



**Case: Product Launch
The Jay Bowl**

Ouiam Benchamach

Hawaiian

INTRODUCTION & OBJECTIVES

Launching the Jay Bowl – Limited Edition 2025



Say aloha to The Jay Bowl, a limited-edition flavour bomb created in collaboration with the Dutch influencer and comedian Jay Francis. This launch aims to strengthen brand presence in the Netherlands while leveraging Jay's authentic, humorous connection with young Jay Francis Dutch consumers.

Jay Bowl



Campaign Duration: 4 weeks
Budget: €40,000



Jay Francis

THE 3 CORE OBJECTIVES

01

AWARENESS

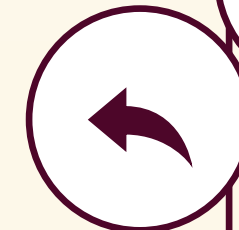
Achieve mass visibility for The Jay Bowl across the Netherlands through Jay's channels and targeted social ads, aiming for **1.5M+ reach**.



02

CONVERSION

Drive store **footfall** and **sales** in key Dutch cities through content, in-store activations, and strong launch-week calls-to-action.



03

RETENTION

Encourage repeat visits by engaging new customers with loyalty incentives, CRM flows, and post-launch content that keeps the Jay bowl top of mind.

AUDIENCE & INFLUENCER FIT



Influencer Persona: Jay Francis

- **Who:** Dutch stand-up comedian & content creator
- **Tone:** humorous, approachable, energetic, relatable
- **Audience:** mostly young Dutch adults who enjoy relatable comedy, everyday humour, and good vibes
- **Key Insight:** Jay's not a big-influencer, but his authentic, niche appeal (stand-up + connection-focused content). Estimated 4–6% ER on video content.



267K followers | 99k avg. views
7.86% ER (by views | 10 videos ())
Viral potential: 9.8% on high-energy sketches



372K followers | 218k avg. views
IG Reels: 4.15% ER (by views | 16 reels (1 oct – 1 nov))
Viral potential: 4.14% ER | 737K views on comedy sketches



531K followers



71K followers



Target Audience Insight

- **Core Demo:** 18–35-year-olds Dutch citizens (focus on Arnhem, Tilburg, Zoetermeer, Eindhoven).
- **Lifestyle:** Fitness-curious (15% engage with Jay's gym jokes), food-adventurous, value-driven (€10–15 meals), socially active
- **Digital Behaviour:** TikTok-first (267K followers, 7.86% ER): short-form comedy, challenges, FYP virality
Instagram-heavy (372K followers, 4.15% Reel ER in Oct): Stories, Reels, local discovery
- **Content Triggers:** High engagement on high production visuals + humour (e.g. 737K-view Reel)
- **Purchase Motivators:** Limited edition + influencer co-creation equals fear of missing out
€2 off + secret code = low-friction trial
Local pride (city-specific OOH + geo-push)
- **Fit Score with Campaign Goal:** 9.7/10



Lars Schooten

Age: 268

Occupation: Junior Graphic Designer

Location: Eindhoven (works in Arnhem 2x/week)

Income Range: €32,000–€45,000

Discretionary income is often used for food, tech hard- and software, and travel experiences. Prioritizes brands that deliver humour, surprise, and unique flavours.

"If it's unique, funny, and limited, I'm in. Bonus if Jay Francis recommends it."

GOALS

- Taste something new without food FOMO
- Fuel gym sessions with protein-packed lunch
- Feel healthy-ish after lunch (no 3 PM crash)
- Discover local food drops in his city

MOTIVATIONS

- Humour & Surprise
- Limited Edition
- Local City Pride
- Peer/Influencer Validation
- Healthy Indulgence
- Value for Money
- Social Shareability



FRUSTRATIONS

- Same boring lunch every day
- "Healthy" food that tastes bland
- Missing out on cool limited drops

LIFESTYLE

- Active on Instagram, TikTok, and X
- Loves going to comedy shows in Tilburg/Arnhem
- Follows comedians and lifestyle influencers
- Goes to the gym 3x a week.
- Loves experimenting with new foods

CAMPAIGN STRUCTURE

Funnel Strategy + Key Actions

W1

GOAL: Spark curiosity



AWARENESS

KEY ACTIONS:

- ✓ Launch teaser reels on IG/TT (Jay + Hawaiian channels)
- ✓ Paid reach ads on TikTok & Meta targeting NL
- ✓ Light OOH near student areas
- ✓ Cross-platform teaser competitions

W2

GOAL: Educate & entertain



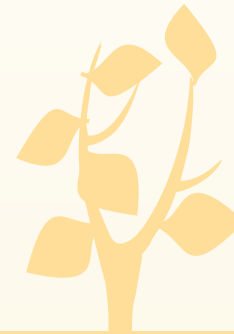
CONSIDERATION

KEY ACTIONS:

- ✓ Full reveal video: Jay cooks + comedy sketch
- ✓ Release "Behind the Bowl" video
- ✓ In-store screens showing Jay making the bowl
- ✓ Press push + food influencer tasting activations
- ✓ Local radio call-in giveaway

W3

GOAL: Drive store visits



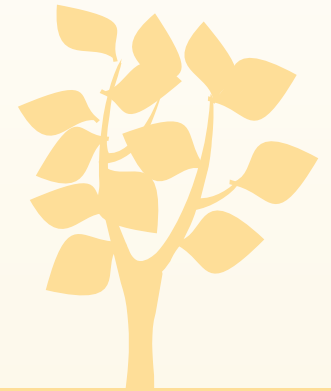
CONVERSION

KEY ACTIONS:

- ✓ In-store launch event with Jay (1 city rotating)
- ✓ Launch geo-targeted ads
- ✓ Invite 5–10 micro food influencers per city
- ✓ CTA content: limited time only

W4

GOAL: Turn 1st buyers into regulars



RETENTION

KEY ACTIONS:

- ✓ Loyalty stamp card for free bowl
- ✓ CRM emails + retargeting ads
- ✓ Repost top UGC moments
- ✓ Optional: next collab teaser
- ✓ Optional Banana crisps added as a permanent topping (if fan favourite)

CAMPAIGN STRUCTURE

Funnel Strategy + Examples

FUNNEL STAGE	OBJECTIVE	EXAMPLE CONTENT JAY
W1: Awareness	Generate buzz and introduce the Jay Bowl collab.	<ul style="list-style-type: none"> Jay humour sketch: Jay “harvesting banana chips in the jungle” BTS teaser: Jay “finding the perfect ingredient” with punchlines Win-action announcement: “Wanna be the FIRST to taste it?” Light OOH concept: a bowl silhouette filled with mysterious tropical elements
W2: Consideration	Build interest and highlight the unique product.	<ul style="list-style-type: none"> Documentary-style BTS: Jay co-creating the bowl in the kitchen Invite TT/IG food influencer to review at one of the four stores Ingredient spotlight: “Why banana chips?” (funny + culturally rooted) Radio contest: first caller wins a Jay Bowl for 2 + comedy tickets to Jay’s show
W3: Conversion	Drive in-store traffic and maximize trial of the Jay Bowl.	<ul style="list-style-type: none"> Jay in store tour: “Come meet me + try the Jay Bowl today!” Micro-creators post honest “first taste” reactions Hard CTA: “Only 2 weeks left. Don’t miss the bowl.”
W4: Retention	Turn first-time visitors into repeat buyers & boost loyalty.	<ul style="list-style-type: none"> (Digital) Loyalty stamp card: full card gives you a free bowl UGC recap montage with the best fan reactions + first bites + funniest sketches. Geo retargeting ads: Re-engage people who viewed the Jay Bowl content but didn’t visit. Comedy-Inspired Mini Sketch: Jay doing a 10–15 sec skit about missing the bowl. Ending with permanent topping reveal.

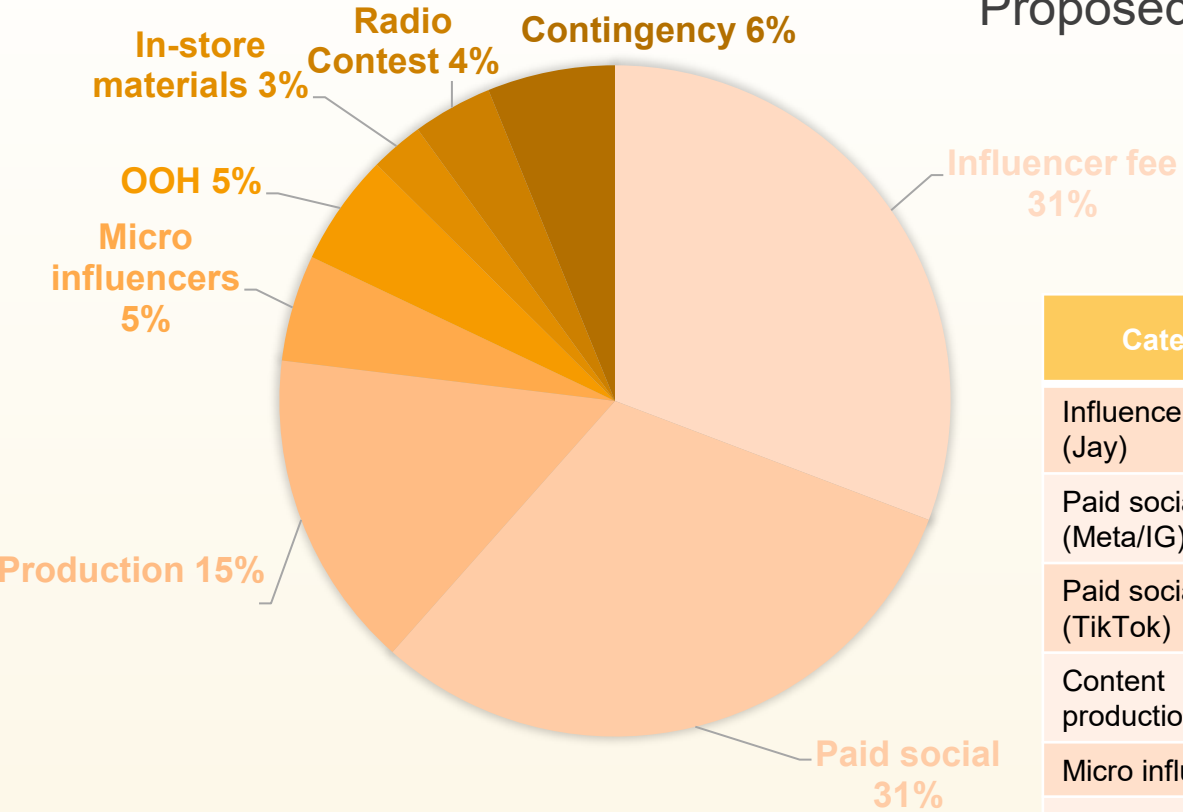
CONTENT & CHANNELS

Paid + Owned + Earned

	TEASER (week 1)	LAUNCH (week 2)	CONVERSION (week 3)	RETENTION (week 4)
PAID	<ul style="list-style-type: none"> TikTok & Meta reach ads Light OOH near stores 	<ul style="list-style-type: none"> Paid boost: “Behind the Bowl” video Whitelist ads using content shot of Jay Local radio call-in spots 	<ul style="list-style-type: none"> Geo-targeted TikTok/Meta ads (NL cities) Conversion-focused ads 	<ul style="list-style-type: none"> Retargeting ads
OWNED	<ul style="list-style-type: none"> Teaser reel (IG/TT) Countdown stories Website header teaser 	<ul style="list-style-type: none"> In-store screens/posters Ingredient spotlight BTS footage of Jay in the kitchen 	<ul style="list-style-type: none"> Jay in-store tour content TikTok challenge Strong CTA posts (Limited time only) 	<ul style="list-style-type: none"> Loyalty code (10% off) Email flow: Thanking visitors Banana crisps > permanent toppings
EARNED	<ul style="list-style-type: none"> Jay’s teaser sketch Fan comments & stitches Win-action tease (free bowl + tickets) 	<ul style="list-style-type: none"> Jay’s launch reel Food influencer tastings UGC videos on TT/IG 	<ul style="list-style-type: none"> Micro food influencer (1K–10K followers): reviews on TT/IG BTS meet & greet clips with Jay UGC reaction videos 	<ul style="list-style-type: none"> UGC recap montage Jay comedy micro-sketch (‘I miss the bowl’)

BUDGET SPLIT

Proposed Allocation of €40k



Category	Budget Amount (€)	% of Total	Explanation
Influencer fee (Jay)	€12,000	30%	3 posts + in-store tour (2025 NL mid-tier rate for 300K+ reach)
Paid social (Meta/IG)	€6,000	15%	€7 CPM (awareness €6 and conversion €8)
Paid social (TikTok)	€6,000	15%	€8 CPM (W1 for reach, boost in W2/W3 and retarget in W4)
Content production	€6,000	15%	€4K for 2 pro sketches. €1K for teaser. €1K editing/graphics
Micro influencers	€2,000	5%	~20 NL food creators: Gifted bowls + €100 fee each
OOH	€2,100	5.25%	15 posters/billboards near stores in 4 cities (€140 avg. per poster)
Radio Contest	€1,500	3.75%	1-week spots on local stations + 3 winners (€100 prizes each: bowls/tickets)
In-Store Materials	€1,000	2.5%	POS stickers/screens, staff T-shirts for 4 stores (€250/store)
CRM + loyalty	€0	0%	Free via existing digital stamp cards/CRM
Contingency	€2,400	6%	Buffer for ad overages or unexpected costs
TOTAL	€40,000	100%	45% digital, 15% production, 15% activation



KPI DASHBOARD

KPIs per Funnel Stage

PHASE (WEEK)	OBJECTIVE	KPI	TARGET	STRETCH	HOW TO MEASURE?
TEASER (W1)	Awareness	Total reach	1.2M	1.5M	Paid social + Jay's organic + OOH impressions
		Video views (3s+)	800k	1M	TikTok + IG Reels 3-second view count
		Brand lift	+12pp	+18pp	Short post-campaign survey or Google Trends uplift
LAUNCH (W2)	Consideration	UGC first-bite/Reactions entries	1,200	2,000	Track via tagged videos + DMs + story mentions
		Engagement rate (Jay)	6.5%	8%	Likes + comments + shares ÷ impressions
		Saved posts + Profile visits	15k	20k	Meta/TT analytics (saves, visits, sound pages)
		Influencer CPE	€4.50	€3.50	Cost ÷ engaged users across creator posts
CONVERSION (W3)	Footfall & Sales	Incremental Jay Bowls sold	5,000	6,500	POS data vs. baseline week last year
		Geo-fenced store visits	15,000	18,000	Meta/TT store visits + in-store counters
		Order intent clicks (UberEats/Thuisbezorgd)	10,000	14,000	UTMs on delivery links + platform analytics
		Directions clicks (Google Maps + IG profile)	6,000	8,000	Google Business Profile + IG analytics
		Micro-Influencer CTR	1%	2%	UTM link CTR from influencer stories
RETENTION (W4)	Loyalty	Repeat purchase rate	30%	40%	CRM: % of W3 buyers returning in W4 or later
		Email open rate	35%	45%	Email campaign analytics
		Net Promoter Score	55+	65+	Post-purchase pop-up survey

EVALUATION & FUTURE LEARNINGS



Comedy creators for next collab

2–3× more UGC volume than classic food influencers. The next collab must have a personality-first, meme-able angle

Unique topping required

One unique topping is 3× higher share rate. Every limited-edition bowl needs one polarizing, talk-trigger ingredient

Physical influencer tour

In-store appearance + geo-TikTok boost results in highest footfall driver. Physical influencer tour becomes non-negotiable for future launches

Insight Area	What we'll test next time	Expected uplift
Influencer type	Comedy vs Lifestyle vs Athlete	UGC volume + ER
Topping strategy	1 unique + 1 well known topping	Share rate
Paid vs organic balance	40/60 to 30/70	ROAS
Geo-targeting	City-specific stories	CTR
Location	Different cities & budget split (70% of budget to specific cities / 30% NL national)	Footfall
Content format	Branded effect + original sound from influencer	UGC entries



THANK YOU
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Hawaiian

Sensitivity: general