

Awareness Campaign: Goodles Remix Challenge

Goal: create brand awareness in a fun, interactive way--getting consumers involved and allow creativity

Concept:

- Invite consumers to get creative by remixing a classic Goodles box.
- Add their own spices, sauces, or mix-ins to create new flavor combos.
- Celebrate personal expression while highlighting Goodles' fun, bold vibe.

Content Type:

- TikTok/Instagram: #GoodlesRemixChallenge
- Includes cooking process, recipe, and inspiration behind their creation
- Personality & Engagement



Awareness Campaign: Goodles Remix Challenge

Not Just About The Winners

- Goodles spotlights standout entries with weekly mini-winners.
- Mini-winners get perks like product bundles, exclusive merch, or official reposts.

**LITTLE
NOODLE,
BIG MISSION**

Incentives:

- After the 2-week challenge, Goodles selects the top 3 recipes.
- Winning remixes become the next limited-edition "Fan-Flavor."
- Shoutout on Goodles' social channels
- Feature on the Goodles website
- Free Goodles for a year



Awareness Campaign: Goodles Remix Challenge

Why It Works:

- Easy to fans to connect
- SM gets people inspired to join fast/created buzz
- Builds momentum
- Creates friendly competition
- Strengthens consumer loyalty
- Authentic UGC
- Drives product sales
- Reinforces the brand personality



Engagement Campaign - Goodles Taste Test Tour



Goal: Drive engagement, awareness, community, and UGC

Concept:

- Pop-up blindfold taste tests on college campuses & high traffic areas
- Participants guess flavors & favorites
- Win free box of Goodles + chance to be featured on SM

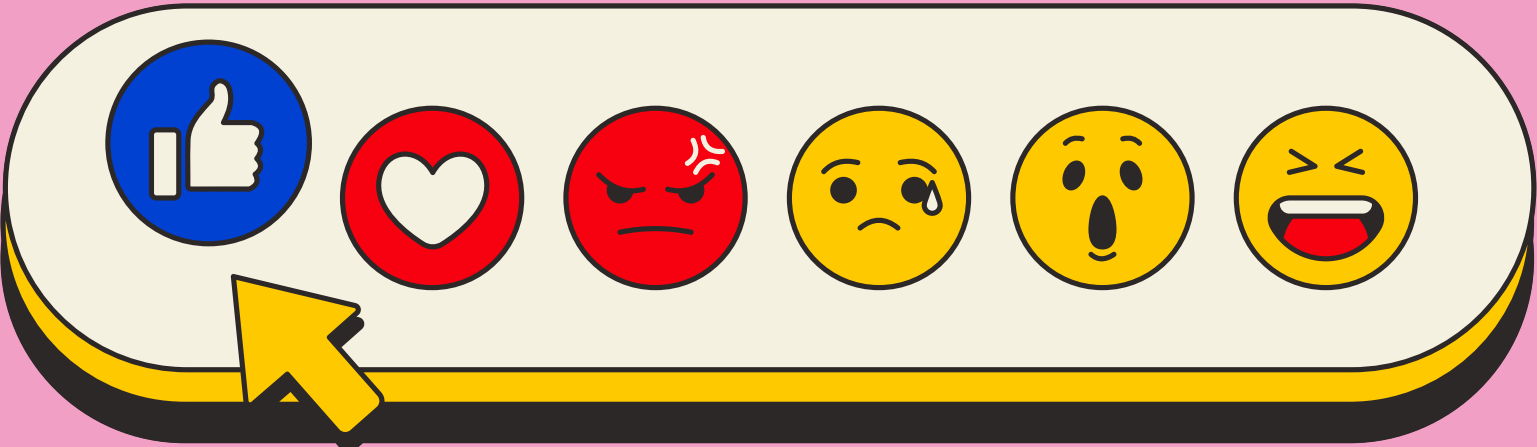
Target Audience: 18-40 year olds; Social, participatory, Goodles' fans

Why This Works:

Closes engagement gaps identified in social audit
Turns live experiences into shareable content



Engagement Campaign - Goodles Taste Test Tour



Primary Platforms: TikTok and Instagram

Tone & Voice:
Playful, high-energy, relatable, community-driven

Visual Style:
Bright, bold, Goodles colors
Candid moments & close-up reactions

Engagement Tactics: Interactive UGC, Social Challenges, & Community Play

Posting Strategy: Daily + Reactive, UGC fueled posts, & Constant Momentum

KPIs: Engagement + UGC, Social Impact, & Participation Metrics

Engagement Campaign - Goodles Taste Test Tour



"Could you guess the Goodles flavors blindfolded?"
Participants partaking in the challenge and ranking the flavors.

Captions:

"POV: you thought buffalo cheddar was 'spicy vanilla'
Which flavor would fool you??
"Who ranked the flavors correctly?!"

Comment Engagement-Driven Posts

Quick reaction clip

Caption:

"Based on this face — what flavor did they taste?"

Polls:

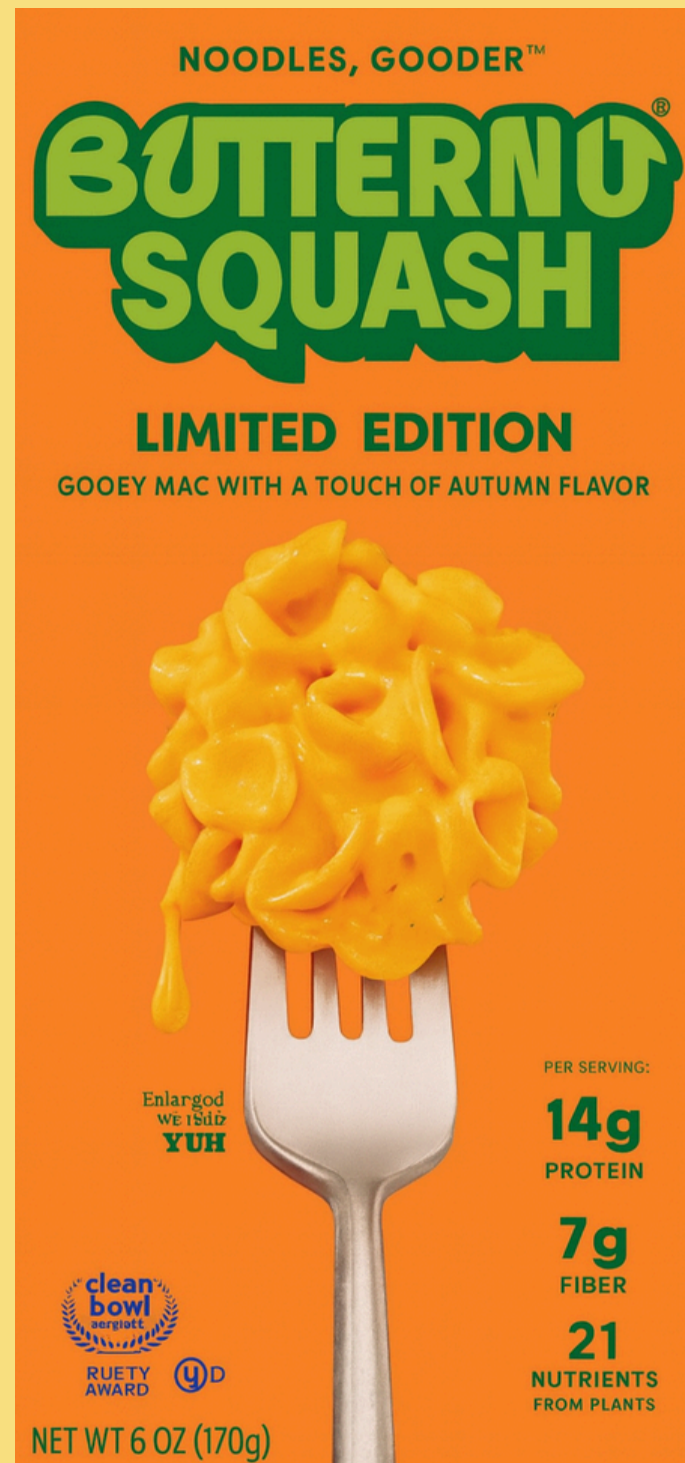
"Which flavor wins?"

Chedda vs Buffalo

"Could YOU guess blindfolded?"

Yes, easy No chance

Conversion Campaign: Limited Edition Flavors



Goal: create a campaign that drives direct purchases of the monthly limited edition flavor

Concept: Release limited-edition monthly flavors to keep consumers engaged and excited about new products

Target Audience:

- Ages 18-45
- Two segments: Gen Z and Millennials
- Location: United States
- Male and Female

Why This Works:

- Urgent messaging and terminology (ex: limited, shop now, exclusive)
- Perceived value through a fun and unique offering
- Strong CTA's

Conversion Campaign: Limited Edition Flavors

Posting Strategy:

- Posting on Instagram, Facebook, and TikTok
- Persuasive, urgent, and exciting tone to engage and create a sense of urgency
- Use CTA's such as "Shop Now!", "Buy Now!", and "Add to Cart."
- Engagement tactics: Partner with influencers, encouraging community feedback, post consistently, branded hashtags.
- KPI's: Conversion rate, CTR, total purchases



Conversion Campaign: Limited Edition Flavors



CTA: Shop Now!

Platform: Instagram and Facebook

Caption:

Hello, Fall! Meet your new favorite comfort food. Our Limited Edition Butternut Squash Mac N Cheese is back to warm you up! It's creamy, dreamy, and packed with harvest flavor. Seriously, grab this exclusive flavor ASAP—it disappears in just 30 days!

#GoodlesLimitedEdition #GoodlesMac #FallEats

THANK YOU!

