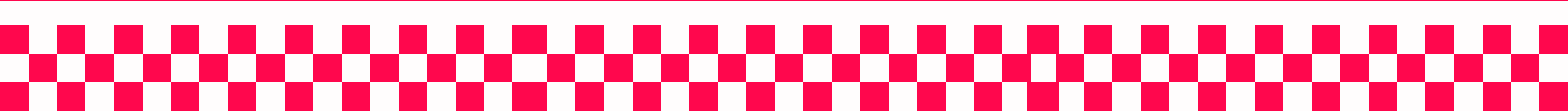


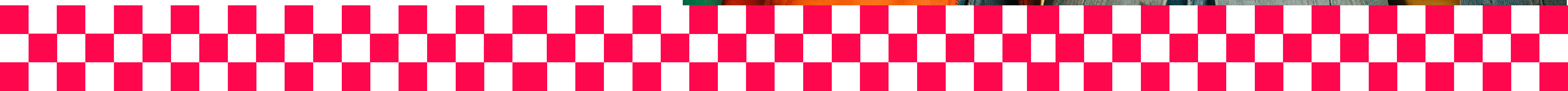
HOGGO EATERY

Pitch Presentation

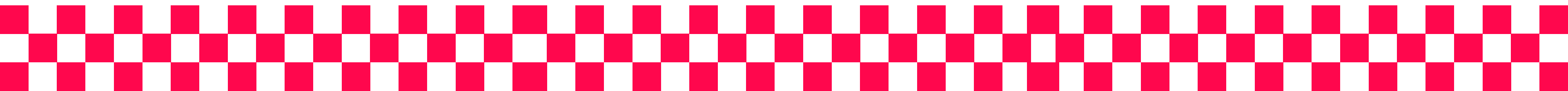


OBJECTIVES

To strengthen HOCCO Eatery's connection with the youth by **making the brand more culturally relevant, socially visible, and top-of-mind** through targeted marketing and advertising initiatives.



TARGET PERSONA



The Everyday Comfort Seeker

Behaviour:

- Eats outside frequently
- Chooses food that is familiar and value-driven
- Prefers places that are convenient

What works for them:

- Comfort food messaging
- Taste-led creatives
- “Go-to place” positioning

The Social Hangout Youth

Behaviour:

- Eats out as a social activity
- Looks for places to chill, catch up
- Influenced by peers & vibe

What works for them:

- Hangout culture, UGC, memes, campus & peer-driven marketing
- Experience > discounts

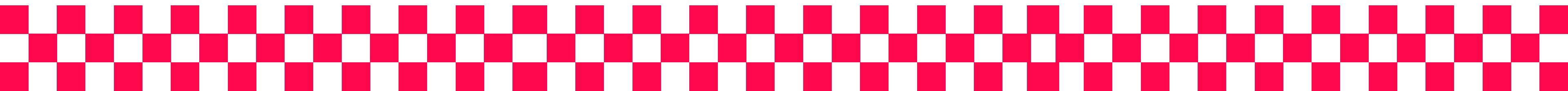
The Trend Explorer

Behaviour:

- Actively seeks new cafés and food trends
- Attracted to aesthetics, novelty & “Insta-worthy” moments
- Brand loyal only if constantly engaged

What works for them:

- Limited-time menus
- Influencer-led discovery
- Visual-first storytelling



GEN-Z INTERESTS



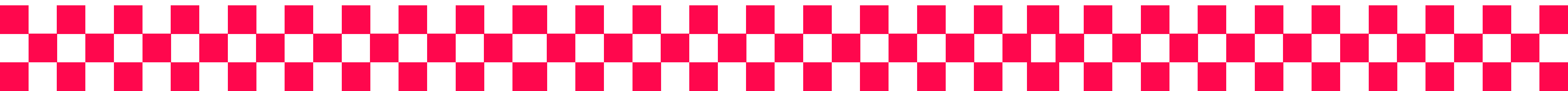
- Music, street culture, pop references
- Memes, reels, creators, trends
- Gaming, cards, low-effort entertainment
- IRL experiences worth posting
- Community-driven moments

UNDERSTANDING GEN Z

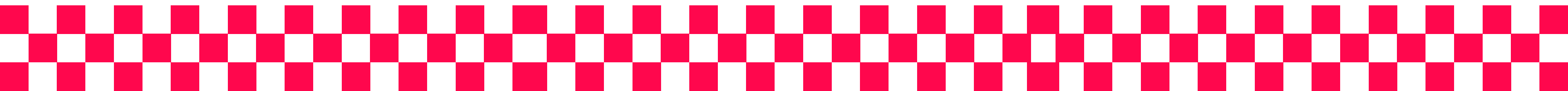
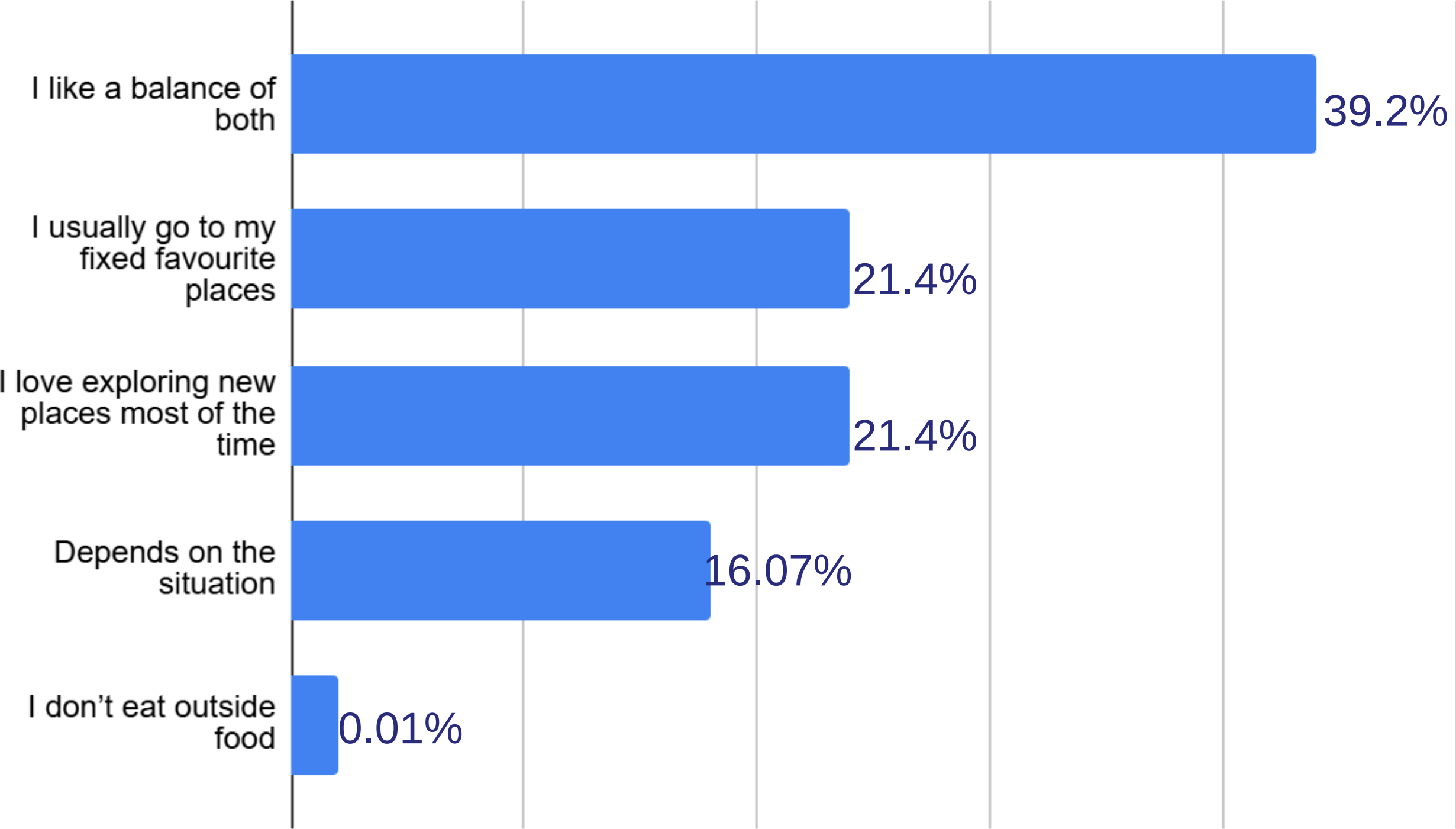


This study dives into:

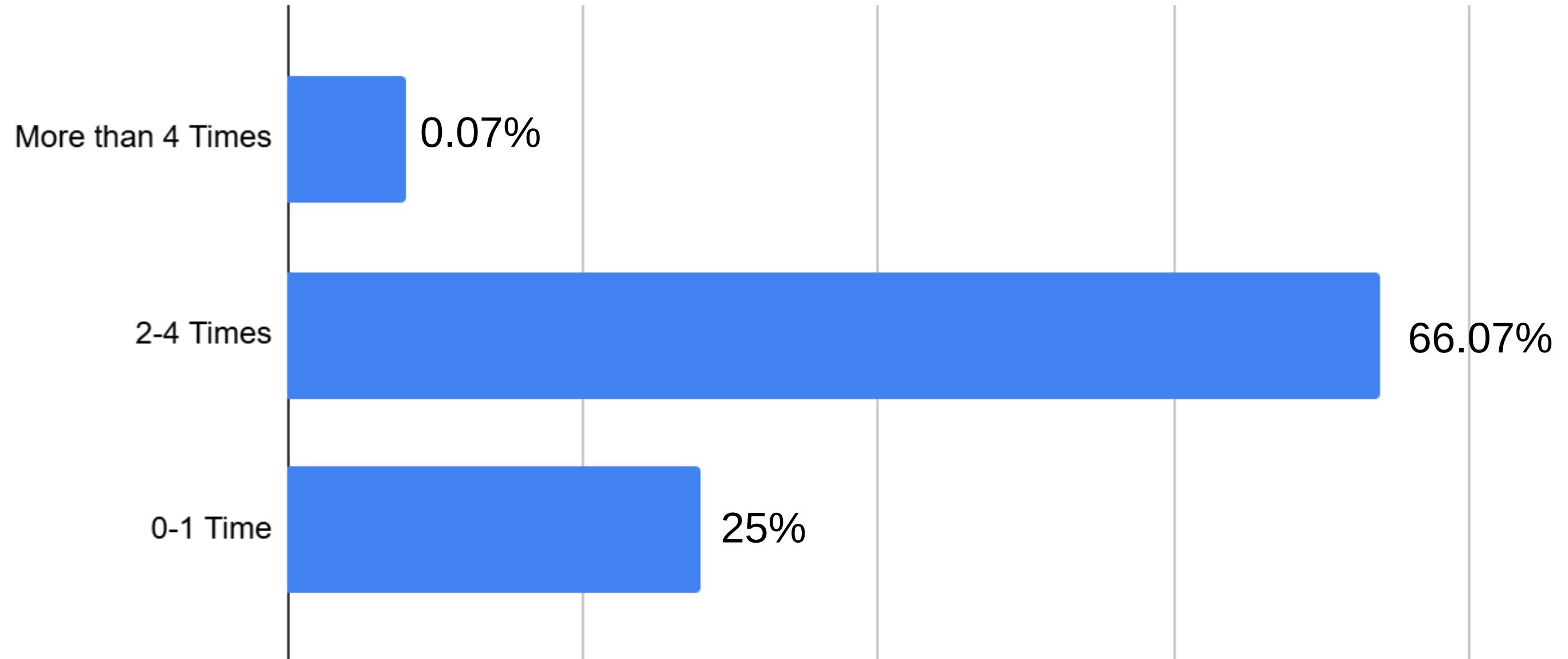
- Their dining habits and eating patterns
- Key preferences that influence where and what they eat
- Their current perception of Hocco as a brand



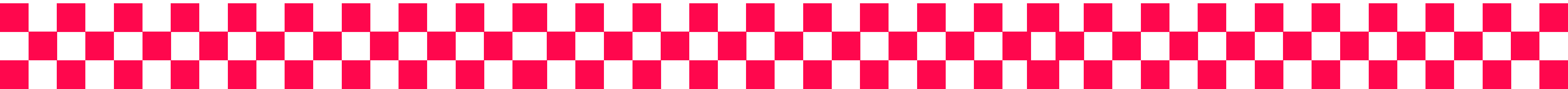
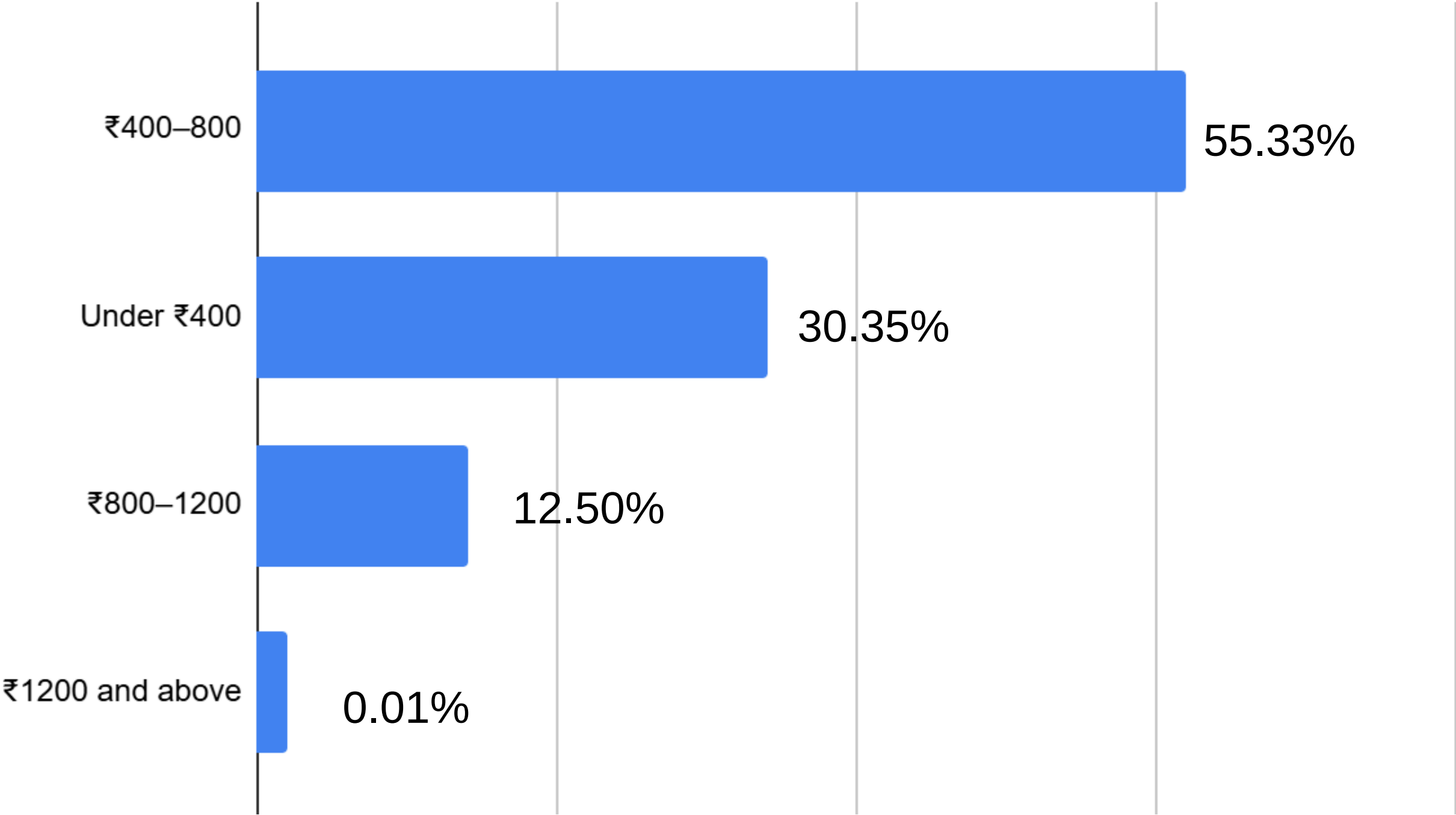
Which statement best describes you when it comes to eating outside?



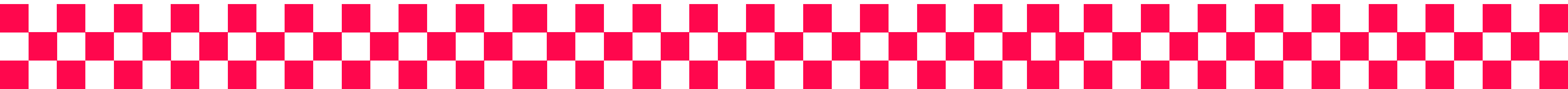
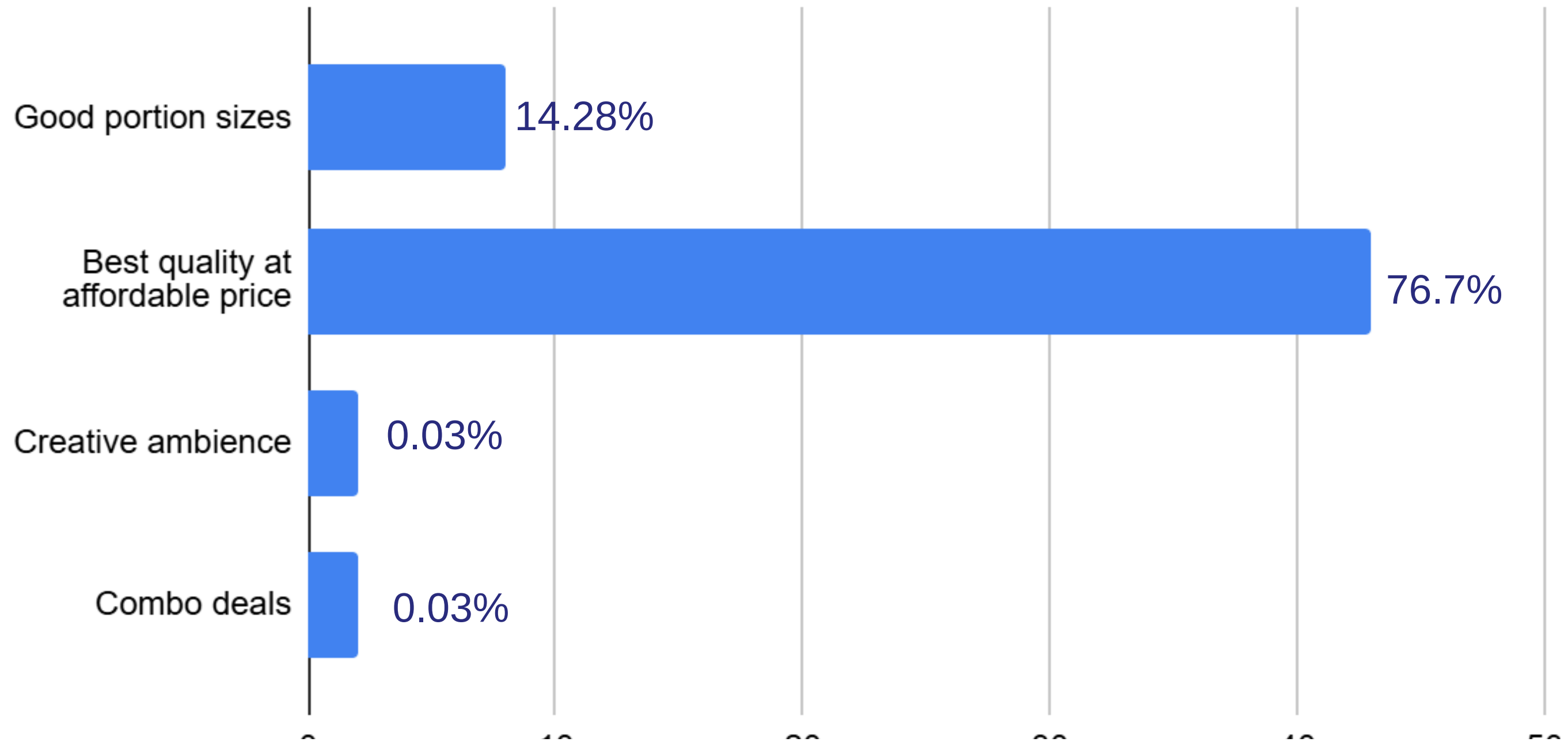
How often do you eat outside food in a week?



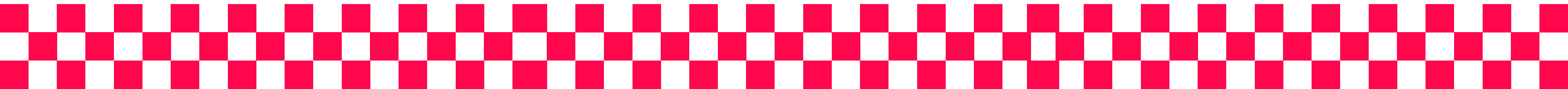
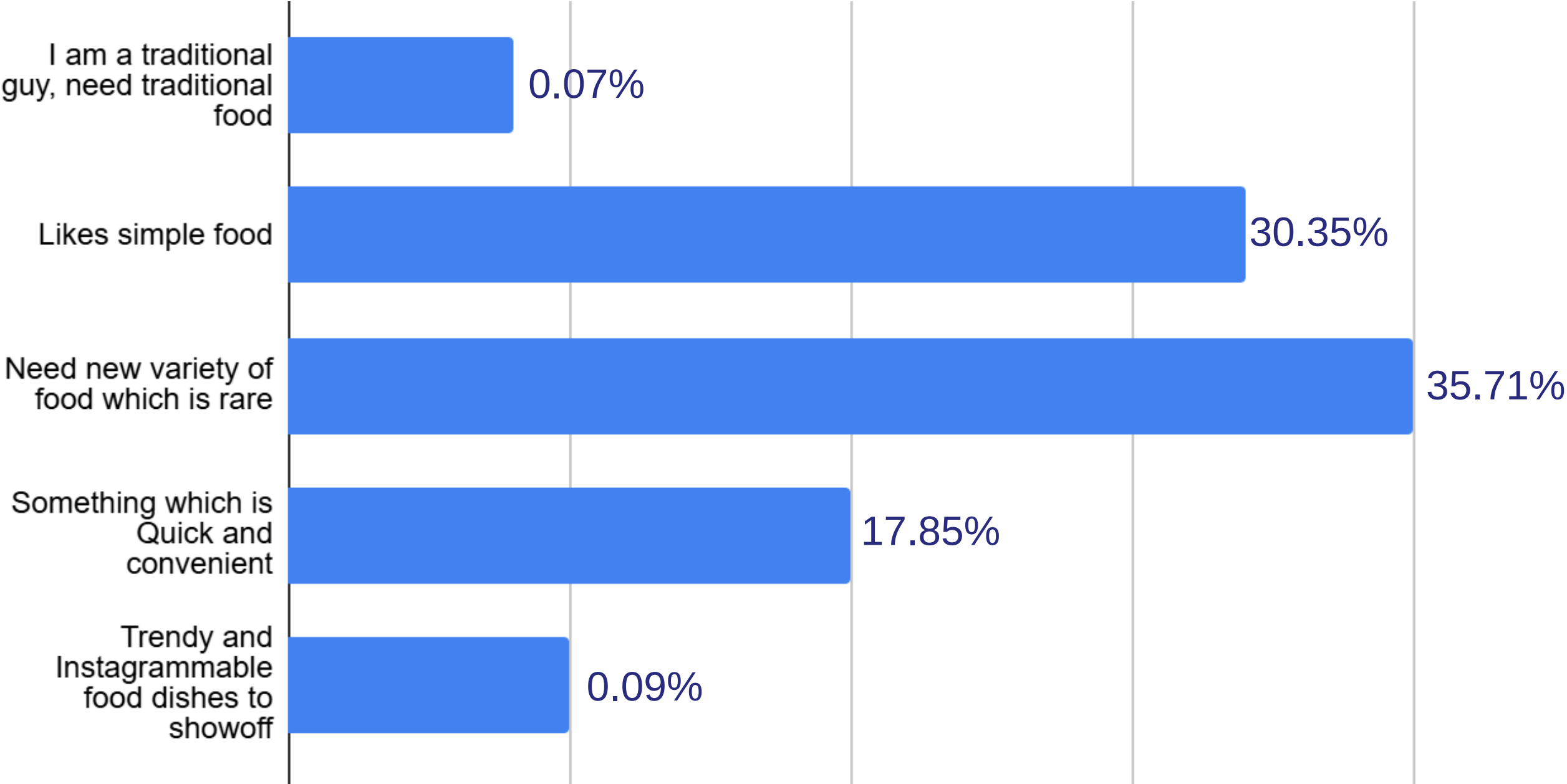
On average, how much do you spend per person when you dine out?



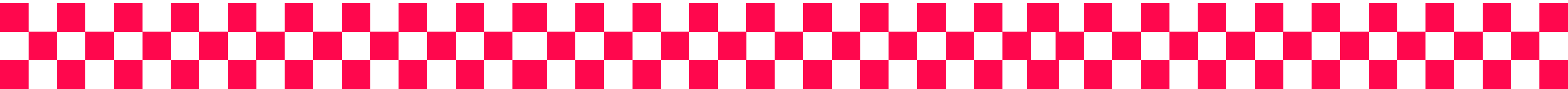
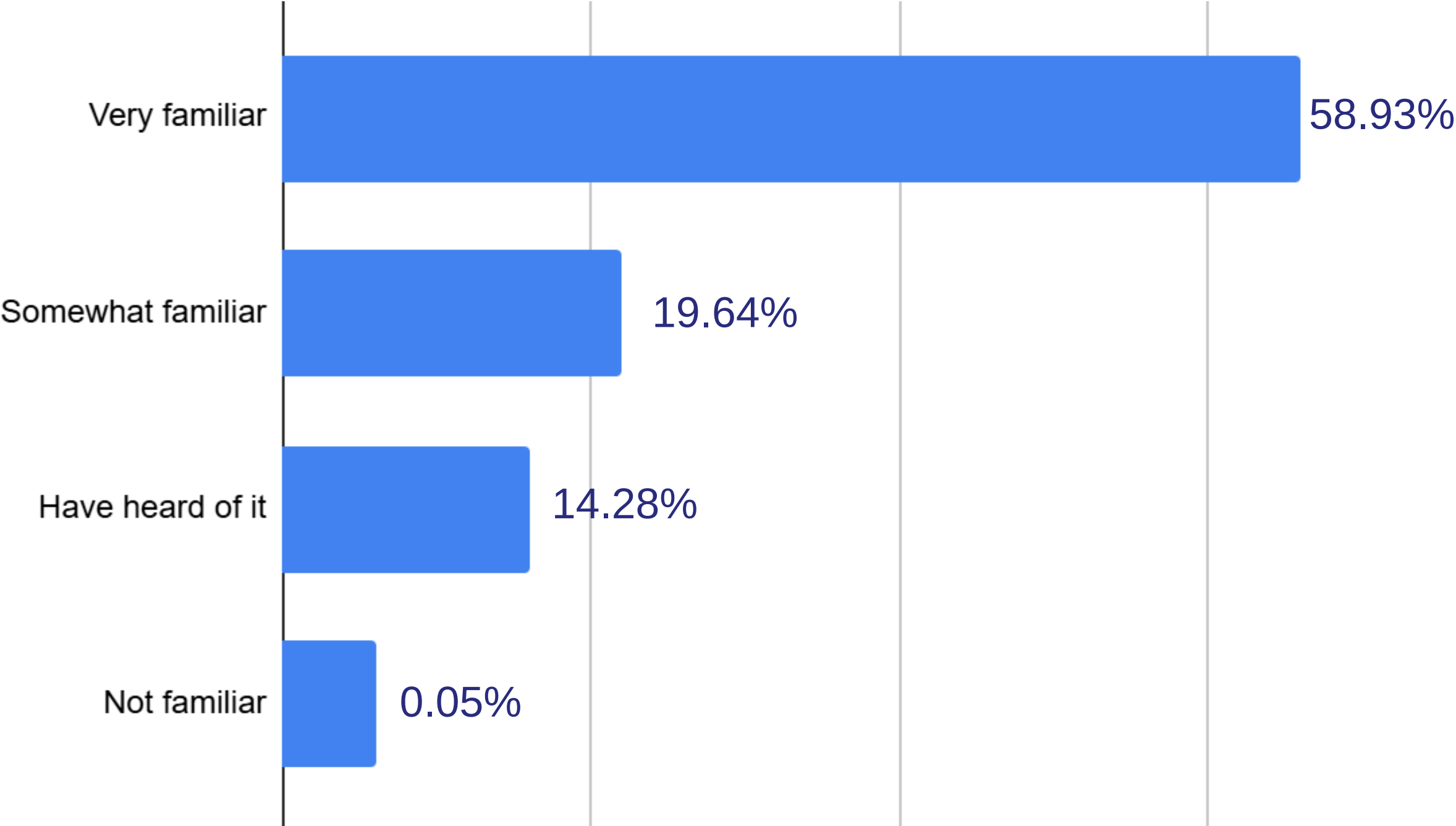
What does “value for money” mean to you?



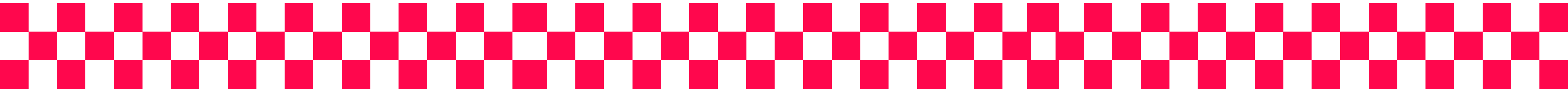
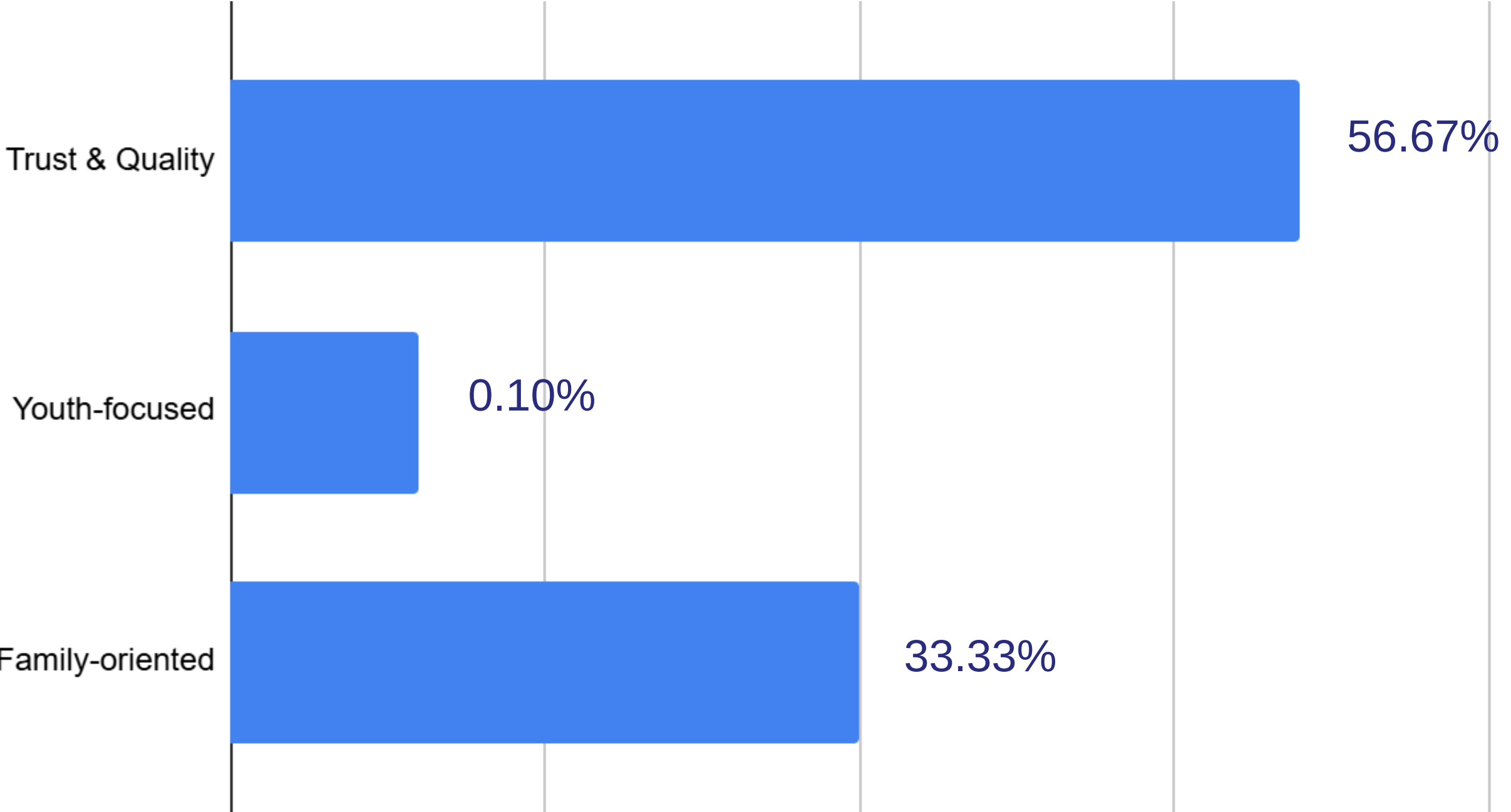
What motivates you to choose a place to have your choice of food?



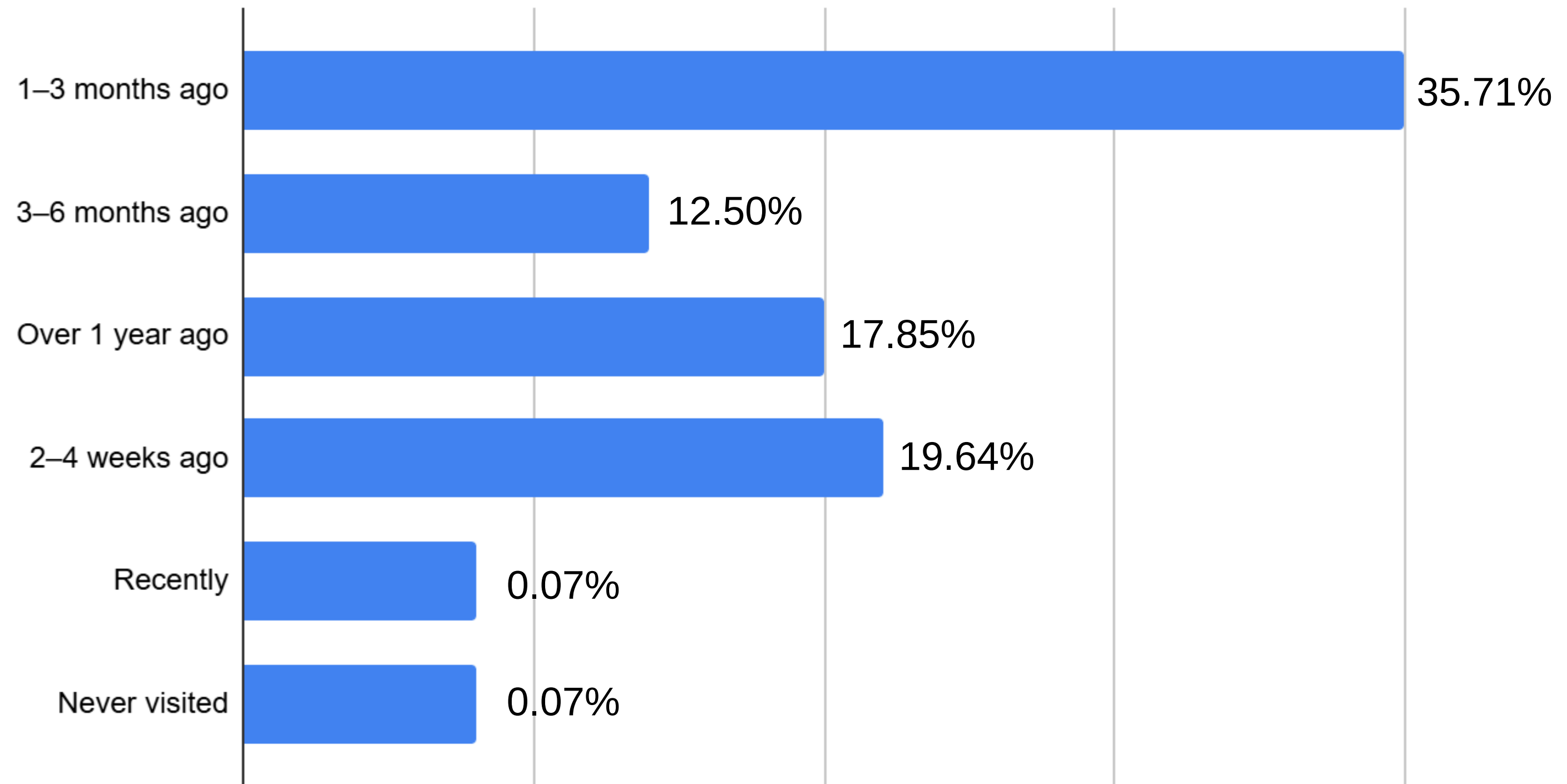
How familiar are you with HOCCO Eatery?



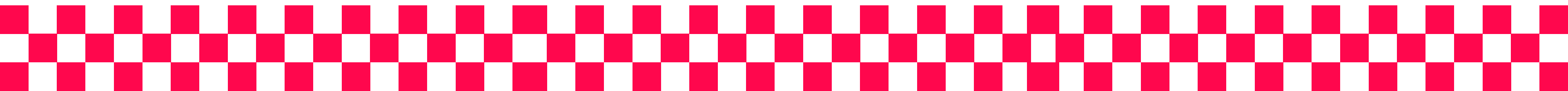
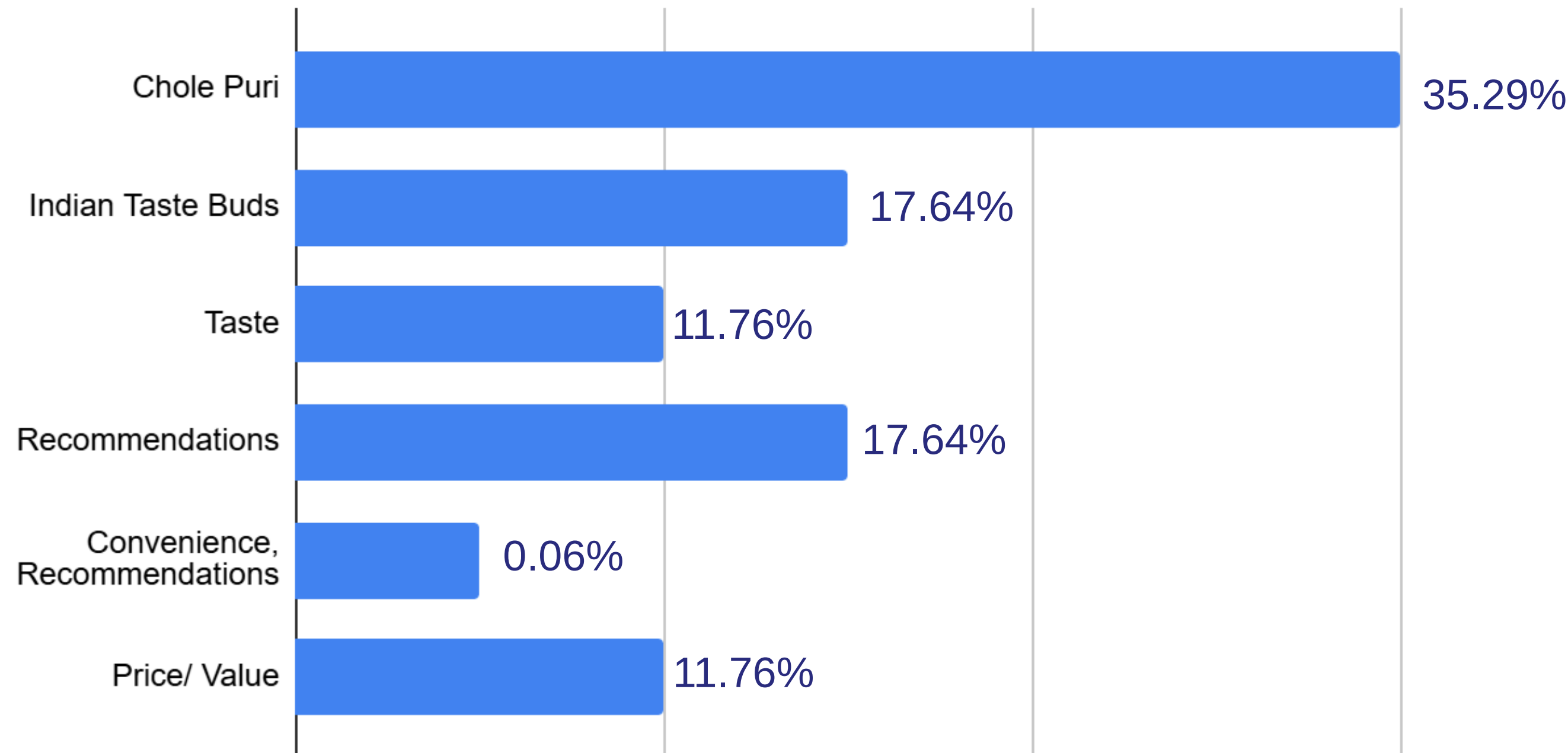
How would you describe your current perception of HOCCO?



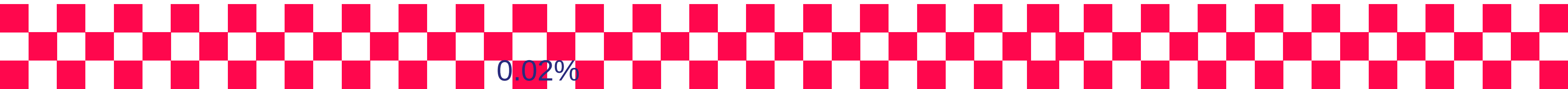
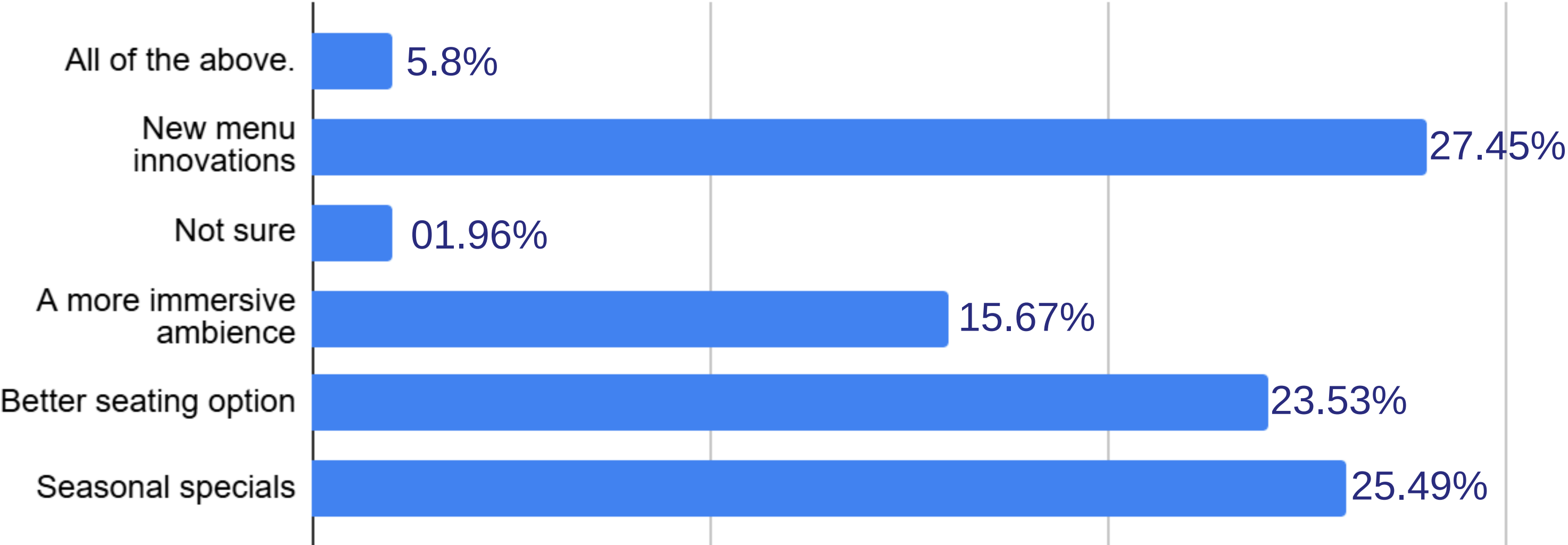
When did you last visit HOCCO?



What made you visit HOCCO?

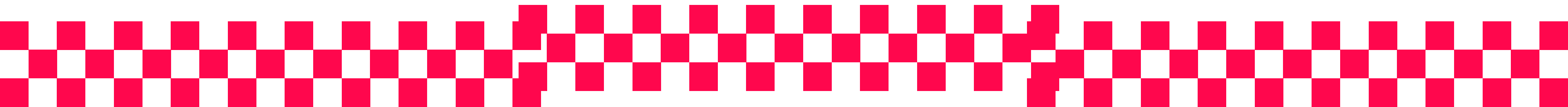


What would motivate you to visit Hocco more than you do now?



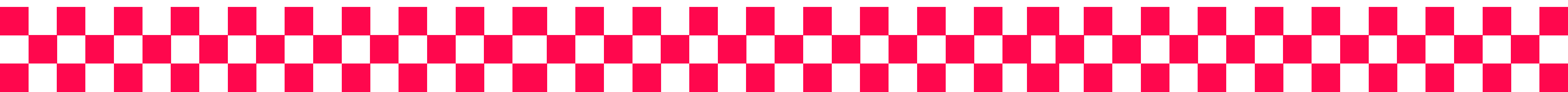
COMMUNITY-DRIVEN MARKETING STRATEGY

*Make HOCCO a habit
not just a hype moment*

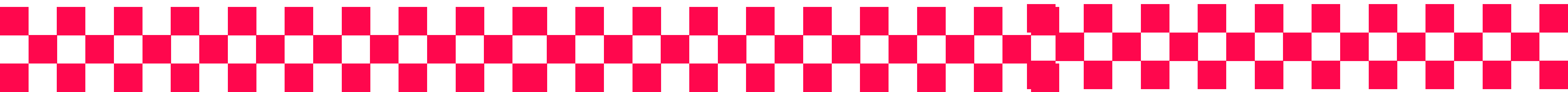


KEY STRATEGY PILLARS

- Shift HOCCO from a food brand to a shared hangout space
- Collaborate with college clubs, communities, and student groups.
- Partner with communities around music, sports, gaming, art, content creators.
- Encourage real stories, reels, and moments created by the community.

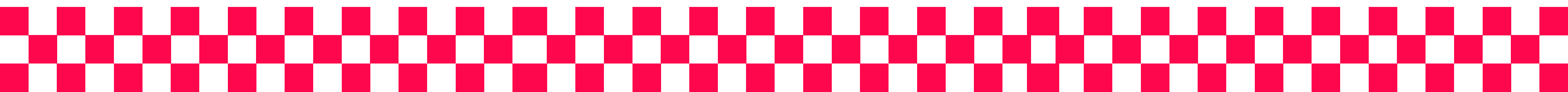


ROUTE 1



WHY HIGH ON HOCCO?

- “Not intoxication” just the joy of good food, good company & good vibes
- ‘High on HOCCO’ elevates food into a mood, moment & hangout vibe
- The phrase feels youth-native, playful & culturally relatable
- Works seamlessly across content, communities & on-ground activations



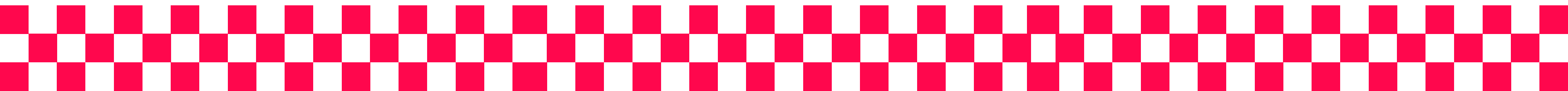
ACTIVATION 1: HOARDING

**GEN Z, WE DON'T JUST
HAVE YOUR TASTE,
BUT ALSO YOUR VIBE!**

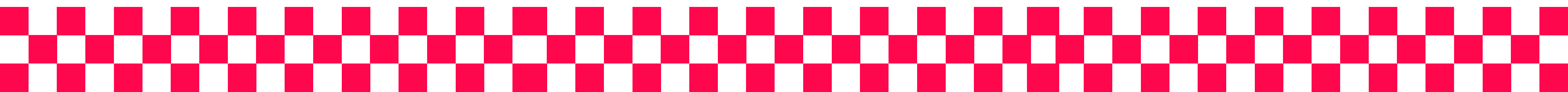
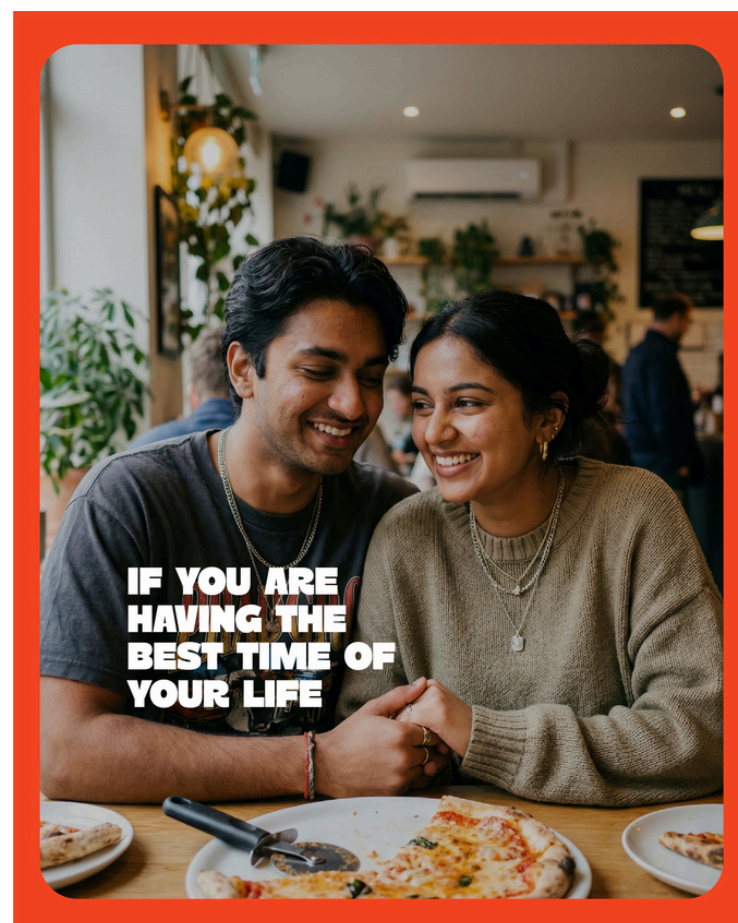
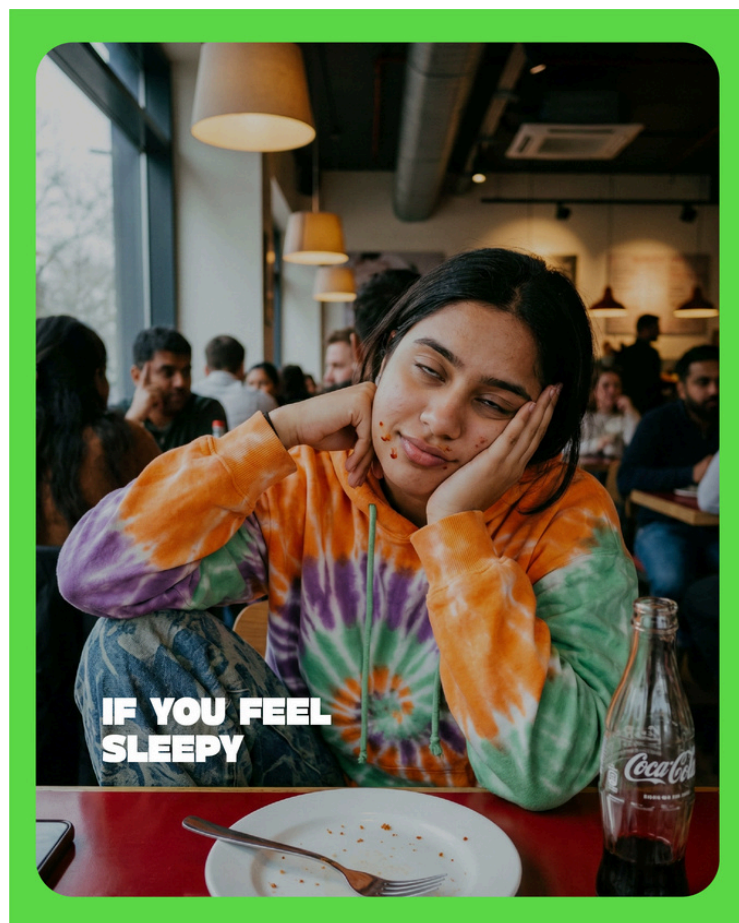
GET READY TO BE

**HIGH ON
HIGH ON
HIGH ON
HOCCO**

FROM A
HOARDING
YOU SEE
TO A VIBE
YOU FEEL



ACTIVATION 2: SOCIAL MEDIA



ACTIVATION 3: CLAW MACHINE

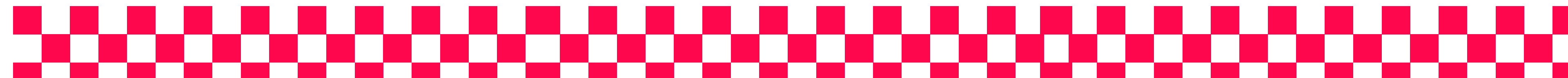


- Claw machines outside outlets
- Hocco food soft toys inside
- Whatever you grab instant discount

ACTIVATION 4:



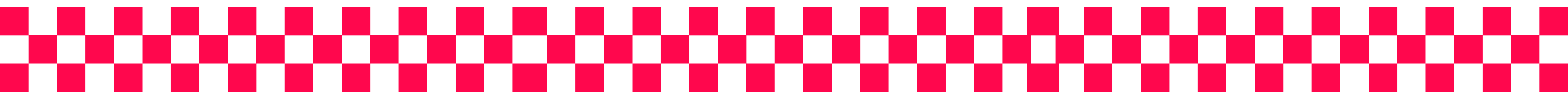
THE BIG EVENT REVEAL



TECHNO RAVE PARTY



- A one-night, high-energy Party
- Curated for youth & Gen Z audiences
- Strongly aligned with the 'High on HOCCO' route



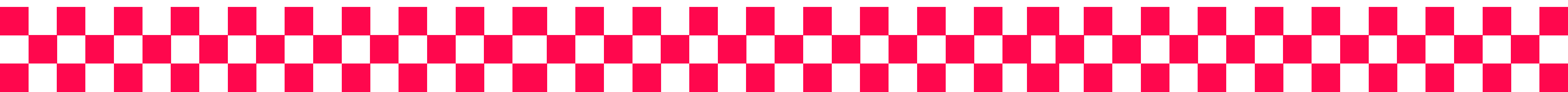
WHAT WILL HAPPEN AT THE EVENT??

- Renowned techno artists / DJs driving the vibe
- HOCCO as the only food brand present
- Large-scale branding across stage, stalls & venue
- Youth experiences HOCCO in a fun, social, high-energy setting



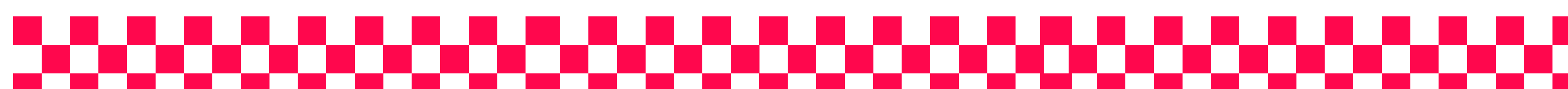
WHY THIS EVENT WORKS FOR HOCCO??

- Puts HOCCO directly inside youth culture
- Moves the brand from a food stop to a lifestyle memory
- Builds strong recall through music, food & community
- Encourages HOCCO to be added to their regular hangout list
-
- Opportunity to cover event costs while generating incremental revenue



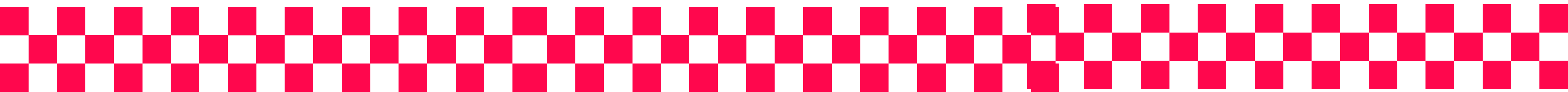
FROM ATTENTION TO AFFINITY

Attention → Hoardings & outdoor activations
Engagement → Outlet games & community moments
Experience → High on HOCCO Rave Party
Affinity → HOCCO as a regular youth hangout



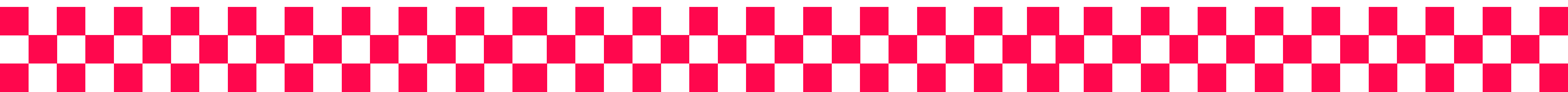
ROUTE 2

TURNING CRAVINGS INTO CULT



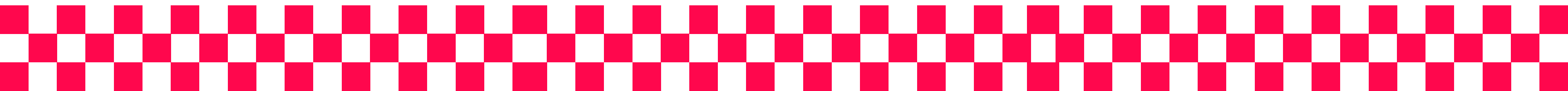
CAMPAIGN IDEA

- By "Cult" referring to a tight-knit community, not exclusivity or obsession
- A group united by shared taste, expression, and belonging
- Where people don't just consume, they participate
- Built through culture, creativity, and conversation



THE BIG IDEA

- A rap battle that starts on the streets and ends at Hocco
- Food, music, and youth culture wrapped into one experience
- A movement designed to be created by Gen Z, for Gen Z
- Positions HOCCO as a platform for young voices



HOARDING ANNOUNCEMENT

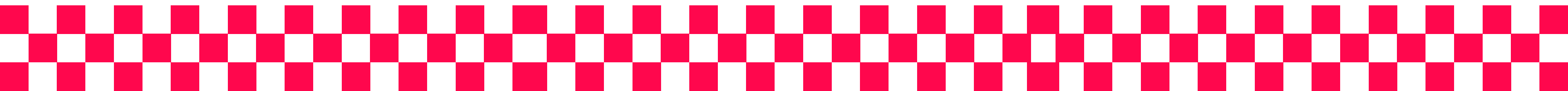
**DROP YOUR RAP
GET YOUR
SPOTLIGHT**

Think you've got bars?
Prove it.

win an exclusive
1-on-1 meal with me 

Hocco
WRAPPED

To participate,
follow more on [@hoccoeatery](#)



SOCIAL MEDIA ACTIVATIONS



HOCCO
WRAPPED

**DROP
YOUR RAP
GET YOUR**
SPOTLIGHT

HOCCO x seedhemaut
We are scouting
the city's fire voices

Stand a chance to showcase your work
around the city & **Win an exclusive 1-on-1
meal with me**

Think you've got bars? Prove it.

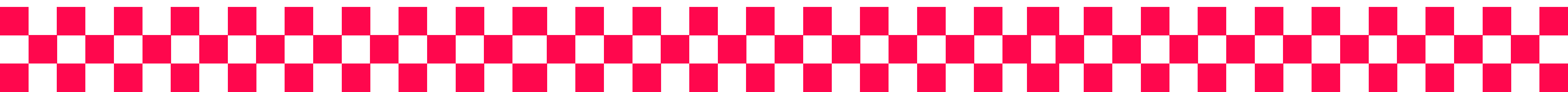
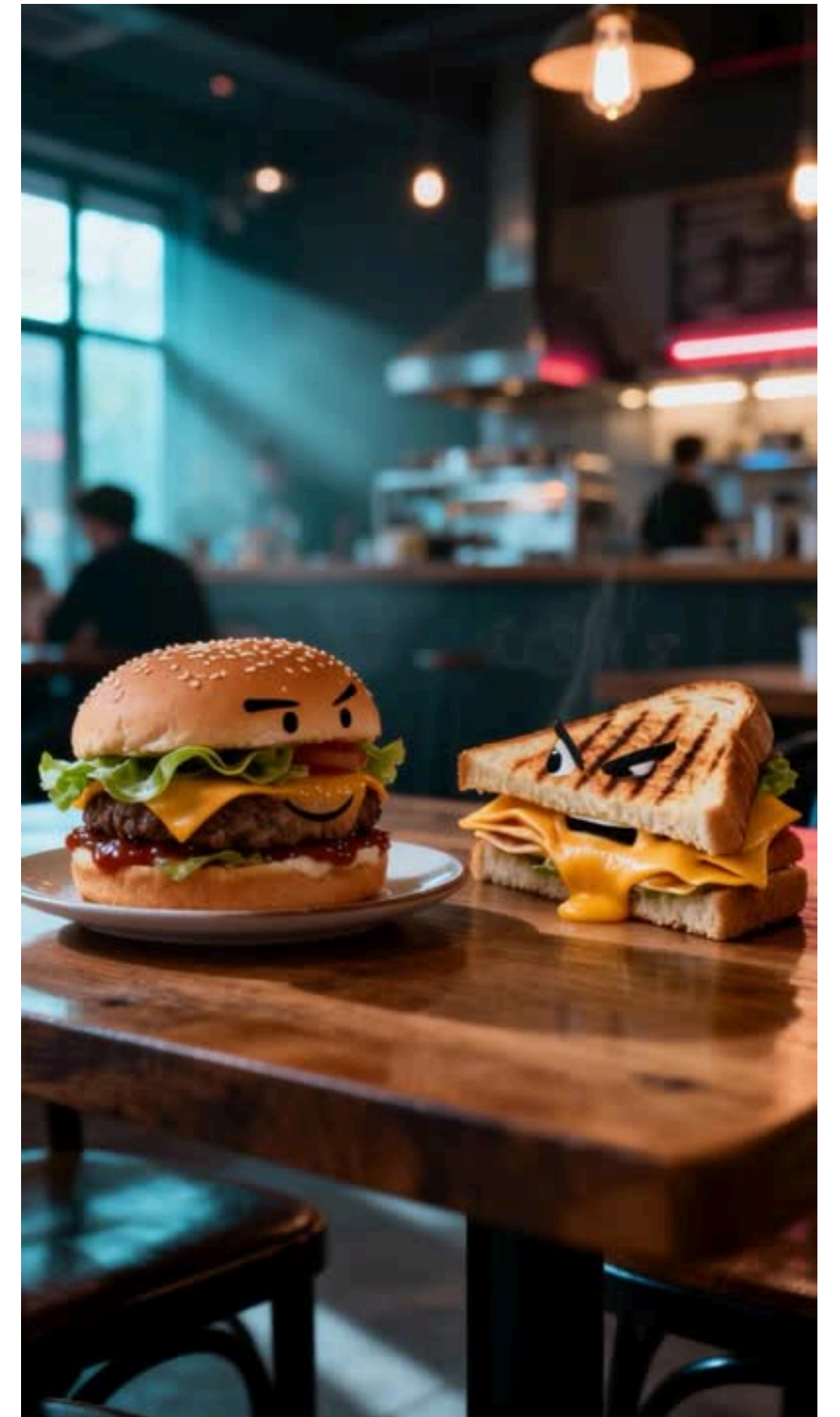
To participate
CHECK CAPTION

SERIES- FOOD WRAPPED

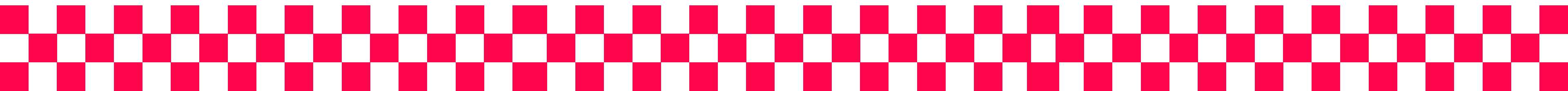
Light-hearted, witty rap battles between menu favourites
Script ref.:

Bombay Sandwich: Yo, step aside, Burger; I'm the OG street king. Layered up fresh, I'm the flavour you can't beat, sing! Mint chutney drip, veggies stacked so clean, I'm the city's heartbeat; I'm the Bombay dream.

Aloo Tikki Burger: Oh please, Sandwich, you're cute... but basic at best, I'm the crunchy tikki boy, I outperform the rest. One bite of me? Bro, the crowd goes insane. I'm the comfort classic, ruling every lane.



NOW WHAT?

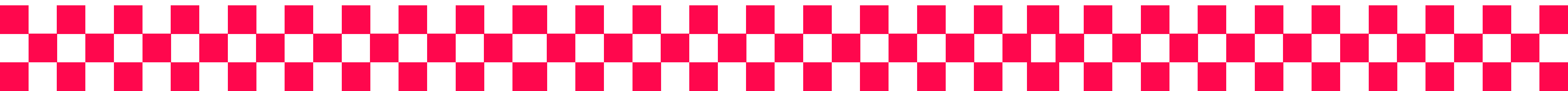


THE WAY FORWARD

Shift Hocco's Role: From Eatery to Experience Hub

Strategic Thought:

After Hocco Wrapped establishes cultural relevance, Hocco evolves into a youth hangout space; a place to watch, play, compete, and connect, not just eat.



REGULAR EVENTS

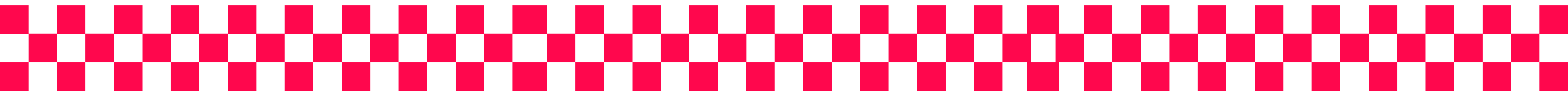
Private Screenings @ Hocco

What:

- Live screenings of football, cricket finals, F1 races
- Re-releases of cult films & anime nights
- Themed menus for big match days

Why:

- Turns Hocco into a destination during key cultural moments
- Encourages group visits = higher footfall
- Positions Hocco as “where the vibe is”



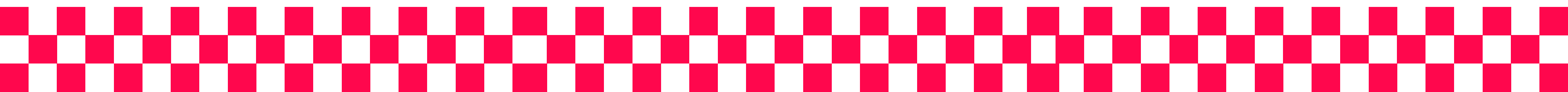
Indoor Games & Competitive Evenings

What:

- Board games, card games, foosball, table tennis
- Weekly “Game Nights” with small rewards or freebies

Why:

- Low investment, high dwell time
- Makes Hocco a regular post-college / post-work stop
- Encourages organic word-of-mouth



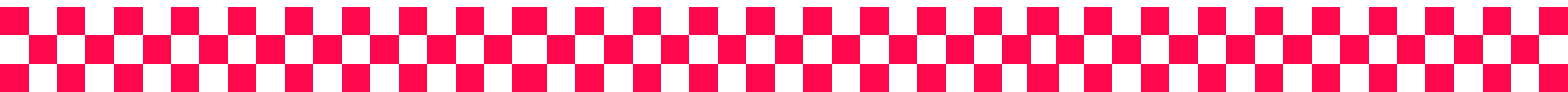
Creator & Community Nights

What:

- Open mic nights (rap, poetry, comedy)
- Cypher evenings continuing the Hocco Wrapped legacy
- College-specific takeover nights

Why:

- Keeps the creator-first DNA alive
- Gives youth a reason to return even after the campaign ends
- Strengthens Hocco's position as a platform



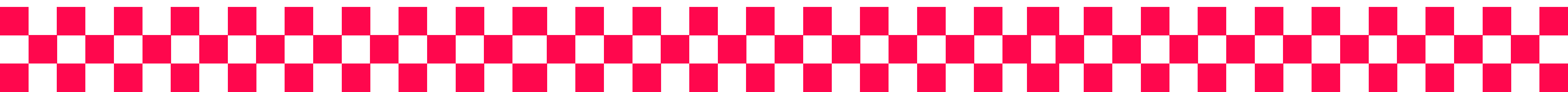
Seasonal IPs (Repeatable Formats)

What:

- “Matchday at Hocco”
- “Movie & Meal Mondays”
- “Game On @ Hocco”
- “Mic Drop Fridays”

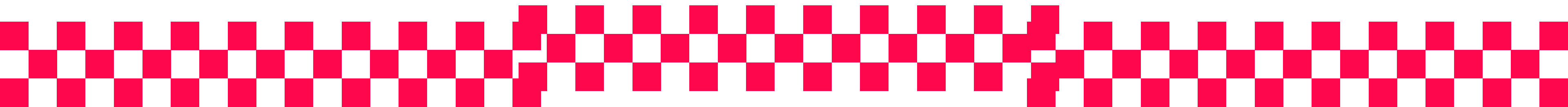
Why:

- Converts experiences into recognisable IPs
- Easy to scale across outlets
- Keeps communication fresh without reinventing the wheel



SPECIAL FESTIVE EXECUTION

Valentine's Day



QUICK COMMERCE ACTIVATION

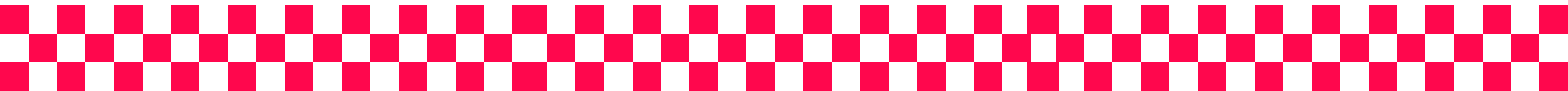
- Tie-up with Blinkit / Swiggy Instamart / Zepto
- Limited-edition HOCCO Valentine Gift Hamper delivered with orders in collab with Hocco Ice Cream
- The hamper includes a popsicle, offer coupon, cute neon foodie stickers and a playful, cheesy message from HOCCO
- Message Reference:

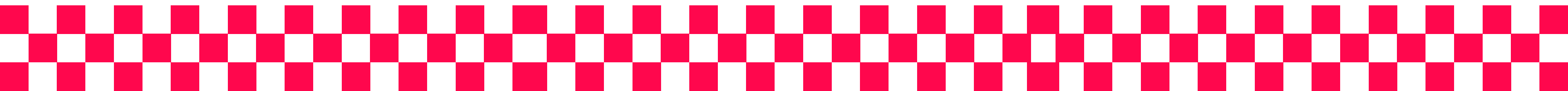
“Your Valentine may forget you. We won’t.

Happy Valentine’s Day

– HOCCO”

- Additionally, every order placed on Swiggy/Zomato on Valentine’s Day includes a printed personalised note





rióconn

THANK YOU

Let's Discuss

