



CLIENT Dairy Queen

JOB #

DQ Product Innovation



Fan Food, not Fast Food

The Context : *What facts set the whole stage for the assignment?*

A great-tasting product isn't enough to attract the attention of young consumers anymore, for taste alone does nothing for their personal brand. Gen Zers are meticulously defining themselves, crave shared experiences and know nothing but a daily routine dependent on social media, so Dairy Queen needs to offer aid in their personal online brand development to capture Gen Z's strictly-allocated attention.

The Push : *What's the untapped human insight and our brand's role within it?*

Create a new "camera-ready" fan experience specially designed for the **Identity Engineer**, a 14-to-20-year-old female who uses Instagram (and sometimes Snapchat) to curate her personal brand, taking after the YouTubers she grew up watching.ⁱ She is under pressure from her social network to present herself as someone who lives an aspirational lifestyleⁱⁱ—which she measures against the impressive, authentic, aesthetic and shared experiences she watches on YouTube. She is always on the lookout for experiences that she could turn into content aligning with her brand and worthy of her favorite influencer. She grew up going to DQ and has a taste for sweets, but no longer thinks of DQ when she wants a quick snack.ⁱⁱⁱ She needs a specific incentive to keep DQ top-of-mind. An incentive that hits at her taste for valuable, aesthetic, sharable memories and gives her an impressive story that will have her peers thinking she could be Instagram famous if she wanted to be.

Our Identity Engineer grew up watching influencers turn everyday experiences into content worthy of millions of views. Now, she records her own everyday experiences, using her Snapchat and Instagram as personal brand touch points^{iv} to entertain her peers and curate what they think of her.^v Therefore, she is constantly searching for sharable content and gauges the value of experiences by their sharability, which she defines as unique, impressive, interesting, amazing,^v sensory,^{vi} colorful and authentic.ⁱⁱ She also indexes highest on snacking and shared meals.^{vii}

Our Identity Engineer is addicted to sharing—sharing her food, sharing her experiences and sharing what she's sharing on social media to develop her personal brand. Give her content for her identity story and play to her early-on-set nostalgia^{viii} by extending the traditional Blizzard she remembers from her childhood to include a new "theatric" that she performs herself. She is no longer satisfied by passively watching someone flip her treat for her, and she knows her social media's peer audience won't be either. She needs to have her hand in the experience so it's clear she's living life to the fullest.

The Mission : *What's the inspiring way to reframe the assignment?*

Offer aid in our Identity Engineer's personal brand development process by giving her a hyper-sharable blizzard worthy of best friendship and a billion likes.

The Core Idea : *What's the actionable strategic idea to bring to life?*

Give her an experience that screams "living life to the fullest."

The Future : *What does success look like and how might we get there?*

PR Headline: "Dairy Queen perfects the Blizzard for an Instagram Boomerang"

Consumer Quote: "I've always liked Blizzards, but I just never think to get one. But then I saw the new Blizzard and it's just so Instagrammable. I had to try it."

Greatest Compliment for our Consumer: "Wow, you're living your best life. How are you not Insta-famous?"

Tone: Earnest. Enthusiastic. Fun. Forever Young.

ⁱ <https://www.cnbc.com/2018/04/09/generation-z-what-they-want-from-brands-and-businesses.html>

ⁱⁱ Getting to Know Gen Z: How the Pivotal Generation is Different from Millennials by FutureCast

ⁱⁱⁱ Dairy Queen “And Proud of It” campaign by MOJO Ad

^{iv} <https://www.adweek.com/digital/josh-perlstein-response-media-guest-post-generation-z/>

^v <https://storage.googleapis.com/think/docs/its-lit.pdf>

^{vi} <https://www.socialchain.com/scribe/how-to-make-your-food-more-instagrammable/>

^{vii} <http://www.nrn.com/consumer-trends/move-over-millennials-gen-z-takes-seat-table-0>; Mintel’s Marketing to the iGeneration, US - May 2018

^{viii} <https://www.gfs.com/en-us/ideas/gen-z-food-preferences>

