

HAMBURGER MODEL
HAMBURGER RESTAURANT

TO MARKET

BRAND

Foundation to support Community
- Elderley, homeless

PRODUCT

Mobile at home - family bored with food

CHANNEL

PULL via Social Media campaign

SALES

CAMPAIGN
Home cooking family

FROM
(WE USED TO BE)

CO. Brand

Hamburger - Retail Restaurant

Advertising

Point of Sale in Restaurant

TO CLIENT
(RESPONSE)

Product Brand
@ Home Burger

- Online - Weekly Burger recipes
- Deliveries

Community site sharing stories

Campaign 'Burger Friday'