



BUBBA BURGER "YOU BUBBA BELIEVE IT"

BACKGROUND

BUBBA burger is the #1 frozen burger in the US. But after decades of success, they found themselves losing share to private label and grocery store ground beef. BUBBA's quality points, like 100% USDA Choice chuck beef and zero fillers, weren't coming through in their marketing. Claims that no other frozen burger brand can make. Our mission was to deliver these rational RTBs in a memorable way.

STRATEGY

Research showed that a large amount of consumers don't compromise on quality. Artificial ingredients, preservatives, fillers – all dealbreakers for BUBBA's target audience. But BUBBA passes those quality tests and then some, to the point that they're arguably higher quality than many restaurant and butcher-made burgers. So instead of purely being rational, or erring towards a lifestyle approach that doesn't say anything at all, we aimed to create a moment that could educate in a funny yet relatable way.

EXECUTION

The idea behind "You BUBBA Believe It" is simple – BUBBA is so good that it's genuinely hard to believe. We demonstrated this with a mundane roommate conflict between an alien and a yeti. The production focused heavily on makeup and character design to maintain the clarity of the concept while also making sure it simply looked good. With diligent preparation, we were able to focus all efforts on nailing the perfect performances on shoot day.



YOU BUBBA BELIEVE IT.

RESULTS

Total US dollar sales are up about +6% and units are up about +3% year-over-year.