



SUMMER SURVIVAL KIT GIVEAWAY

Every summertime “adulting” achievement—big or small—deserves the reward of a Blizzard® Treat.





ASSET LIST

- X4 Weekly Reel/TikTok Posts
- X2 Winner Stories (1 per platform)





JUNE-JULY CALENDAR VIEW

Giveaway Content
Regular Social Content
(July hasn't been conceptualized yet)

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|-------------------------------------|--------------------------------------------------|---------|-----------|----------|------------------------------------------------------|----------|
| 15 | 16 | 17 | 18 | 19 | 20 <i>BOGO Blizzard Treats Giveaway Announcement</i> | 21 |
| 22 | 23 <i>Blizzard Treat \$25 Gift Card Giveaway</i> | 24 | 25 | 26 | 27 <i>Week 2 Reminder</i> | 28 |
| 29 <i>Blizzard Driver's License</i> | 30 | 1 | 2 | 3 | 4 <i>Week 3 Reminder</i> | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 <i>Week 4 Reminder</i> | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 <i>Winner Announcements</i> | 19 |



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OPPORTUNITY

Relate to the harsh realities of being an adult that Gen Z and Millennials alike are facing, especially when their children are home for the summer. Reach our current audiences on TikTok and Instagram and gain new members of those audiences by rewarding them for adulting in the summer with a year of FREE Blizzard® Treats and swag.

GOALS

Show that DQ® gets its consumers through humor. Raise awareness for the Summer Blizzard® Treat Menu and gain more video views/impressions across platforms.



SOCIAL ACTIVATION

To celebrate 40 years of the Blizzard® Treat, we'll be giving away 4x prizes valuing \$1,000 each (\$4,000 in prizing total).

ASSETS

- 4x weekly posts - Videos on TikTok and Instagram
- 2x stories - Winners will be announced via graphic story that plays off of box design at the end of campaign (2 names on IG and 2 names on TT)





CREATIVE CONCEPTS

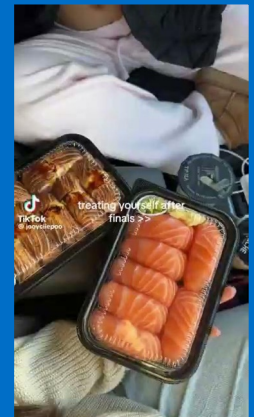
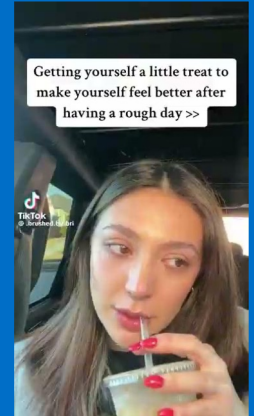


Our Recommendation

YOU DESERVE A BLIZZARD® TREAT IF...

TREAT YO SELF

You went outside for 5 minutes and came back sunburn. Your AC just broke... again. Basically, summer has our viewers sweatin', stressed and possibly questioning life's choices. Talent will film themselves in one of these scenarios and will ask the audience to comment why they deserve a Blizzard® Treat with their own fill in the blank of "you deserve a blizzard if..."





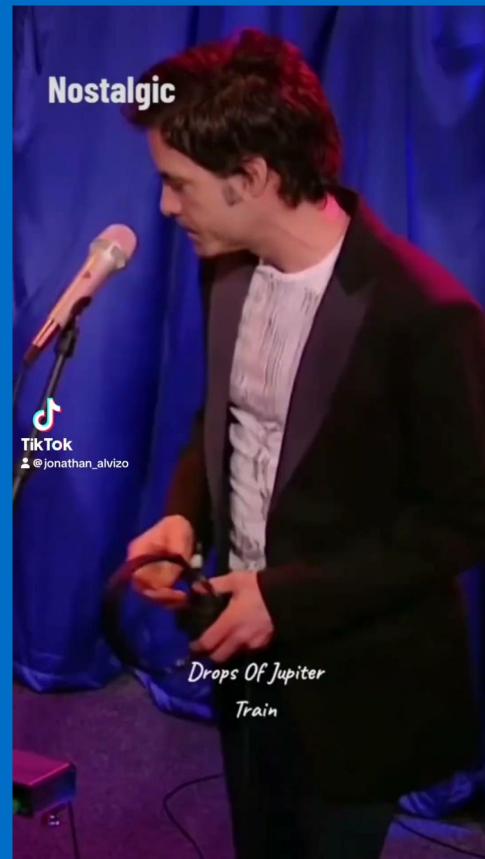
POPCORN DUET/STITCH

ADD YOUR ADULTING SURVIVAL VERSE

Talent sings first verse of song and then asks what the next verse should be relating to checking something mundane/boring off of your adulting to-do list.

OR sings the sing-out of the Blizzard® Treat Summer Menu commercial and asks viewers to duet with the same lyrics.

LOOMIS



Since the Duet response is only visible to the creator of the duet and that person who replied, here's an example of how that would look like (feat me).

NEXT STEPS

4/14 - Brand Team to review and choose a concept

5/14 - Shoot day

6/6 - Execution due for client review

6/20 - Campaign goes live



THANK YOU