

Grubhub Fall Seasonal

BRAND OVERVIEW:

September is the kick-off to football season, and there's no better way to enjoy football than to have your favorite snacks or takeout delivered to your door with Grubhub.

IDEAL CREATOR:

- Age: No preference
- Gender: No preference
- Location: United States
- Language: English
- Comfortable in front of a camera

PRODUCT DETAILS:

- (1) \$100 Giftcard

CAMPAIGN DELIVERABLES:

- 4 TikTok Videos (no social post)
- Video Length:
 - :15 second minimum, :30 second maximum
- MUST send creative concepts for review and approval
- MUST send **content** drafts for review and approval
- MUST send fully edited video with transitions, text overlays, royalty free music (use [Commercial Music Library](#)), voice overs, original sounds, etc. for us to use.
 - **Please note, creators may not use copyright music in their content so we recommend music from one of the platform approved libraries or via our partnership with Assemble Sounds.**
- Final video must be in the following format:
 - 9:16 ratio
- Expect one round of edits

Please use upbeat music from the [Commercial Music Library](#) as these come royalty-free.

This brief will include a kick-off call. If you cannot attend the call, watching the recording is MANDATORY!

**This campaign requires a creative concept to be submitted and approved prior to filming content*

**Be prepared for up to ONE round of post-production edits on your content at the brands discretion (updates to text overlays, music, transitions, etc.)*

CREATIVE CONCEPTS:

All accepted creators will be required to share 4 unique creative concepts for their 4 videos. The focus of these concepts should revolve around promoting the audience to place orders through Grubhub. You will be required to submit written concepts for approval:

Concept 1: Ordering Grubhub on Gameday

Concept 2: Hosting a Gameday party with Grubhub makes it so easy!

Concept 3: *Up to Creator*

Concept 4: *Up to Creator*

Hook

- How are you going to grab the viewer's attention in the first 1-3 seconds of the video?
- The hook needs to be delivered via text overlay or voiceover in the first 1-3 seconds of the video.
- Mention Grubhub within first 1.5-3 seconds of your video
- We want your hook to be authentic to yourself! We don't want them to come off as too scripted or ad-like. Please be creative and come up with authentic hooks to your content creation style
- Example Hooks:
 - *"I love hosting gameday parties but don't love the stress. Grubhub makes it so much easier when planning my parties"*
 - *"Here's the best hack to a perfect gameday"*
 - *"Let me tell you about my #1 tip to host the perfect gameday"*
 - *Up to Creator*

Middle

- Include a short description of what your video will show.
- What's the setting in which you're going to film?
- How are you going to incorporate required messaging - via selfie video, voiceover, or text overlay?

Call-to-action

- CTAs you will be using:

- “Order Now”

Overall Objective & Thought Starters

- We want creative content that feels genuine.
- Content should be highly relatable, and even comical at times, since a large majority of people can relate to the experience.
- Examples we like:
 1. [Example 1](#): Engaging and comfortable speaking to camera
 2. [Example 2](#): Feels organic and comfortable speaking to camera
 3. [Example 3](#): Engaging and feels very organic while being informative
 4. [Example 4](#): Integrated into a “day of my life” that feels very natural

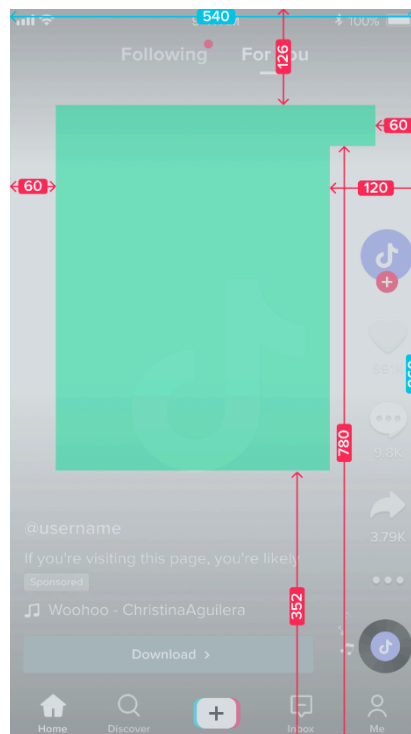
Talking Points/Product Benefits:

- We would like to focus on 'order now' messaging. The general messaging should be focused on "why Grubhub." We'd like to come up with key points on why customers should pick Grubhub over our competitors.
- September is the kick off to football season, and there's no better way to enjoy football than to have your favorite snacks or takeout delivered to your door with Grubhub, right?
- These assets should focus on ordering Grubhub to elevate your game-day moments.

MESSAGING REQUIREMENTS:

- **DO**
 - DO: Use the full name of the brand
 - Grubhub
 - DO: Capitalize Grubhub in your captions and overlay
 - DO: Grubhub is to be spelled with no spaces, no capital “H”
 - DO: Share how excited you are about the Grubhub sponsorship in an authentic way and talk about Grubub in a positive light.
 - DO: Play on current trends
 - DO: Make it personal and creative
 - DO: wipe down all sauce containers, so that the edges of containers look neat
 - DO: Shoot in proper, natural, bright light - no low-light settings
 - DO: Show applicable product(s) in use in the video:
 - Show food but DO NOT focus on enterprise brand logos like “McDonalds” or “Panera” unless specified otherwise.
 - DO: Ensure the camera is stable. Please set up the camera so we can see both you and the product steadily and clearly in the frame.
 - DO: Shoot in a clear, plain background that does not distract from the video
 - DO: Upload videos without the TikTok watermark

- DO: Leverage native text or fonts that are specific to TikTok if you include overlays. Please be sure the text overlay is easily read and not “typing” out as it distracts from the video.
- DO: Shoot vertically with resolution no lower than 1080X1920
- DO: Ensure your text overlays are not obstructed by elements such as captions, CTA buttons, etc. within the TikTok app
 - [TikTok Safety Zones](#)
 - Use TikTok’s [Preview Tool](#) to ensure your overlays are not obstructed
 - Select “in feed ads” from top left dropdown menu → upload video



● DON'T

- DON'T: Show a delivery moment with contact because of Covid, play off Gubhub’s contact-free delivery, which has delivery drivers drop the food off at your door
- DON'T: Mention competitors- any other food delivery services like DoorDash, etc.
- DON'T: Include logos
- DON'T: Show styrofoam containers and avoid excessive plastic packaging and straws whenever possible
- DON'T: Show food “plated” whenever possible- if showing foods plated, please be sure to include “delivery cutes” ie) ketchup packets, sauce containers
- DON'T: filter or retouch the video
- DON'T: Submit a horizontal video

- DON'T: Use copyrighted music. Only use music from the Commercial Music Library
- DON'T: Include TikTok watermark or editing tools on the video
- DON'T: Use profanities, crude language, or promote drug and alcohol use
- DON'T: Have major brands like McDonald's, Burger King, etc. be the hero of the video. Avoid enterprise chains if possible.
- DON'T: make ads...make TikToks. Videos should feel more like a facetime session with a friend vs. someone trying to sell you something at the mall
- DON'T use overtly promotional language