VOGEL'S®

CHALLENGE

Make Vogel's appeal to kiwi commuters who don't have time to toast twice.

INSIGHT

When you're rushing out the door, Vogel's ends up in the too hard basket.

IDEA

Vogel's on the go.



“Approximately 15% to 25% of adults regularly skip breakfast, with rates varying significantly by age, sex, and lifestyle factors.”

“Lack of time is the single most common self-reported reason for skipping breakfast. Up to **59%** of people regularly forgo a morning meal.”

NIH
National Institutes of Health

VO ON THE GO®

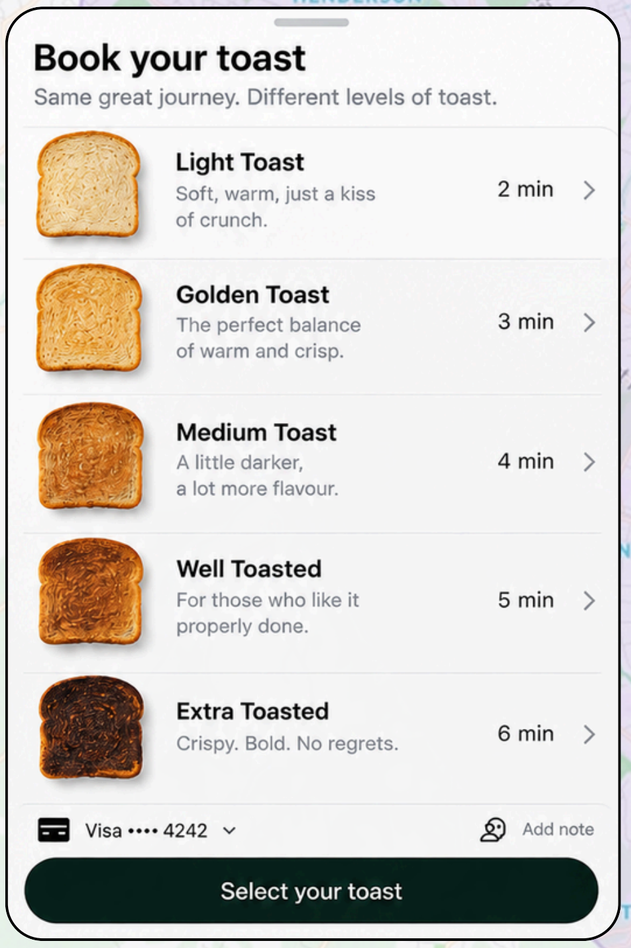
We know that having breakfast on top of getting ready for work at the crack of dawn is just another annoying task.

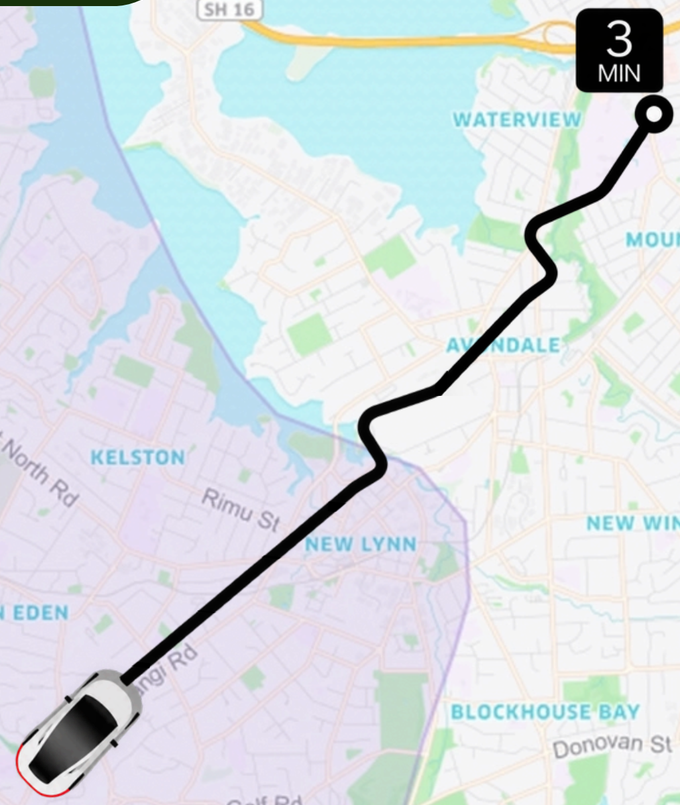
Put the two together.

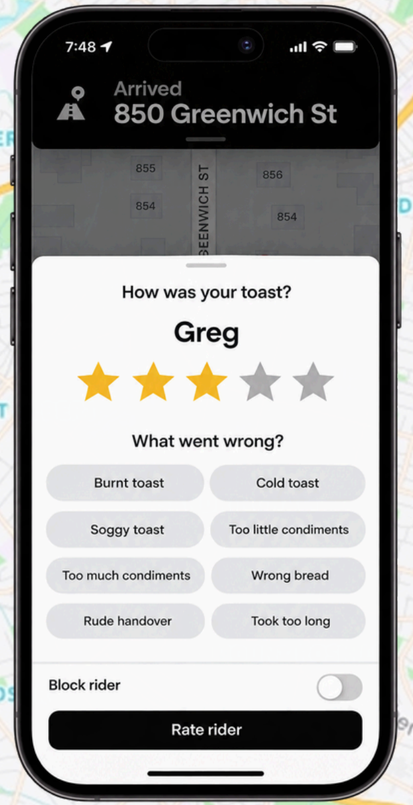
Order your morning Uber and have a fresh slice of Vogels waiting for you in the backseat, ready to go.

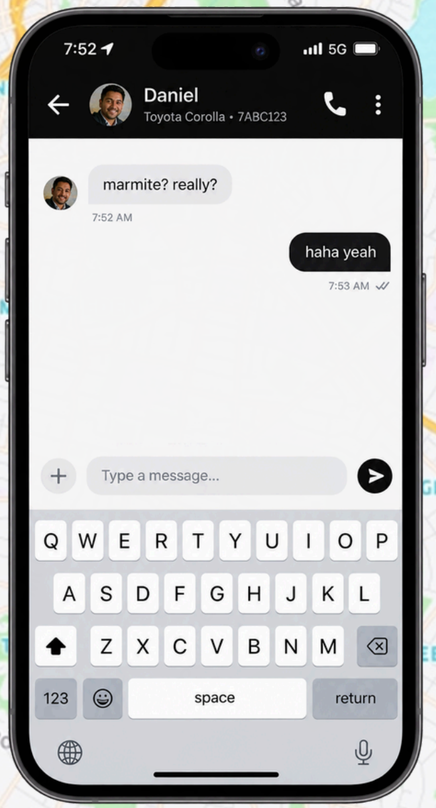


In the Uber app, select your destination **and your toast preference,** then get ready for a fresh slice of Vogel's in the back seat.









Once you've arrived at your destination, **give your driver an honest rating of their toasting skills.**

Your driver can also share their thoughts on **your condiment preferences.**



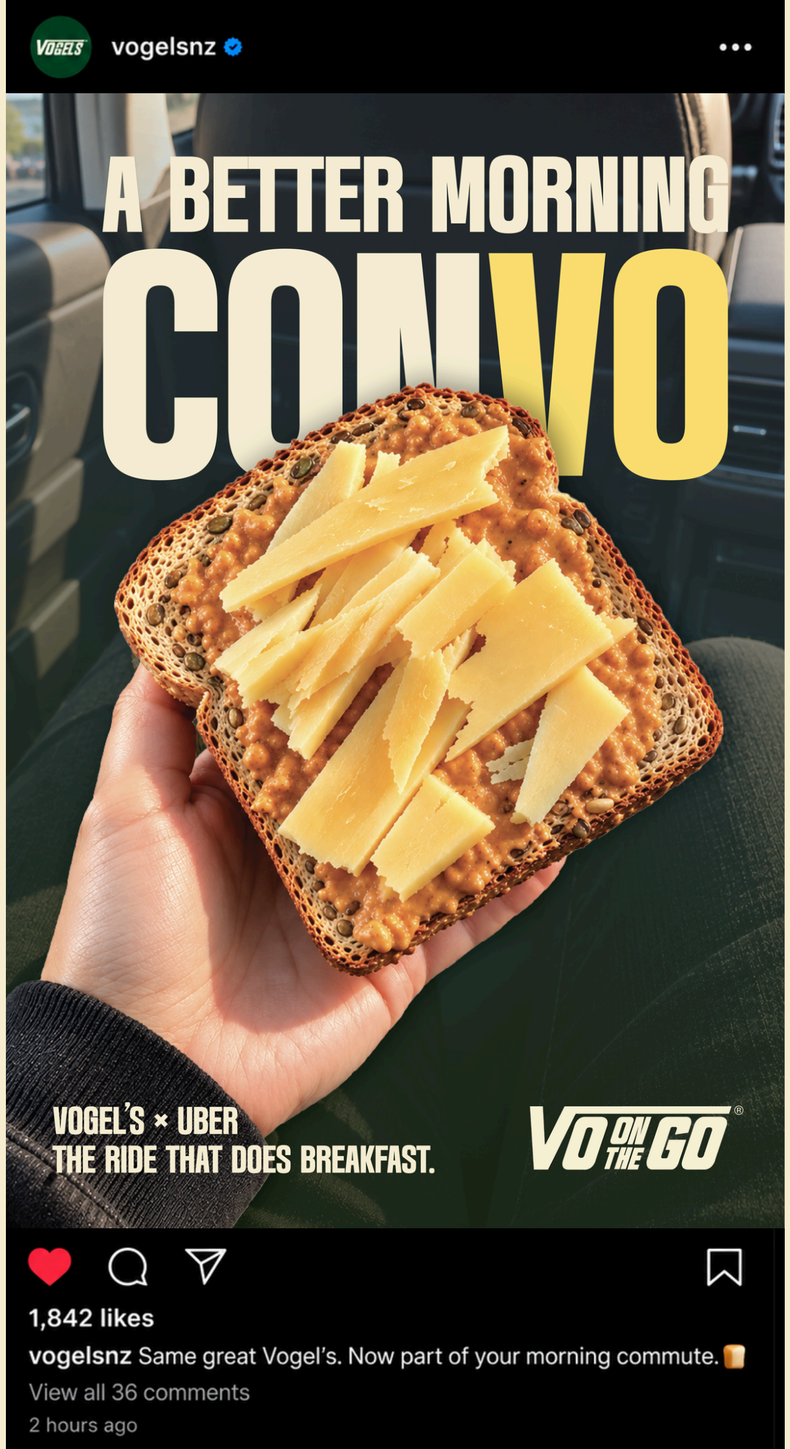
HOW CAN WE TELL PEOPLE ABOUT IT?







LUMO digital billboards turn toast into a real-time distance indicator. The more toasted the Vogel's slice, the closer the nearest 'Vo on the Go' Uber ride is, with each billboard adapting to its location.



Ads for social media that play on the "awkward" conversations you have with your Uber driver. With 'Vo on the Go' you have something to talk about.









IT'S VO TIME!

Ads on the side of AT buses and LUMO digital billboards reach commuters during the early-morning rush to work.

Aiming to catch the attention of busy workers who possibly skipped breakfast as they walk, drive or commute past, sparking curiosity about Vo on the Go.