belonging and everyday activities.

Qualities

Wholesome

Authentic

Friendly and relatable

Weaknesses

Anxious to fit in

Fear being different

Cynical about other's uniqueness



The Everyman



THE AUDIENCE



The audience

In-N-Out's customer base consists of West coasters looking for a drive-thru restaurant serving affordable fast food. This includes Gen Z and Millennials, especially students and people on the move or road trippers- although their customer base includes people of all ages.



01

Millennials

25- 40 years old

Optimistic, tech-savvy, self-confident. Value workplace flexibility, work-life balance, positive reinforcement and transparency.

02

Gen Z

10-25 years old

Well-educated, ethnically diverse, digital natives, open-minded Value making a contribution to the world, and desire to create meaning.

Meet Olivia, 33

Occupation: Art Director

Location: San Fransisco, California

Income: \$80,000

Olivia is a Cali native – she lives and breathes West Coast culture. She works as an art director for fashion and food brands, runs her own food blog on the side for fun, and is a dog mom.

Olivia always has her camera and laptop in tow for photoshoots of her daily looks, capturing shots of other people, art, and scenic locations. She savors the finer things in life, but also appreciates the simple things – her motto is "you can't beat a good burger with extra cheese."

Favorite Brands

ZARA



Adobe

west elm



Meet JT, 22

Occupation: MBA Student

Location: Charlotte, North Carolina

Income: \$20,000

JT is a fun, extroverted guy who played baseball in college and was the philanthropy chair of his fraternity. He loves dogs, watching sports, craft beer, and has recently started grilling and cooking more as an independent grad student.

He is planning a fun trip to L.A. with 7 of his college friends and wants to eat well and see the iconic Cali sights for his first trip to the West Coast.

Favorite Brands

AWAY

new balance





THE CAMPAIGN

Consumer insights

In-N-Out = A California cultural icon



California

01

Word-of-mouth marketing: In-N-Out benefits from enthusiastic customers and loyalists who advocate for the brand through word of mouth.

02

Branding: The branding and brand history have made it a California cultural icon with an almost cult-like following.

03

Secret Menu: The emergence of 'secret menus' based on repeated orders understood between loyal customers and staff.

Campaign Strategy



The role of this campaign is to:

- 01** Remind followers that In-N-Out is a timeless, quintessentially Californian staple.
- 02** Showcase the brand's unique menu items along with its fresh, quality ingredients.
- 03** Enhance customer relationships through social media.



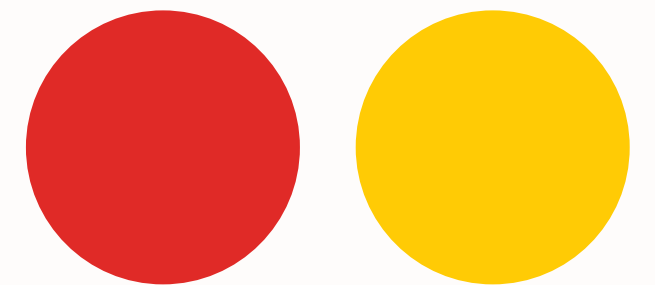
**Color palette &
type studies**

**When you 'rap' your burger in
two pieces of lettuce.**

**Headline
Goodtime Grotesk**

Iconic duos, Cali style.

**Tagline
Goodtime Grotesk**



KEY SELLING POINT



In-N-Out is an iconic brand that is quintessentially Californian.



Campaign tone: relatable, young, bold, informal



THE COPY



Copy Ideation

Idea #1: Quality the Cali Way.

1. Every quality burger deserves a fresh side of fries (dynamic duos)

- Cheech and Chong?
- Dre and Snoop - chill
- Katy and Taylor (in fry burger costume)?
- Kobe and Shaq - hot?
- Cher and Dionne from Clueless
- Mickey and Minnie
- Sonny & Cher
- Wayne and Garth
- Laverne and Shirley
- Pat & Vanna
- Paris & Nicole - Simple Life
- Will & Carlon
- Venus & serena
- Rodeo drive and credit cards
- Top-down jeeps and surfboards
- Paparazzi and movie stars/ red carpets
- Roller blades and piers/ on Venice beach
- convertibles/corvettes/low riders and the PCH
- rush hour and PCH

2. As Californian as...

- paparazzi
- surfing
- top-down Jeeps
- rollerblades
- palm trees
- red carpets
- award shows

3. In with quality, out with quantity.

- artificial
- added flavors
- microwaves
- freezers
- pre-package

4. Double the meat, double the fun

- flavor.
- cheese
- fresh
- quality

Copy Ideation

Idea #1: Quality the Cali Way.

5. Where the palm tree cross and the food is fresh

- burgers are hot
- grill is sizzling
- grill is always running
- food is quality
- fries are fresh/pippin' hot
- burgers are juicy
- shakes are smooth/creamy

6. You know its real when you can...

- hear the crisp in the onions.
- feel the heat in the fries.
- see the butter on the bun.
- taste the freshness in every bite.
- feel the care in every bite.

7. Good things come and go, but great things always stay.

- Good things come and go, but we've always stayed.
- old imagery circa 40's/50's
- Snyder family

8. Trends come and go, but quality is always in style.

a. decade fads/trends

- record players
- b&w tv
- walkmans
- scrunchies
- Tamagotchis
- CDs
- Barbies
- Razor scooters
- flip phones
- Ipods
- selfie sticks

9. Sticking to what we know.

- Fresh, no shortcuts, quality in every bite.

10. Follow the yellow arrow to a place where the food is fresh and the quality is never compromised.

Copy Ideation

Idea #2: Cali's Worst Kept Secret.

1. Say the magic words: **Make my order mustard grilled.**
2. Paris Hilton's go-to: **Double Double Animal Style with Animal Style fries.**
3. Embrace the heat. **Order a regular cheeseburger with chopped chilis.**
4. For the carb-haters: **make my burger protein style.**
5. Make a wish: **The wish burger grants you all your veggies, with a bun piled high with hand-leafed lettuce, sliced tomatoes, and onions.**
6. The Flying Dutchman: **our Atkins-friendly burger with two slices of cheese between two burger patties.**
7. The Neapolitan: **for when you just can't pick one. Chocolate, vanilla and strawberry in one perfect shake.**
8. For the perfect fry hack: **get them well done.**
9. ~~2 x 4 = 8~~ **the perfect burger with two patties and four slices of cheese.**
10. For those times when you just want the cheese: **the grilled cheese. (Soft toasted bun with two slices of American cheese melted in between)**

Tagline: Iconic Duos, Cali Style.

Instagram Posts

1. When you **rap** your burger in two pieces of lettuce. Snoop & Dr. Dre
2. When you **dunk** your fries in your chocolate shake. Kobe & Shaq
3. When you get that Double Double served with special sauce. Venus & Serena
4. When you're **hot** like a burger loaded with chilis. Paris & Kim
5. When your friend is **clueless** about In-N-Out's secret menu. Cher & Dion
6. When you **splurge** on Animal Style for your burger and fries.
7. When your Double Meat burger and fries are just as **gnarly** as the waves.

Tik Tok Videos

1. No one: people who visit LA:
2. You were raised by Ronald, but I was raised by... Harry & Esther.
3. Don't be afraid to treat yo self.
4. Don't walk- run- to try the not-so secret Monkey Shake. Okay I like it, Picasso.

Final Copy



THE PROCESS

When you drink
your fries in your
chocolate shake.



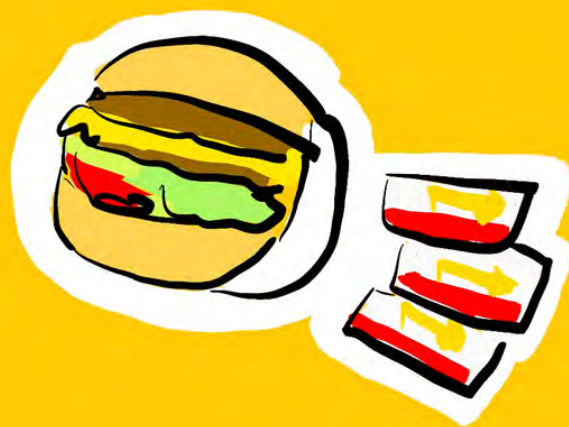
Iconic duos, Cali style.



When you get that
Double Double served
with special sauce.



Iconic duos, Cali style.



**Campaign
sketches**



THE VISUALS



innout ✓
In-N-Out Burger



When you **dunk**
your fries in your
chocolate shake...



100k views

18-time champions of the world world's best burger
#IconicDuosCaliStyle #InNOut #ShaqandKobe

[View all 1205 comments](#)

1 DAYS AGO

Iconic duos, **Cali style.**



Instagram Post- Carousel



innout 
In-N-Out Burger



When you **rap**
your burger in two
pieces of lettuce...



100k views

From Long Beach to Compton, California love for hip-hop and burgers. #IconicDuosCaliStyle #InNOut #SnoopandDre

[View all 1205 comments](#)

1 DAYS AGO

Iconic duos, **Cali style.**



Instagram Post- Carousel



innout 
In-N-Out Burger



When you get that
Double Double served
with special sauce...



100k views

Bringin' the racket like Venus and Serena.
#IconicDuosCaliStyle #InNOut #VenusandSerena

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1 DAYS AGO

Iconic duos, **Cali style.**



Instagram Post- Carousel



innout 
In-N-Out Burger



When you're **hot** like a
cheeseburger loaded
with chilis...



100k views

In-N-Out-- the original family dynasty of SoCal.
#IconicDuosCaliStyle #InNOut #ParisandKim

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1 DAYS AGO

Iconic duos, **Cali style.**



Instagram Post- Carousel



innout 
In-N-Out Burger



When you **splurge**
on **Animal Style** for
your burger and fries...



100k views

I hit Rodeo, spend 40 G's, four hundred burgers.
#IconicDuosCaliStyle #InNOut #PostMaloneQuotes

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1 DAYS AGO

Iconic duos, **Cali style.**



Instagram Post- Carousel



innout ✓
In-N-Out Burger



When your Double Meat
burger and fries are just
as **gnarly** as the waves...



100k views

All I need are some tasty waves, a cool burger and fries, and I'm fine.... #IconicDuosCaliStyle #JeffSpicoli #InNOut

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1 DAYS AGO

Iconic duos, **Cali style.**



Instagram Post- Carousel



innout 
In-N-Out Burger



When your friend is clueless about In-N-Out's secret menu...



100k views

You're a burger who can't drive. #IconicDuosCaliStyle
#InNOut #CherandDion

[View all 1205 comments](#)

1 DAYS AGO

Iconic duos, Cali style.



Instagram Post- Carousel

When you **dunk**
your fries in your
chocolate shake...



When you're **hot** like a
cheeseburger loaded
with chilis...



When you **rap**
your burger in two
pieces of lettuce...



When you **splurge**
on Animal Style for
your burger and fries...



When you get that
Double Double **served**
with special sauce...



When your Double Meat
burger and fries are just
as **gnarly** as the waves...





innout [Follow](#) [...](#)

293 posts 631k followers 4 following

IN-N-OUT BURGER
In-N-Out Burger
Company

When you **dunk** your fries in your chocolate shake...

When you're **hot** like a cheeseburger loaded with chilis...

When you **rap** your burger in two pieces of lettuce...

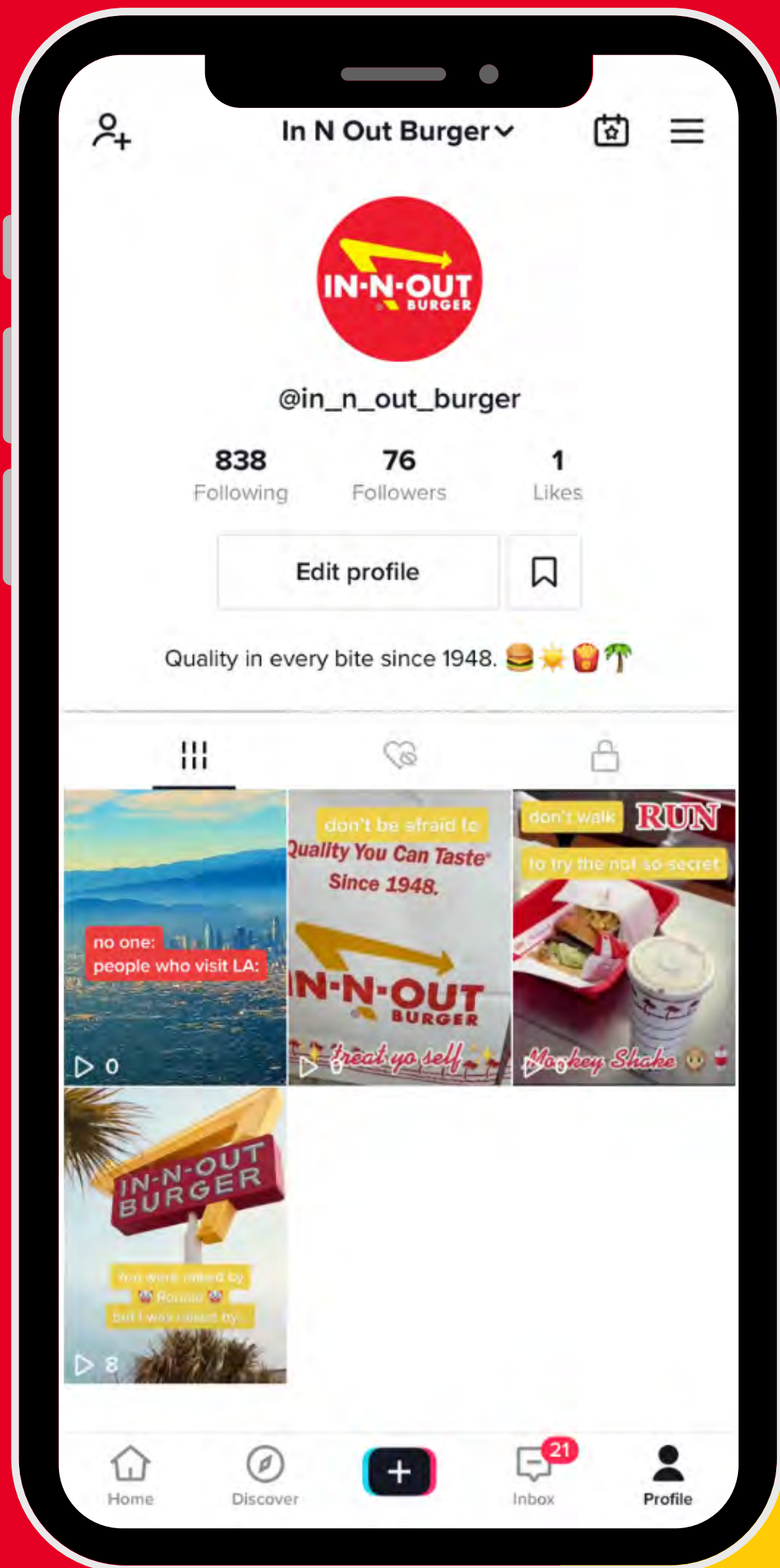
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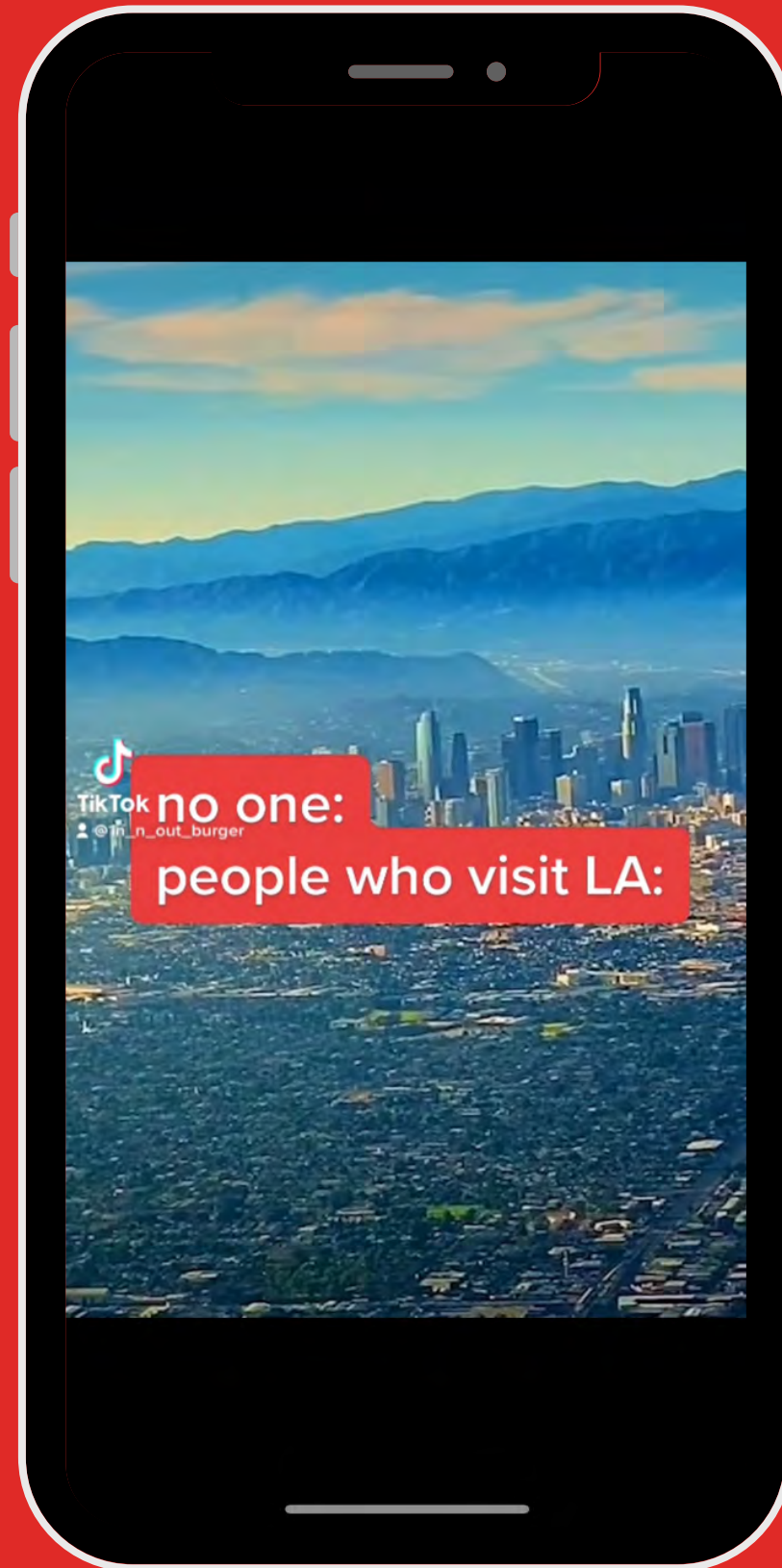
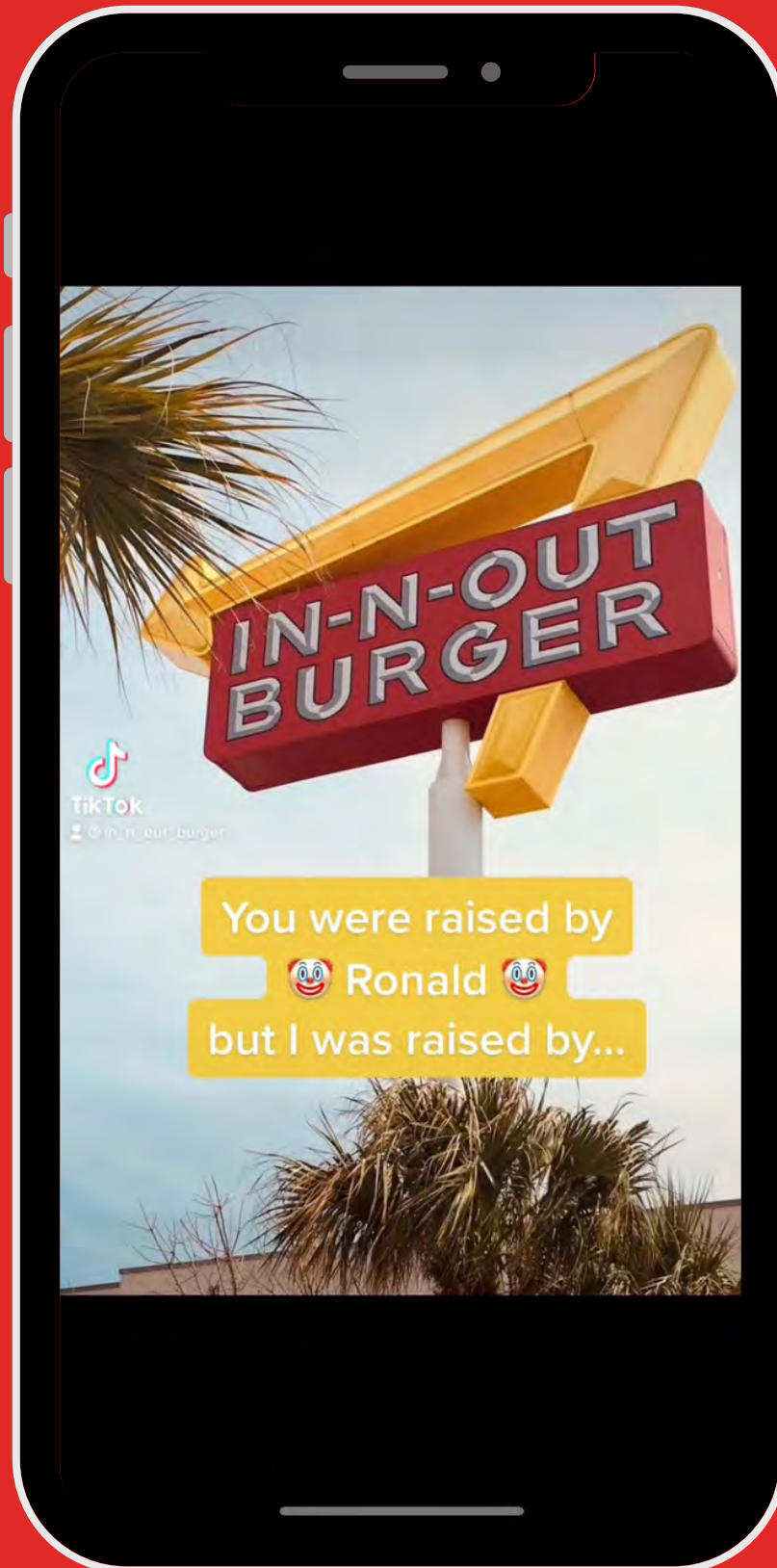
When your Double Meat burger and fries are just as **gnarly** as the waves...



IG grid



Tik Tok Profile



Tik Toks

THANK YOU, WE OUT.

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