

# WEEK 6: MEDIA & PR TASK

**WHAT CONVERSATION WOULD YOU CREATE TO GET PEOPLE TO TALK ABOUT STOCKED AND ON WHAT CHANNELS?**

Optional. Submit via the Open House site by 5pm Weds 16 Oct.



# GURMEET SINGH KAPOOR

## WHAT CONVERSATION WOULD YOU CREATE TO GET PEOPLE TALKING ABOUT STOCKED?

The most important conversation to create is the idea that 'fast-food' does not need to mean 'unhealthy-food.' Essentially the conversation needs to be about twisting the word 'fast-food' into something good. For example, in the mid 20th century, the rise of fast-food chains, though revolutionary and obviously extraordinarily popular, is known to be unhealthy.

But what if 'fast-food' can be something that does not have to be unhealthy - so this is a revolution on its own. More than that, 'fast-food' taps into the idea that people just don't have time anymore, this is more true now than it was in the mid 20th century. Also, keeping in mind that now people are more health-conscious, this conversation is integral to solving two major issues of modern day life - health and time.

## ON WHAT CHANNELS?

Primarily, the audience would be 90s kids and young adults in general - so I think it would be important to pick social media like Tiktok and X.

With Tiktok, we can have influencers who are into 'time-saving' or 'meal-prepping' introduce Stocked to their fans through these two niche interests. In terms of platforms like X, you can have a more detailed conversation about the advantages of having stocked in our lives right now - think faux-academic vibes, bringing in a zeitgeist for era.

## Feedback

Great insight that leads to a conversation that has tension and earned potential.

# HANNAH HARGREAVES

## WHAT CONVERSATION WOULD YOU CREATE TO GET PEOPLE TALKING ABOUT STOCKED?

I would host 'Ready Steady Stocked,' (If you're a fan of Ready Steady Cooked - you might like this)! Imagine a pop-up kitchen in London, where two strangers are asked to go head-to-head in a 15 minute cook off.

They're given the recipe, ingredients and utensils to bring the dish to life - the winner is person who is fastest.

## ON WHAT CHANNELS?

The cook-offs would be filmed, with the good, the tense and absolutely hilarious moments shared on social channels like TikTok, Instagram Reels and Youtube!

## Feedback

Super fun and taps into nostalgic British culture. This could have longevity as a content series.

# JENNICA FROST

## WHAT CONVERSATION WOULD YOU CREATE TO GET PEOPLE TALKING ABOUT STOCKED?

Going through the needs of Stocked's target audience, it reminded me a lot of content I have seen posted about run clubs. Run clubs are for single people who want to meet potential partners with shared interests. It works well for busy, young professionals with limited free time in urban areas. They share many traits with Stocked's target audience. Therefore, I think linking Stocked to dating could get more people to talk about it.

A way to do this would be to use Stocked's own social media channels to post content asking followers to comment their favourite meals and match up with people who share similar favourite stocked meals in the comments. There has also been a recent trend on social media in Spanish grocery stores where young people shop during certain times of the day and use what is in their shopping cart to communicate with potential partners. This could be a great in-person tie into the social media campaign where people go to shops to buy Stocked and communicate with other singles through their Stocked product choice. Then Stocked can use this UGC to promote their brand again on their owned social media platforms

### Feedback

Something unexpected that taps into a current trend has huge earned potential if done in the right way that feels authentic to Stocked.

## ON WHAT CHANNELS?

Social media, owned channels, specifically Instagram as this is popular with people in their target market's age demographic

# KATIE ZHENG

## WHAT CONVERSATION WOULD YOU CREATE TO GET PEOPLE TALKING ABOUT STOCKED?

A vast majority (80%) of gamers consume food or drinks while playing or watching other people play video games. Unfortunately, they are known to eat unhealthy, salty snacks (like chips and fast foods) for convenience. This is because anything else would interrupt the gaming session. But what if there was a healthier, tastier, and most importantly quicker alternative?

Introducing: "Stocked Cooking Speedrun" where we tap into gaming communities on Twitch (live-stream gaming platform) to promote and raise excitement for Stocked products.

We would promote this through:

Esports Streams – The League of Legends 2023 World Championship was the most watched eSports event of all time, with a record of 6.4 million peak viewers. During a break, host a cooking demo featuring Sjokz (e-sports commentator), where she demonstrates how quick it can be to prepare a Stocked meal in between games.

Stickers – Community poll by having users spam their favorite Stocked flavor in chat with custom emotes. Users who participate can receive digital coupons to use through Instacart.

Influencer Engagement – Many popular streamers like Dyrus (ex-pro gamer) have admitted on stream that they don't have great eating habits. Send Stocked promotional packets to him and have him eat the product on stream. Viewers will be shocked to see such tasty, cooked meals and will naturally want to know: What are you eating?

## ON WHAT CHANNELS?

I chose Twitch as the primary channel because of its synergies with the gaming community. On average, there are 2.5 million users watching streams at a time, with Esports tournaments being the biggest draw for engagement. I would craft a plan based on Stocked's willingness for promotional spend.

Low spend: Send meals to niche streamers with a dedicated fanbase

High spend: Promote during popular Esports tournaments

## Feedback

Tapping into a community group with a specific conversation that ties into an audience truth gives you cut through and stand out from competitors.

# NATHAN CUTLER

## WHAT CONVERSATION WOULD YOU CREATE TO GET PEOPLE TALKING ABOUT STOCKED?

### #HowIServeStocked

The conversation point that stood out to me was the ability to customise and serve the meals in different ways. The conversation could be started by micro-influencers showing one of the 'traditional' ways that they have used one of the blocks and then one creative idea to customise the block. "It easy to build a delicious meal quickly as the block has so much flavour packed in".

The audience are then invited to post about the way they have used the blocks and any creative meal ideas. The appeals to the idea that these are quick meals for foodies, still eager to cook but just short on time.

After that campaign, the conversation could be taken further with another stage showing Stocked guilty pleasures. Showcase how you have used stocked in weird and wonderful meals, moments where you have had to pair it with something odd or just enjoyed by itself after a very busy day!

## ON WHAT CHANNELS?

This would be perfect for an Instagram and TikTok Campaign, tapping into the wealth of food / cooking micro influencers with a smaller but very loyal following.

The reply / respond features on both these apps would allow the audience to submit their ideas directly. The brand could then repost and highlight winners or favourites.

### Feedback

Relatively simple and easy way to engage buyers and users of the product! This also generates Earned media by having users post their own suggestions and creative uses of Stocked.

# PEDRO TEODORO

## WHAT CONVERSATION WOULD YOU CREATE TO GET PEOPLE TALKING ABOUT STOCKED?

If you could save (and rescue) an hour of your day to do whatever you want... what would you do with that extra hour?

Read? Exercise? Play? Relax? Build? Learn? Dance? Meditate? Time with loved ones...

Using people's passions / hobbies / stories as a conversation starter, we could get them interested in finding out / learning with Stocked how to make delicious meals in minutes... so they can save an hour of their day for their own enjoyment.

## ON WHAT CHANNELS?

Using primarily YouTube / Instagram / TikTok ... (maybe Facebook?)... we target young adult professionals with short (2-3 minutes) clips of how to use Stocked to prep delicious meals in minutes...

And they show us what they do with that extra hour gained every day. Get Stocked to go! :)

### Feedback

This simple question explains the value proposition of what Stocked truly offers (a time saving and nutritious meal) and turns that value into a possibility for a new future for this person. How can they use this newfound freedom to further enrich their lives? All of the platforms chosen allow for the ability to leave comments and have conversations. Great job Pedro!

# REBECCA NORMAN

## WHAT CONVERSATION WOULD YOU CREATE TO GET PEOPLE TALKING ABOUT STOCKED?

Stocked feels like a perfect business model for university students who struggle with healthy eating in shared kitchen spaces, with little time.

The conversation should centre around affordability, time-efficiency, convenience and consistency. Messaging can be trendy, punchy, and funny.

## ON WHAT CHANNELS?

Paid and owned social - find students where they spend a large chunk of their time and offer a solution to a problem that they are likely to have. Earned and peer to peer should occur with time, as students are a hugely social group who will advocate for brands that they feel loyalty toward. As former Dragon's Den winners, Stocked has the ability to utilise earned media such as articles written about them

### Feedback

Another great targeted approach to communicating the time-saving benefits of Stocked to university students. What could be further expanded on here is how to capitalize or encourage more conversations to happen online vs. just organically between students.



# ZHANLAN WANG

## WHAT CONVERSATION WOULD YOU CREATE TO GET PEOPLE TALKING ABOUT STOCKED?

Based on the Stocked brand, which focuses on making high-quality, fresh, and chef-prepared meals accessible and convenient, I would create a campaign titled "Chef's Choice at Your Doorstep". This campaign would aim to highlight the convenience and quality of Stocked's meal offerings while engaging the community in a fun and interactive way.

## ON WHAT CHANNELS?

Instagram & TikTok:  
#StockedChefsChoice: Customers can post short videos or photos of their meals, tagging Stocked and using the hashtag. Each week, Stocked could feature a "Meal of the Week" chosen by their chefs to keep the campaign dynamic. Influencers and micro-influencers who specialize in food reviews could be invited to participate and share their take on the meals.

## Feedback

This would be another great way to leverage some of the creativity from the community and build the following of the brand, focusing on the message of delicious, high quality, nutritious meals and the benefits that brings.

# SUNNY CHEONG

## WHAT CONVERSATION WOULD YOU CREATE TO GET PEOPLE TALKING ABOUT STOCKED?

Someone is always telling you what to eat, and how to eat it. You scroll through dozens of Tiktoks, Reels, and Shorts of influencers cooking something different everyday. What you're eating doesn't seem to be healthy enough, adventurous enough, there's too little protein, too much oil, too much sugar– there's always something...wrong. What's the right "diet"? Who do you listen to? Is Nara Smith really making all that from scratch? Who has time for that?

Stocked isn't trying to tell you you're wrong for what you eat, or for how you cook. We're all different people leading different lives. What we eat will be different. But if you want to experiment, discover your own flavour of cooking, that's what Stocked can help you do. It's about freedom to choose what you want to eat, while ensuring you only buy and consume what you really need. It's 1 block 100 ways.

Stocked's blocks start out as unassuming little cuboid, but can transform into anything you can think of making. Curry with rice? Kimchi jiggaee? Pasta bake? Something traditional. Something fusion. Something exciting. Experiment all you want and waste none of the ingredients.

### Feedback

This is a great out of the box idea on how to approach the conversation with a new lens. Many organic conversations happen on social media within your vertical that you can participate in! You don't always have to create something entirely new to promote or push, but rather take part in the ecosystem you belong to. Here the idea is to tap into those real conversations about micro-macro food influencers and rather making things from scratch, you can jumpstart your own unique cooking skills with a Stocked cube!

## ON WHAT CHANNELS?

Stocked's Instagram puts out a series of reels showing what goes into each block, and collaborates with chefs/food scientists to make a series of videos educating viewers about flavour profiles– can red beans go with strawberries? Why?

Collab with same chefs to make recipe book of dishes using Stocked blocks.

Versatility is key.

Pop-up event for people to try dishes.

Tiktok and IG food influencers make new recipes with Stocked. Make it a challenge that anyone can try themselves.