



It's the LITTLE THINGS THAT SATISFY us most

TIKTOK CHALLENGE

Despite Super Slider snack burgers being a more filling upgrade from ordinary Sliders (thanks to their hash brown twist), our audience didn't perceive the Super Slider Mix 4 as the satisfying meal that it is. To tackle the problem, a film campaign was created for TV, launching the idea: 'It's the little things that satisfy us most' – using 45" TVC media suited to slow-build stories that let audiences experience life's small personal triumphs as metaphors for how satisfying the meal is. Our TikTok arm needed an innovative solution to convey satisfaction to Gen Z, who are expert content filterers, without the luxury of slow storytelling. We had to hook them instantly and deliver an experience as satisfying as the meal itself.

A TIKTOK-FIRST APPROACH

Let the media experience be the message.

To beat engagement norms, we had to think differently, diving deeper into TikTok's content culture to align our product in ways that would **surprise and delight Gen Z**. TikTok is notoriously tough to crack, but it's also the cultural heartbeat. If you show up with relevance here, your brand doesn't just get noticed, it becomes part of culture.

Our objective was clear:

- Drive **engagement above benchmarks**.
- Embed the product in **cultural behaviour** rather than just serve ads.
- Create a **scroll-stopping experience** that mirrored the satisfying payoff of eating a Super Slider Mix 4.

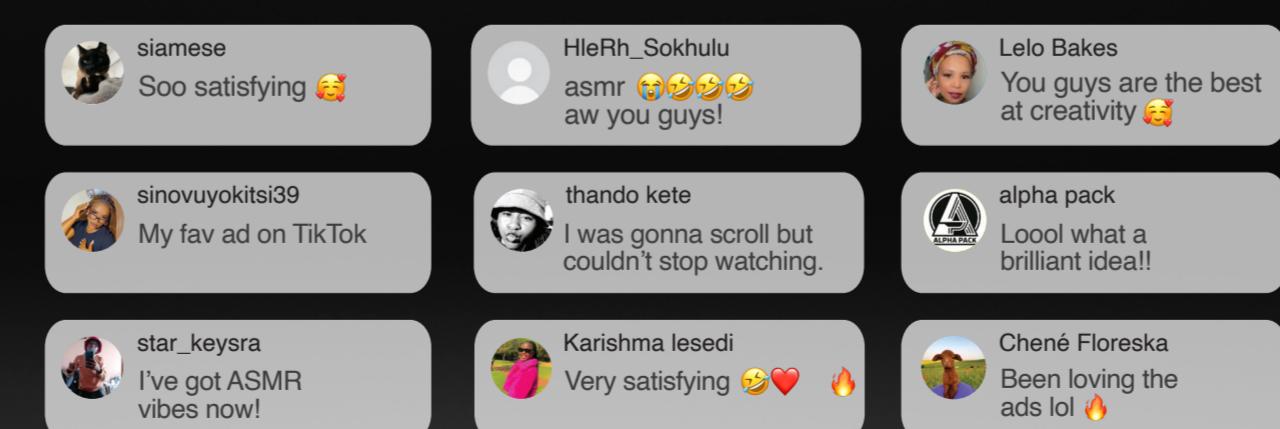
SMART IMPLEMENTATION

We built our approach on three principles:

- **TikTok-first creative.** We produced 10 bespoke ASMR videos, crafted for TikTok's fast scroll and sound-on culture. Shot vertically, these videos felt like native TikToks – not ads.
- **Platform synergy.** TikTok was our lead platform, with Meta and YouTube used to extend reach and amplify momentum.
- **Format discipline.** Each video was short (20"), skipable, and optimized for immediate impact.



FAN COMMENTS



IMPACT

**600 000 COMPLETED VIEWS
OF 20-SECOND CONTENT**



20 MILLION TOTAL VIEWS

**BRAND ENGAGEMENT
3.3%**

vs. TIKTOK BENCHMARK of 2.5%