

TARGET AUDIENCE

PRIMARY AUDIENCE: "BROKE BLAKE"

DEMOGRAPHIC

- 18-22 year old college student
- Low income and tight budget
- Lives in a college dorm (or spends most of their time studying on campus)

PSYCHOGRAPHIC

- Easily prone to anxiety or stress
- Values convenience & efficiency
- Night owl/caffiene addict
- Lots of school spirit
(Participates in big events like football games)



SECONDARY AUDIENCE

- Late-night workers
- Nurses, police officers, firefighters, etc.
- College professors

KEY MESSAGING

Appeals to Blake's desire for convenience by highlighting the ease of grabbing a survival kit when everything else feels overwhelming

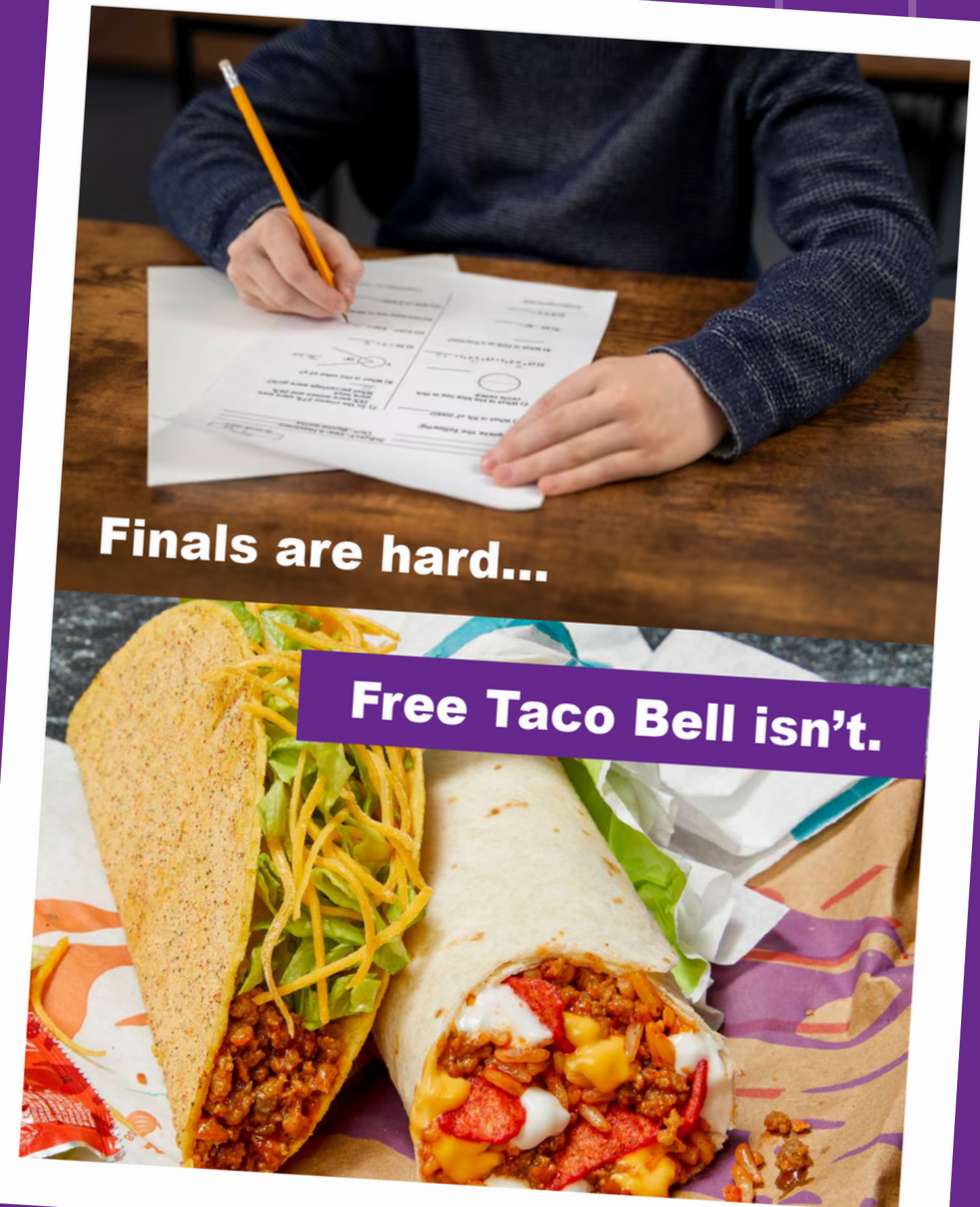


**"FINALS ARE HARD.
FREE TACO BELL ISN'T."**

A playful message that provides a solution to Blake's exam-related stress and anxiety.

**"STRESS LESS.
SAUCE MORE."**

MOCK ADS



CREATIVE CONCEPT



This campaign is designed to provide university students with free food, caffeine, and stress relief tools during finals week.

1. Tone: playful, relatable, Gen Z friendly
2. Emphasizes that Taco Bell is an essential part of the college experience (Finals are hard. Free Taco Bell isn't.)
3. Taco Bell branding- with a finals-week twist

#STRESSLESSSAUCEMORE

INFLUENCERS

Micro

<10,000 followers

- DIML during finals week @UCF
- IG Story Set

Mid-tier

10,000-100,000 followers

- Taco Bell Box Mukbang
- IG Story Set

Macro

>100,000 followers

- IG Post collab w/ Knightro
- Staged skit starring meal box

