Roky's _ campaigns

see this as the ideal content direction for Roky: engaging, visually appealing, and built to attract attention while making people want to try the food. I didn't pursue a second direction because it felt too generic compared to this one, which has a stronger and more unique personality.

EAT YOUR TYPE.

Campaign Objective

- Increase store visits and first-time orders.
- Position Roky as a fun, personality-driven healthy food brand.
- Turn the menu into entertaining content instead of just food.
- Build a memorable brand personality that Gen Z can relate to.
- Encourage social sharing and community interaction.

The Insight

People don't just order food anymore.

Their coffee order, fashion style, playlists, and even their lunch have become part of their personality.

Gen Z enjoys putting labels on themselves, sharing relatable content, and finding communities that reflect who they are.

Instead of selling salads, Roky turns every order into an identity people proudly relate to.

Big Idea

Every Roky salad has its own personality, vibe, and aura.

You’re not choosing lunch.

You’re choosing your type.

Key Takeaway

Healthy food doesn’t have to feel boring.

At Roky, your salad says as much about you as your playlist or your coffee order.

Target Audience

- Gen Z (18–27)
- Young Professionals
- University Students
- Gym Goers
- Healthy Lifestyle Seekers
- Food Lovers looking for better alternatives

Brand Personality

- Playful
- Trendy
- Witty
- Confident
- Relatable
- Self-aware
- Health care

Tone of Voice

- Casual
- Fast-paced
- Internet Language
- Meme Friendly
- Community Driven
- Conversational

Reel Ideas

Video 01 — Tell Me About Yourself

Hook

“Tell me about yourself…”

“I’m obsessed with the gym.”

“I wake up at 6.”

“I hate wasting time.”

“I eat the same meal every day.”

Cut.

“You are definitely The Korean.”

Closing

Eat Your Type.

Video 02 — The Secret Order

A customer walks in.

Looks around.

Whispers:

“One Mexican Wrap…”

Cashier whispers:

“Extra Chicken?”

Friend catches him with our package

“Bro… again?”

Runnnn

Closing

Healthy addiction looks like this.

Video 03 — Copy My Order Challenge

Friend #1 orders.

Friend #2 copies every single item.

Friend #1:

“Bro… really!!”

Friend #2

“Bro… really!!”

Friend #1 go upset

Closing

Eat Your Type. Not Someone Else’s.

Video 04 — Build Your Salad

Customer keeps adding ingredients.

Each one appears like a game upgrade or confused person

- Remove onions
- Add chicken
- Add avocado
- Add parmesan
- Half dressing
- Extra dressing on the side
- Extra corn
- No tomatoes

Cashier:

“Bro is building a new character.”

Closing

We know too much about youu

Video 05 — We Already Know Your Order

Coffee or Matcha?

Gym or Netflix?

Morning or Night?

Sweet or Savory?

Result:

“You definitely order

The Uni.”

Closing

Your personality already picked your salad.

Video 06 __UGC Content

Creators document their complete Roky journey, from arriving at the location and exploring the menu to customizing their meal, trying different items, and sharing genuine first impressions.

All Food ingredients videos can inspired by this vibe by our own style

https://www.instagram.com/reel/DYMuq_rIYFG/?igsh=MWhsbHkxcnZiMXRpbw==

https://www.instagram.com/reel/DZsJHaio5nL/?igsh=NDh5a2EyZ2Q3Z24w

https://www.instagram.com/p/DYOvor7gBzS/?igsh=ZG5rM3E4ODk5d3M3

https://www.instagram.com/reel/DZZttxyIFub/?igsh=ejkxZjZsNWtpMXl4

https://www.instagram.com/reel/DZIS7wZowdE/?igsh=MXV4bm1iaDE2ajkwbA==

New item be like:
https://www.instagram.com/reel/DZFpmENtl6Q/?igsh=MXR6YXJnaWpoeW9qNA==

Static Posts

- Which Roky Are You?
- Every Salad Has an Aura.
- Green Flags Based on Your Order.
- Your Salad Starter Pack.
- If Salads Had Personalities.
- Pick Your Type.
- What's Your Green Aura?

Story Ideas

- This or That.
- Which Salad Are You?
- Choose Your Aura.
- Polls.
- Emoji Sliders.
- Tag Your Salad Twin.

CTA

- Find Your Type.
- Order Your Personality.
- Build Your Own.
- Visit Roky Today.
- Order Now on Talabat.

KPIs

- Increase Profile Reach.
- Increase Engagement Rate.
- Increase Shares & Saves.
- Generate More User Comments.
- Increase Store Footfall.
- Increase Talabat Orders.
- Increase First-Time Customers.
- Build Brand Recall.

Expected Outcome

By transforming every salad into a personality, Roky becomes more than just a healthy food brand.

Instead of asking customers **“What do you want to eat?”**, the campaign encourages them to ask themselves:

“What type am I?”

This shift turns the menu into conversation starters, increases organic engagement, encourages users to tag friends and compare personalities, and ultimately drives more visits, more Talabat orders, and stronger brand recall among Gen Z.

Thank you