



THE EVER-CHANGING CHALLENGE OF RESONATING WITH GEN-Z

2020 – 2023 CASE STUDY



INTRODUCTION





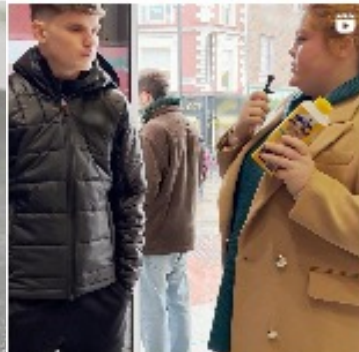
You're just too good to be true,
can take my eyes off of Mooju...



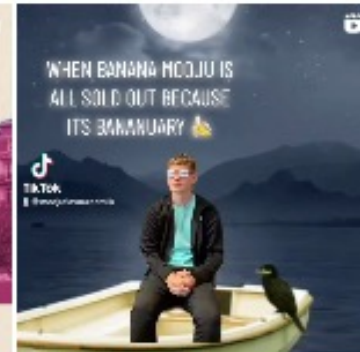
All the cartoonists that think
Crooks and Crows are the best friends...



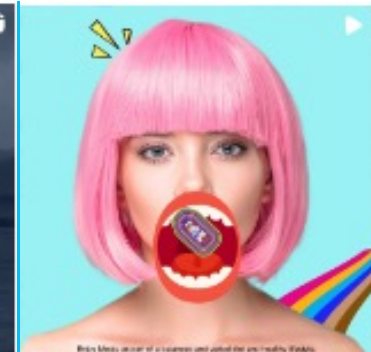
Mooju



Mooju IN PARIS



WHEN BANANA MOOJU IS
ALL SOLD OUT BECAUSE
ITS BANANUARY 🍌



Enjoy Mooju as part of a balanced and varied diet and healthy lifestyle.



READY!!!



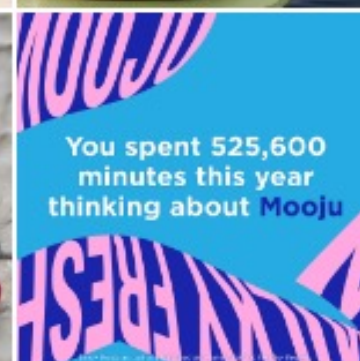
The Mooju is
so sweet and delicious and



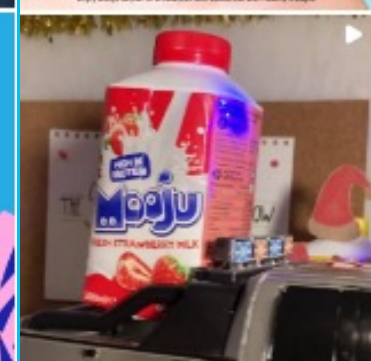
IT'S ALL ABOUT
BANANUARY!



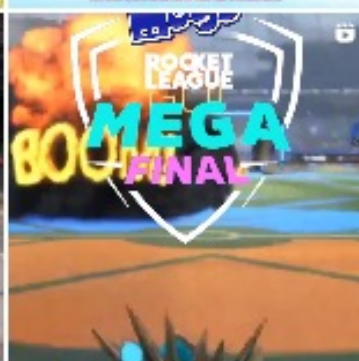
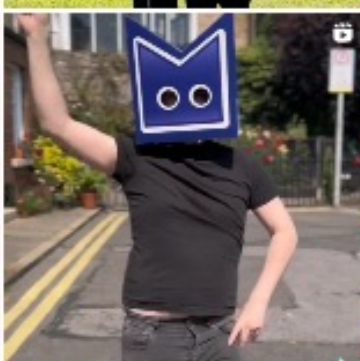
All I want for
Christmas is
Mooju



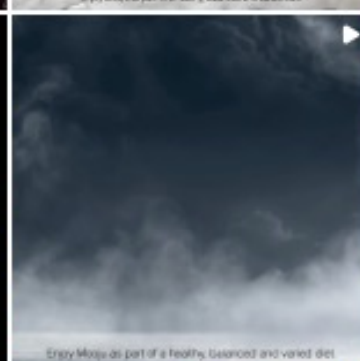
You spent 525,600
minutes this year
thinking about Mooju



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



I am CHOSEN! I'm a real friend - I'm off to a better place! 🍌



Enjoy Mooju as part of a healthy, balanced and varied diet.



**MFV PEOPLE LOVE ME
MORE THAN MINT** 🍌



Enjoy Mooju as part of a balanced and varied diet and healthy lifestyle.



PEOPLE WHO DRINK

BANANA MOOJU
STRAWBERRY MOOJU
CHOCOLATE MOOJU

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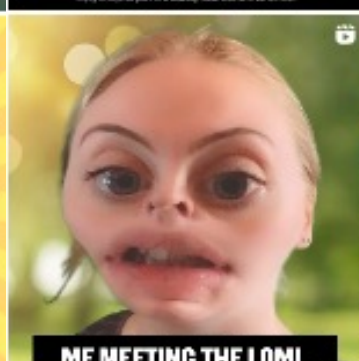


WHEN MUM COMES HOME
WITH THE SHOPPING

"YOU'VE BEEN AWAY FOR A WHILE"
"I'VE BEEN AWAY FOR A WHILE"
"I'VE BEEN AWAY FOR A WHILE"

🍌
🍌
🍌

Enjoy Mooju as part of a balanced and varied diet and healthy lifestyle.



ME MEETING THE LOML...



**Mooju
GONE
WILD**

Enjoy Mooju as part of a healthy, balanced and varied diet.



**Mooju
GONE
WILD**

Enjoy Mooju as part of a balanced and varied diet and healthy lifestyle.



**CRY OVER
SPILT MILK**

HEM, THAT'S A Mooju

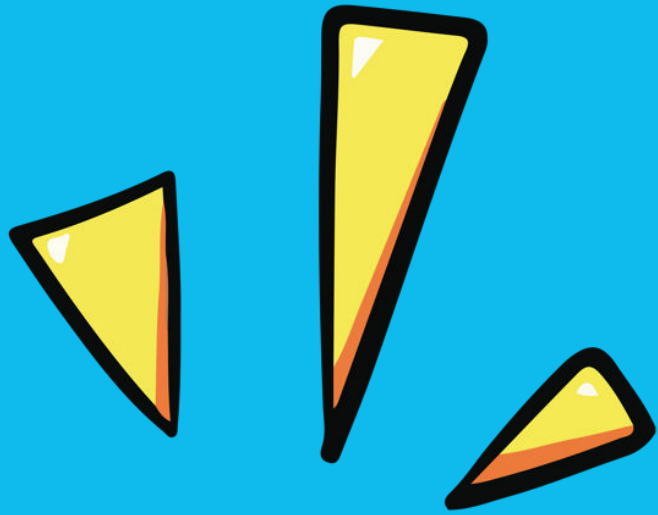
Enjoy Mooju as part of a balanced and varied diet and healthy lifestyle.

SO, WHO EXACTLY ARE OUR TARGET AUDIENCE

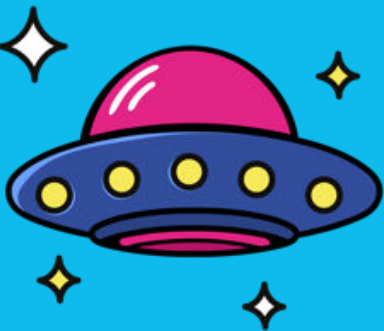
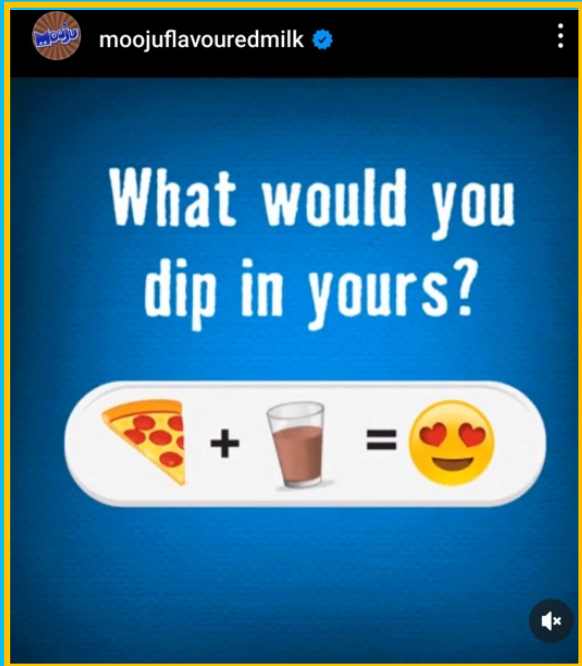
16-24 YEAR OLDS

MALE/FEMALE

School/College



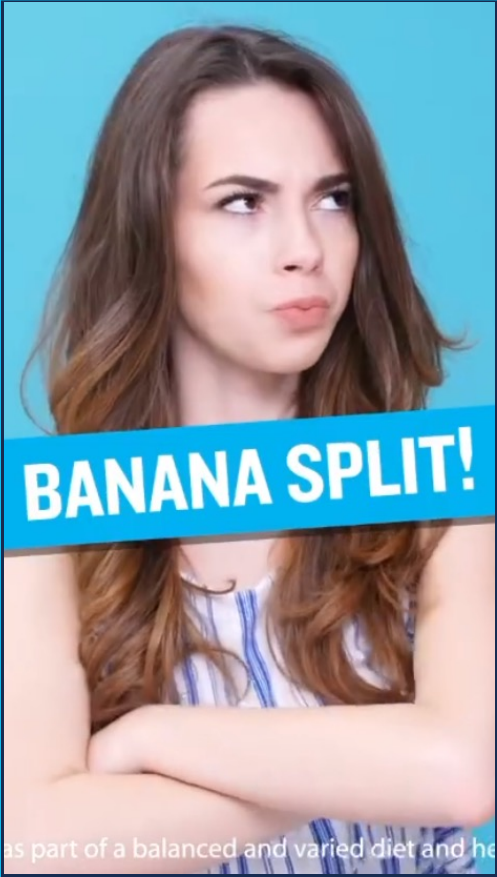
THE HEY DAYS OF MOOJU



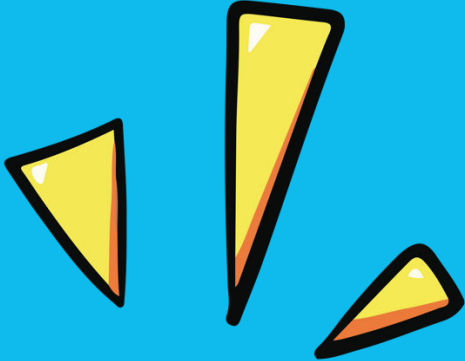
2020: MOOJU HAD LOST ITS WAY



- 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

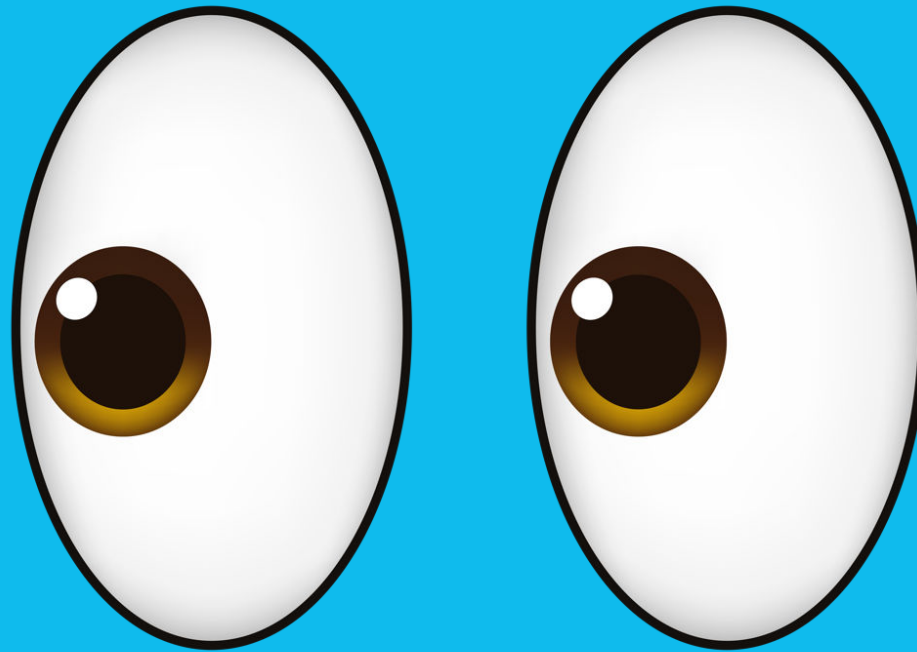
Channel preferences and behaviours online

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 INDIVIDUALITY, 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

1. PRESENCE

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

2. PARTICIPATION

Build up the brand's
personality; take part
in the conversations our
audience are having.

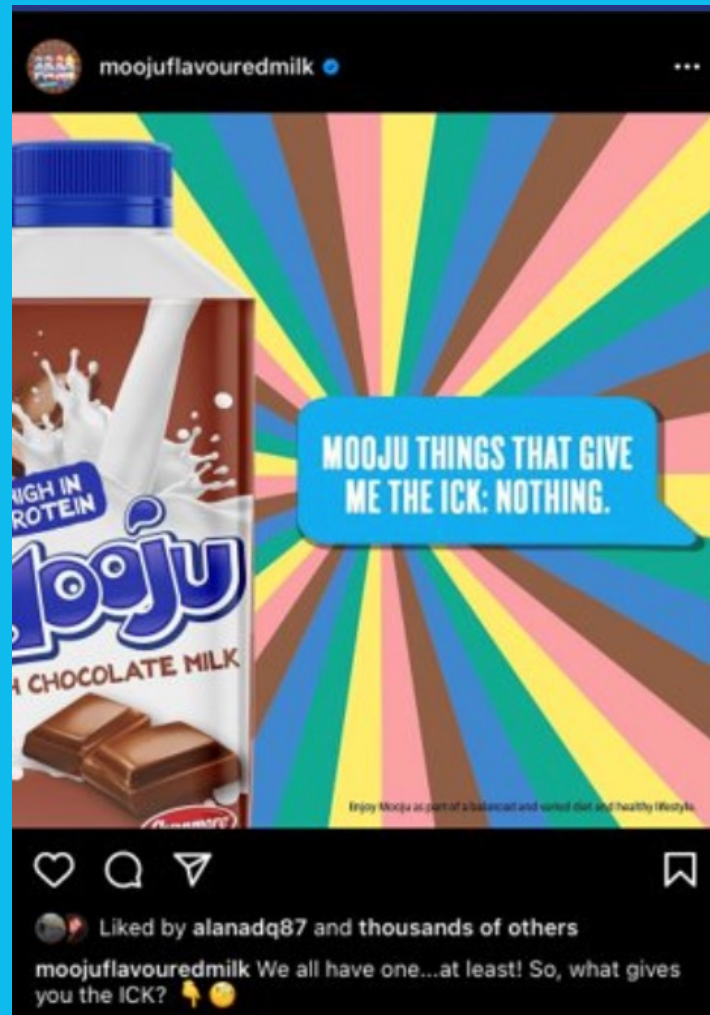
3. PROVOCATION

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

EARN IN PHASE COMES TO LIFE

1. PRESENCE

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



seandriscoll8 When there's no choccie milk



keelanbellmtb C because my internets shocking 🤔🤔🤔



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

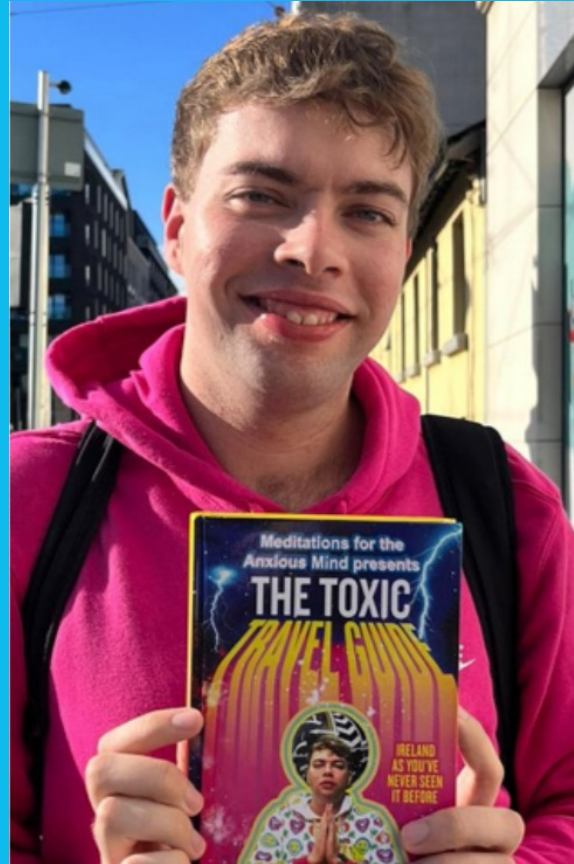
Single Minded Objective:
Un-bore their world through daring and delight...through entertaining, shareable and comment-on-able content.



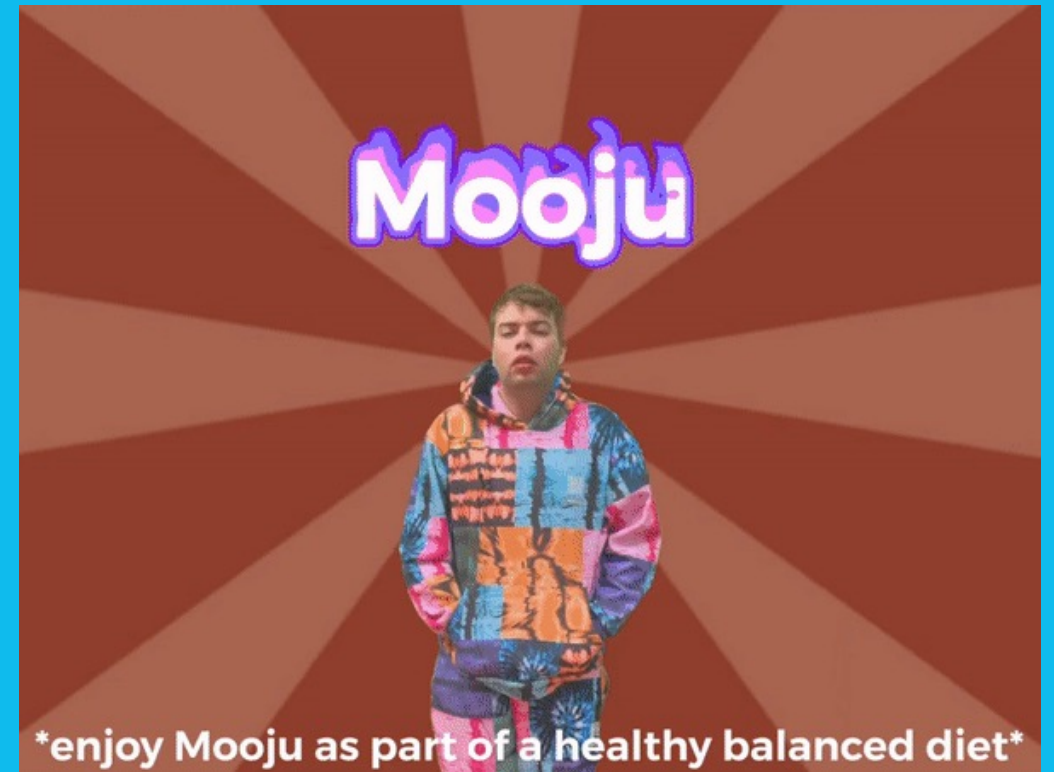
PROVOCATION: GROW COMMUNITY

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.

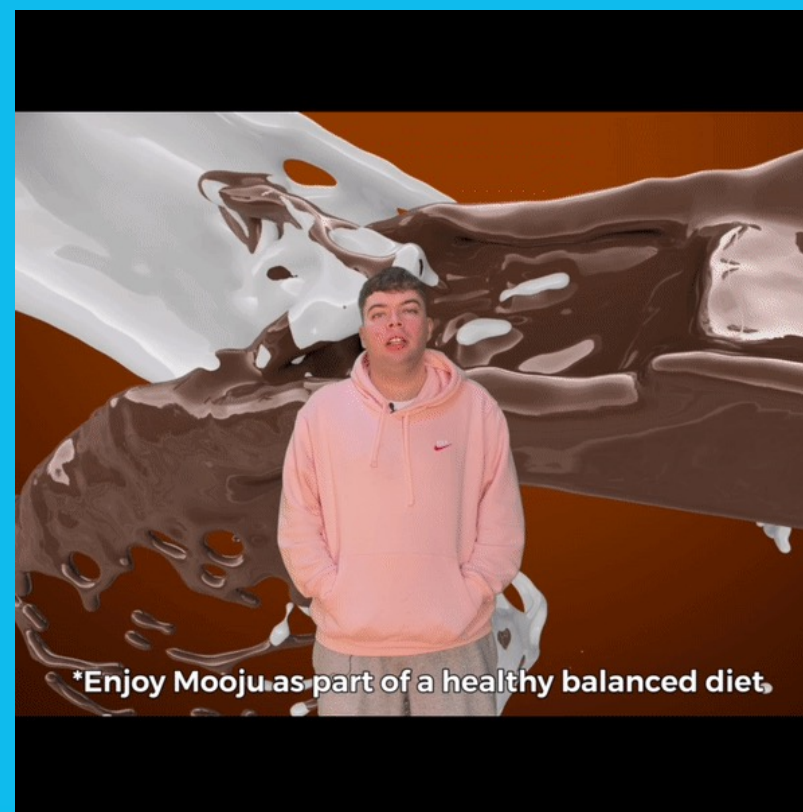


The collaboration was launched through a mediations 'take on Mooju', looking back at the brands history, poking fun at the millenials who made it famous and the brand's deep connection with the chicken fillet rolls.



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

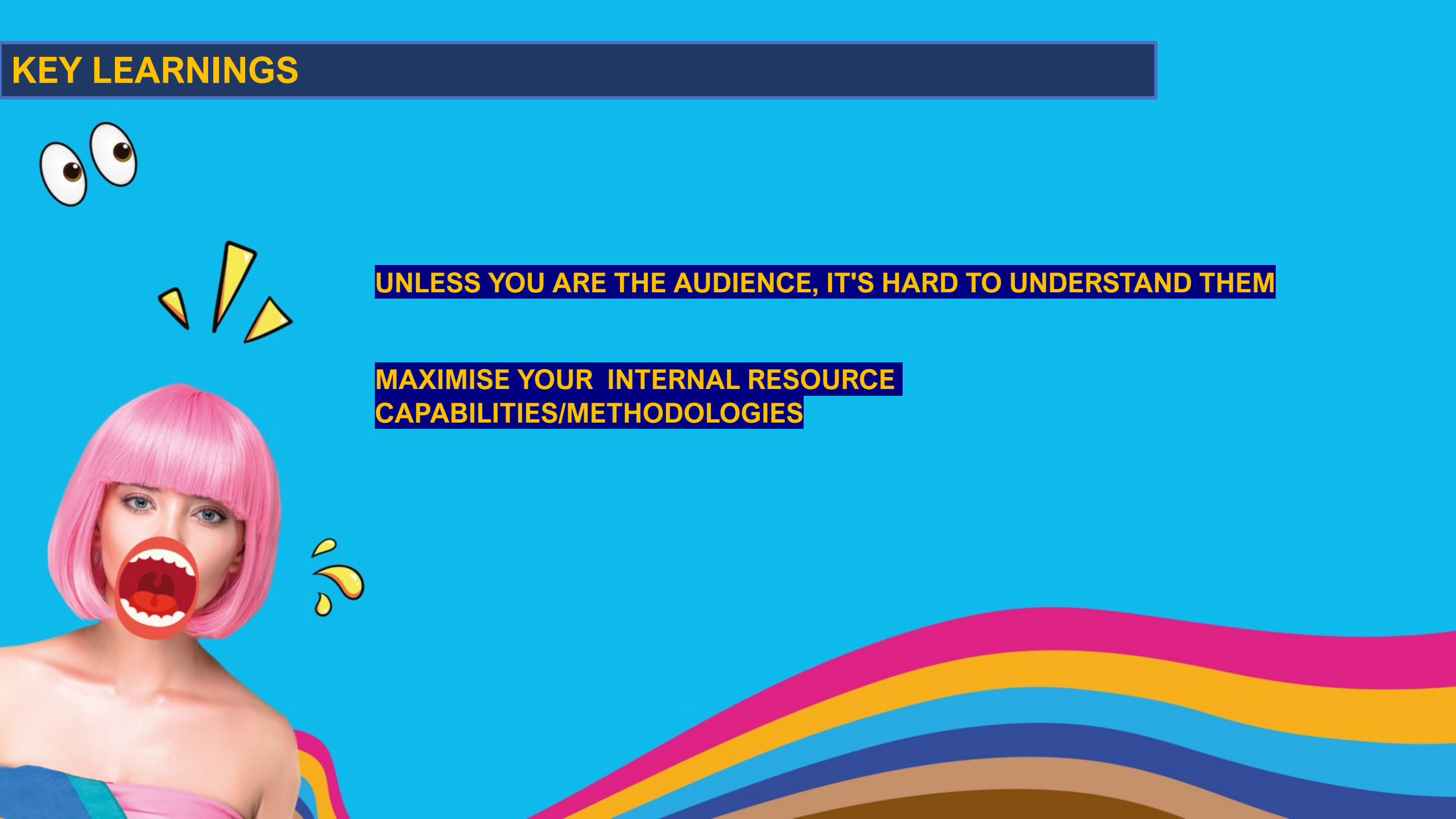


33k Likes



1k Comments

KEY LEARNINGS



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

MAXIMISE YOUR INTERNAL RESOURCE
CAPABILITIES/METHODOLOGIES

THANK YOU.

