

Objectives

Drive sales of the AFK4 🍕 deal (and other menu items)

Generate new customer relationships among young gamers to build a longer term relationship with Hungry Howie's leveraging influencers with authentic relationships with the brand

Audiences

Primary: Avid young gamers (age 16-24)

Secondary: Casual young gamers (16-24)

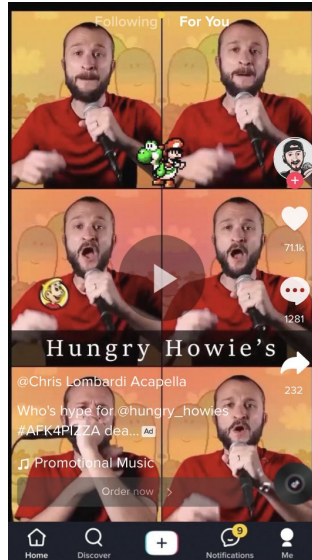
Halo: Gamers outside of these age ranges who may still purchase the deal

Results

5:1 ROAS

36K Influenced Orders

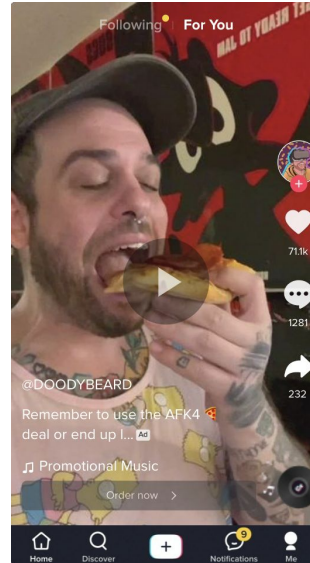
22.3M Impressions



chrislombardiacapella

Chris Lombardi Acapella
128.1K Followers

of HH Creatives: 2



doodybeard

doodybeard
14.1K Followers

of HH Creatives: 1



Tik Tok

2x More

Ad engagement than the
campaign average



Hungry Howie's





AFK4



Hun



ONE FOR NOW, ONE FOR LATER