



MARUCHAN

Ramenation Multi-Platform Campaign

January - February 2022





Task & Objectives

When the pandemic hit in 2020, beloved ramen brand Maruchan immediately felt the strain as a stockpile staple. Our agency team recommended a fully integrated brand campaign to achieve the following:

1

Drive brand awareness and engagement while inspiring fun and creativity among our key audiences.

2

Heavy-up across all channels via an integrated campaign, keeping in mind each channel's specific strengths and roles in our audience's lives.

3

Reinforce Maruchan products' places at the table as delicious and easily customizable meals for families and individuals alike.

Campaign Concept

In Ramenation, Maruchan warms you by celebrating “how you ramen.”

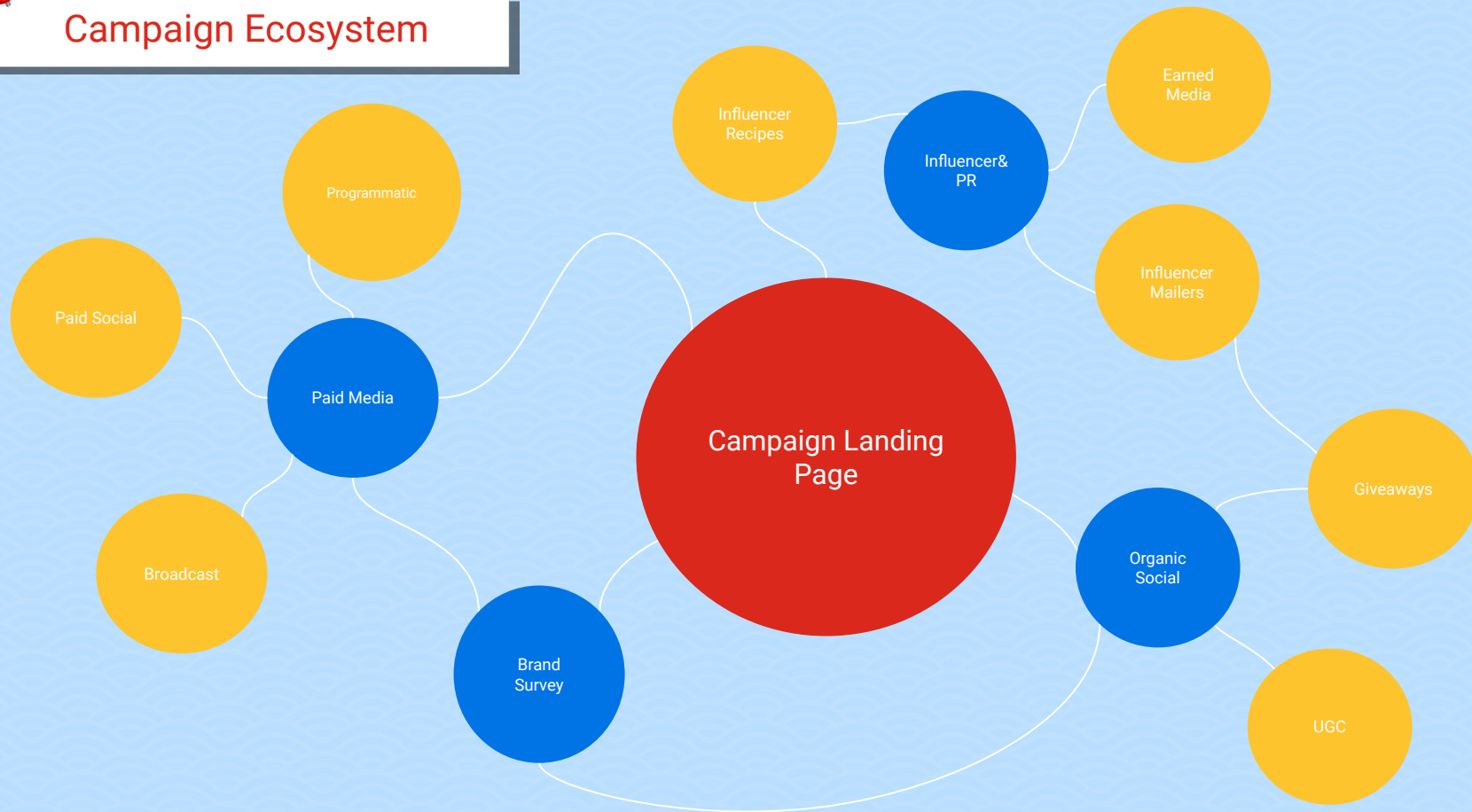
Maruchan is a nation of ramen lovers. We live in Boise, Nashville, Boston and San Francisco. We are sriracha-wielding students and avocado-toting grandmothers. We savor each warm bowl of ramen, whether it's our first or thousandth. But how we make this iconic dish our own is one-of-a-kind.

Maruchan is celebrating the things that make us unique and the food that brings us together. We'll feature different regions to uncover local tastes and preferences, swap recipes and share meals. Influencer and superfan partnerships with people from diverse backgrounds will bring fun flavor to the campaign. And every step of the journey will be documented with rich social media content, sparking conversations online and IRL.

Ramenation. United by deliciousness, with individuality and noodles for all.



Campaign Ecosystem



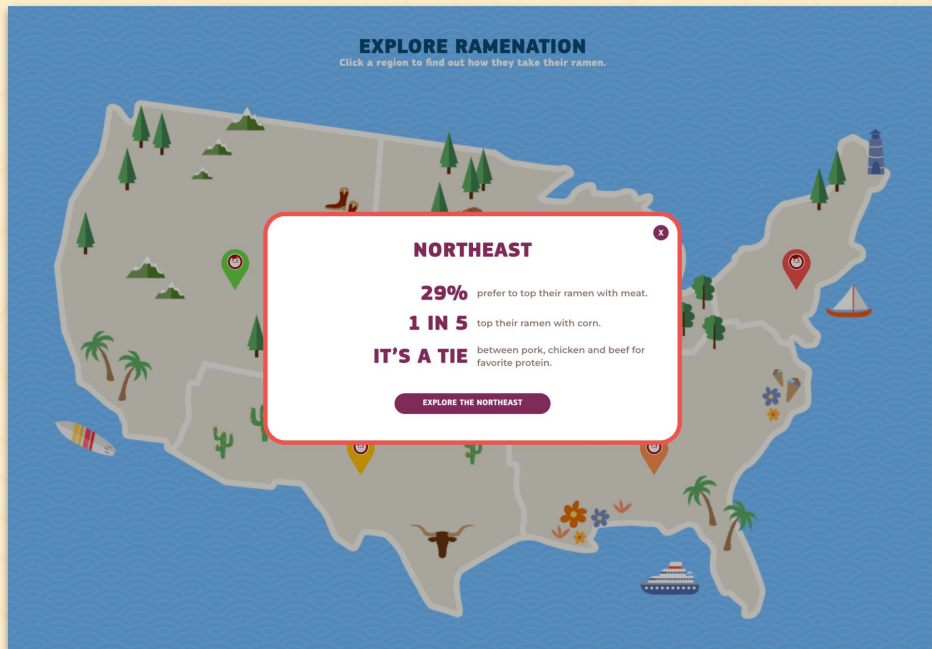
Interactive Landing Page

To uncover how flavor preferences, dining customs, ramen recipes and more vary across the country, we conducted a national survey and utilized secondary customer sales and search data. Our proprietary survey included questions about preferred spice level, favorite local ingredients, preferred usage occasions and more.

Our findings populated the Ramenation microsite that featured an interactive map with regional spotlights, key data insights and influencer recipe content. The microsite incorporated the Maruchan branding that our fans know and love, and housed a link to the survey so we were able to continuously gain consumer insights for use on the landing page and additional marketing and advertising efforts.



Northeast Landing Page



WELCOME TO THE NORTHEAST

Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

The original states prefer to stay true to the original Maruchan flavors. Though ramen lovers in the Northeast are mostly purists when it comes to their instant noodles and tend to stick to milder, more traditional flavors, some like to beef up their bowls with extra protein.

B.E.C. RAMEN

RAMEN GRILLED CHEESE

BY THE NUMBERS

Protein-boosted bowls

29%
prefer to top their ramen with meat.

1 IN 5
top their ramen with corn.

IT'S A TIE
between pork, chicken and beef for favorite protein.

B.E.C. RAMEN (BACON, EGG & CHEESE)

BY BRIAN LINDO



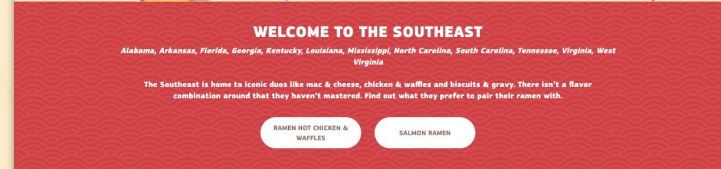
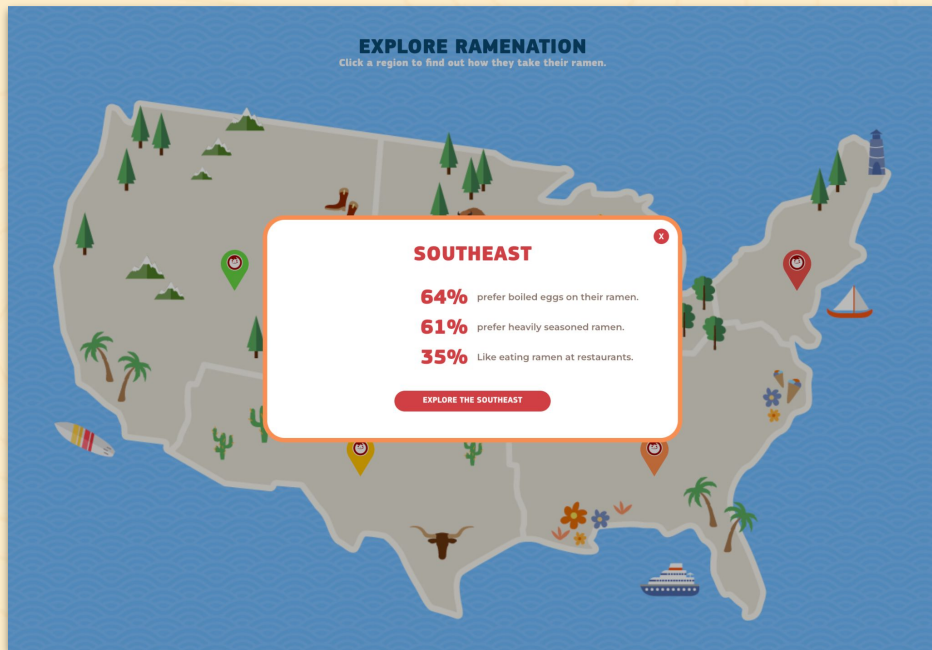
MEET THE NORTHEASTERN CREATOR



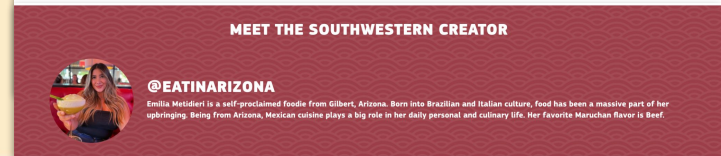
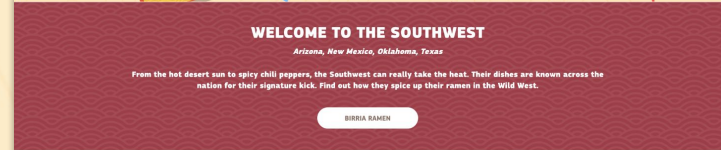
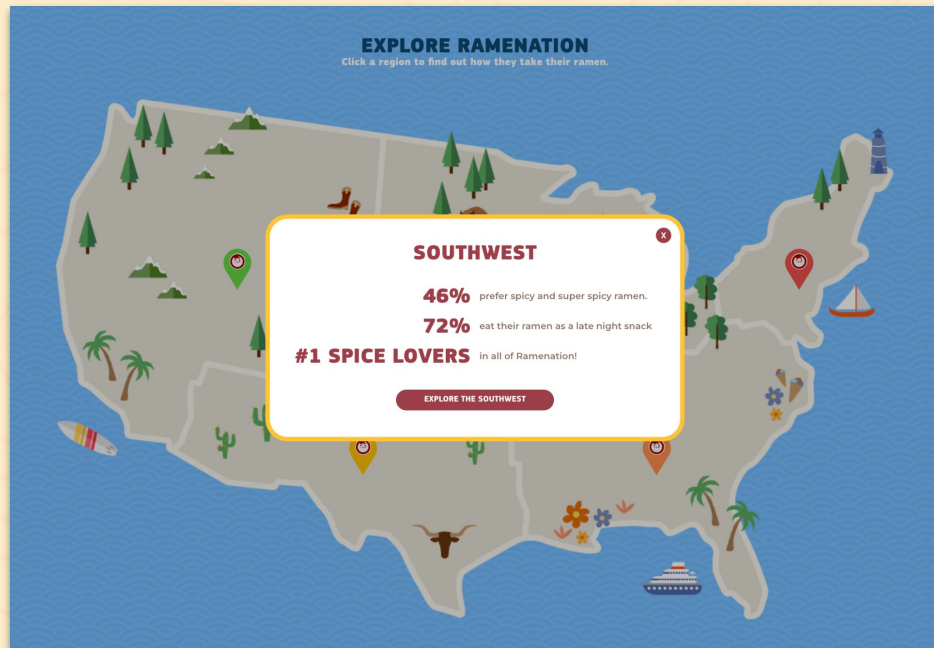
@BRIANCANTSTOPEATING

Brian Lindo is a food & beverage influencer based in New York City. Family meals in his Jamaican household sparked his love for food, which he now pursues by exploring cuisines from diverse backgrounds and cultures. His favorite Maruchan flavor is Beef.

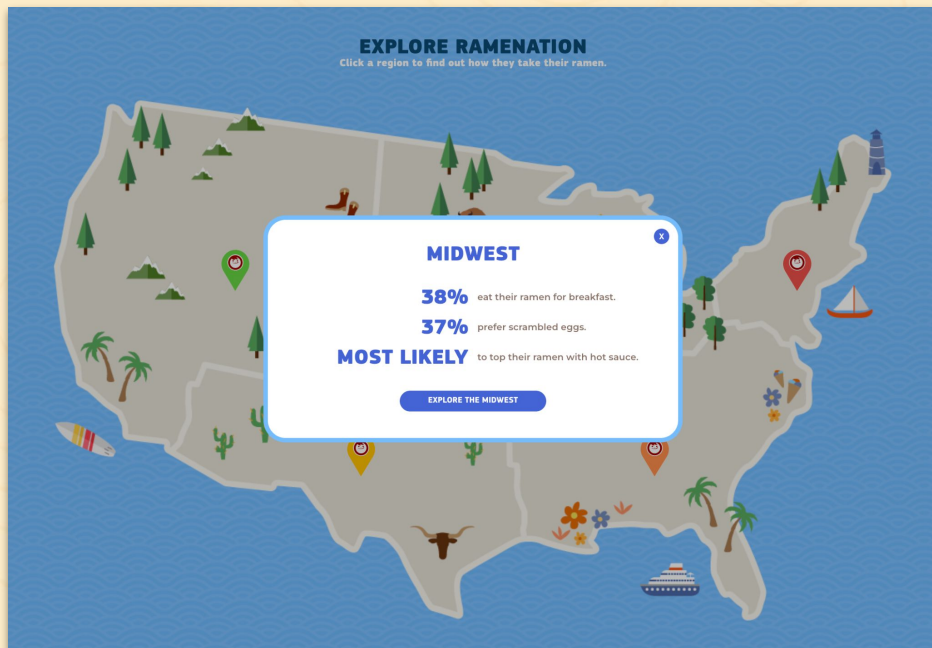
Southeast Landing Page



Southwest Landing Page



Midwest Landing Page



WELCOME TO THE MIDWEST

Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

In the land of beef and day-long barbecues, it's no surprise that meat is the fan-favorite ramen topping. Pull up a chair, put on the game and enjoy a hot bowl of ramen, Midwestern style.

[BRAISED OXTAIL RAMEN](#) [RAMEN BREAKFAST BURRITO](#)

BY THE NUMBERS
Mighty, meaty meals

- 38%** eat their ramen for breakfast.
- 37%** prefer scrambled eggs.
- MOST LIKELY** to top their ramen with hot sauce.

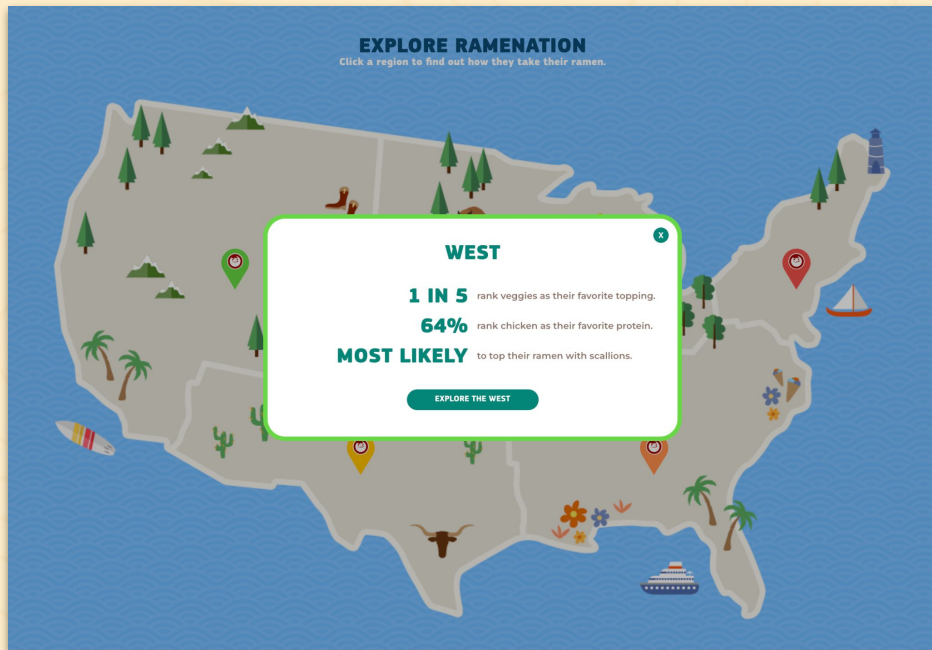


MEET THE MIDWESTERN CREATOR

@KASIMJHARDAWAY

Kasim Hardaway is a culinary photographer, storyteller and self-proclaimed "foodpreneur." His love for food started in his own kitchen and eventually evolved into adventures at restaurants—including his own, in Kansas City. Kasim has been featured in Forbes and Food & Wine Magazine. His favorite Maruchan flavor is Chicken.

West Landing Page



WELCOME TO THE WEST

California, Colorado, Idaho, Montana, Nevada, Oregon, Washington, Wyoming, Utah

If there's one thing the West loves, it's green! Whether they're enjoying a quick snack after work or making dinner on a camping trip, when it comes to veggies on their ramen, the West just can't get enough.

SO-YA RAMEN

BY THE NUMBERS

Meat, green, veggie machines

1 IN 5

rank veggies as their favorite topping.

64%

rank chicken as their favorite protein.

MOST LIKELY

to top their ramen with scallions.

SO-YA RAMEN (SAUSAGE & VEGGIES RAMEN)

BY SKYLER LEE



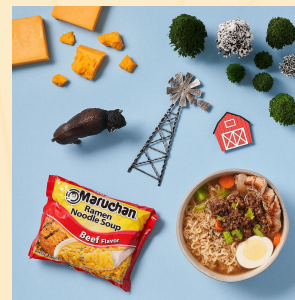
MEET THE WESTERN CREATOR



@FOODIEONFLEEK

Skylar Lee is a Korean content creator based in Los Angeles. She loves to explore food hacks, especially with a Korean twist! Skylar loves to engage with her audience with fun and easy cooking hacks along with delicious drinks. Her favorite Maruchan Instant Lunch flavor is Lime with Shrimp.

Organic Social





Organic Social



What's your favorite
veggie topping on your ramen?

Comment below! 🥬



How spicy do you
like your ramen?

Comment below! 🔥



What's your favorite
meat to add to your ramen?

Comment below! 🍖



Who are you making
ramen chicken & waffles for?

Comment below! 🍗🍩



Who are you sharing a
classic bowl of ramen with?

Comment below! 🍜

Organic Social



**WELCOME TO
SOUTHEAST
REGISTRATION**

FUN FACT: SOUTHEAST RANKED HOT SAUCE IN THEIR TOP 3 FAVORITE RAMEN TOPPINGS.



**WELCOME TO
SOUTHWEST
REGISTRATION**

FUN FACT: SOUTHWEST PREFER THEIR EGGS SCRAMBLED.



**WELCOME TO
NORTHEAST
REGISTRATION**

FUN FACT: NORTHEAST IS MOST LIKELY TO EAT WHILE CAMPING.

Influencer Partnerships



Marquee Partner
[@ramenkingivan](#)



Southeast Partner
[@arnoldmyintbna](#)



Northeast Partner
[@briancantstopeating](#)



Southwest Partner
[@estinarizona](#)



Midwest Partner
[@kasimjhardaway](#)



West Partner
[@foodieonfleck](#)

Our Strategy

We looked to partner with a variety of influencer partners of different audience sizes to garner both expanded awareness and localized interest as well as tap into creators in both a paid capacity and some that might post on our behalf with gifted product seeding kits.

Our Approach

Not only did we collaborate with influencers to develop campaign content for the creators' own social media channels, but our partners' content was leveraged throughout Maruchan's website recipe content, kit recipe cards, and organic social content repurposing across the brand's account.

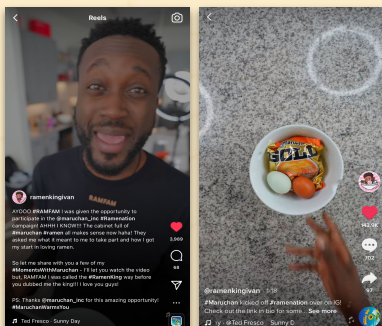
17,602,000
Estimated Impressions

4,534,533
Total Engagements

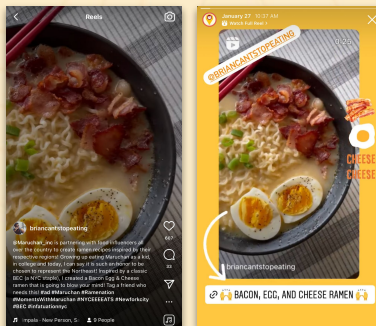
Influencer-Created Recipes



Influencer Content



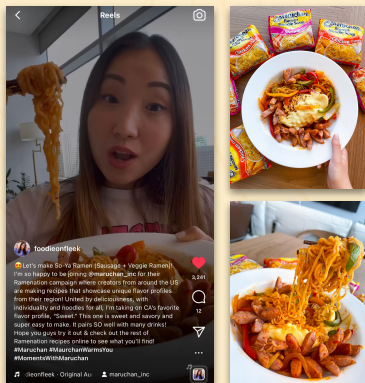
Marquee Partner
@ramenkingivan



Northeast Partner
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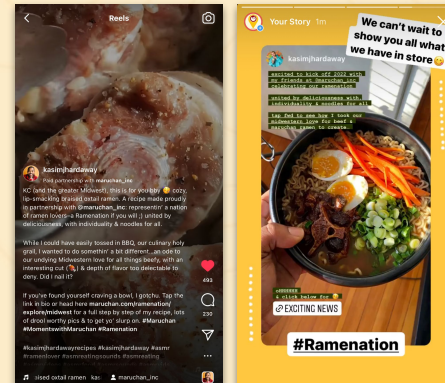
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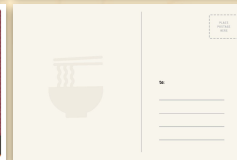
Influencer Mailer Contents



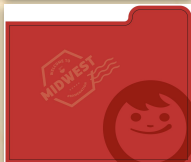
Custom Bandana



Custom Playing Cards



Regional Postcards



Regional Recipe Cards

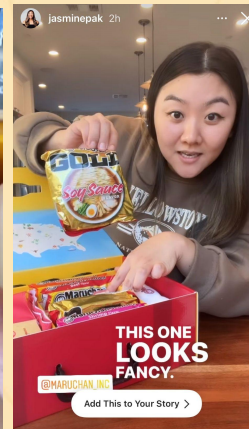


Branded Spices



Campaign T-Shirt

Influencer Mailer Content





THANKS!

Go enjoy some noodles.