



AD CAMPAIGN ANALYSIS

Vicio: the spanish marketing experts

By Blanca Chávarri

AD ANALYSIS



disruptive marketing
campaign: from **trial** to
viral marketing



La Hamburguesa PROHIBIDA Para los Niños | ANUNCIO MILFSHAKES Y VICIO

MarketingDirecto

VICIO

ONLY FOR ADULTS
H*Y MILF SHAKES**



Too Hot for Kids
Dado grande, crujido bueno,
queso cheddar, queso parmesano
y sabor de adulto.



Watch on YouTube



960



5



29

| videos on TikTok

Watch now

@milfshakesco

Restock de Menús y Figuras

🎵 sonido original - M***SHAKES

POWER OF STORYTELLING



nilojeda ✓

Spanish influencer and owner of
MILFSHAKES



He announces on his instagram that he's going to have a trial for something from his past (without saying what, creating curiosity) and asks everyone to come to the courtroom and support him



The day of the "trial" with actors included, everyone came to Barcelona's Law School. That day Nil arrived with Aleix (Founder of Vicio) and presented his partnership



Everyone TALKS, creating HYPE
AND NOISE





on TikTok Watch m [Watch now](#)

[@ganasdevicio](#) ✓

juicio completo en yt link en bio

🎵 sonido original - VICIO

BRAND STRATEGY

BUSINESS OBJ

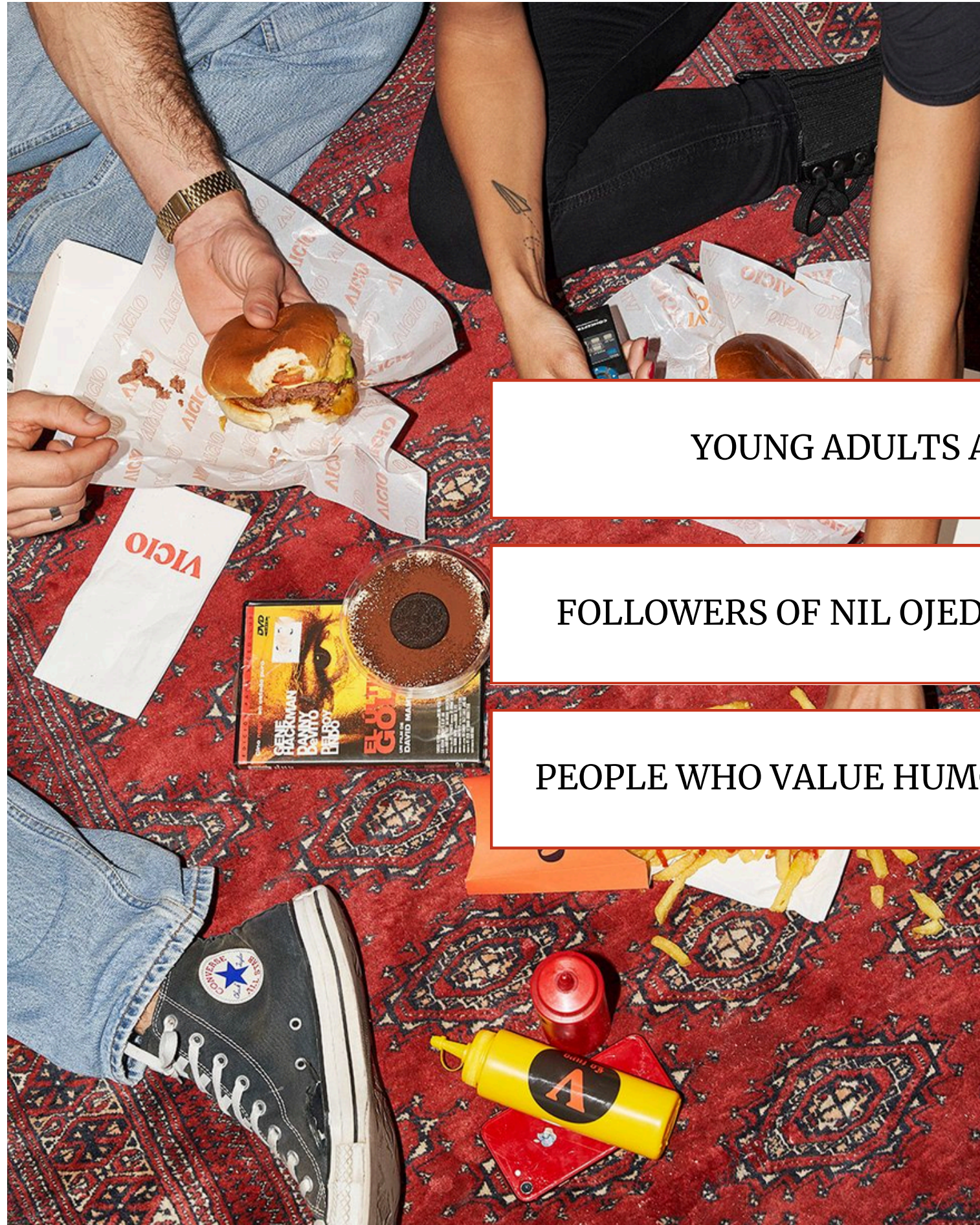
- **Launch** a new limited-edition product: *The MilfShakes x Vicio Menu*. A anti kids menu. The nostalgia of childhood.
- Boost **short-term sales** through a limited-time menu
- **Strengthen brand awareness** and position both brands as bold, creative and disruptive players

MARKETING OBJ

- Generate **hype and noise** through a storytelling strategy
- Achieve **massive reach on social media**
- Drive **conversions** to purchase the menu

COMMUNICATION OBJ

- Present both brand as bold, entertaining and fun using the adequate **tone message**
- Communicate that the product is for **adults**– “*too hot for kids*”
- **Involve the community**



TARGET

YOUNG ADULTS AND DIGITAL NATIVES

FOLLOWERS OF NIL OJEDA OR VICIO ON SOCIAL MEDIA

PEOPLE WHO VALUE HUMOR AND CREATIVE MARKETING



MESSAGE

MENU FOR ADULTS. NOSTALGIA. "TOO HOT FOR KIDS"

BREAKING THE RULES OF MARKETING - INNOVATION AND CREATIVY

MEDIA STRATEGY

SOCIAL MEDIA FIRST: FOR TEASER, SHORT VIDEOS AND STORYTELLING DROPS

PHYSICAL ACTIVATION: LIVE EVENT STAGED WITH ACTORS, WHERE FANS AND PRESS WERE INVITED, CREATING AUTHENTIC AND TRADICIONAL MEDIA BUZZ

PRESS AND DIGITAL COVERAGE: MULTIPLE PEOPLE (UGC) REPORTED ON THE EVENT. MARKETING MAGAZINES AND EXPERTS. EVEN TELEVISION.

LIMITED-TIME OFFER: INCREASING URGENCY AND FOMO

METRICS

SOCIAL MEDIA METRICS → VIEWS, IMPRESSIONS, SHARES AND ENGAGEMENT

SALES DATA → NUMBER OF MENUS SALES DURING THE CAMPAIGN

BRAND AWARENESS → INCREASE IN FOLLOWERS AND ENGAGEMENT

EVENT PARTICIPATION → ATTENDANCE AND PRESS MENTIONS

MEDIA COVERAGE → VOLUME AND TONE OF ARTICLES, INTERVIEWS, REVIEWS, MENTIONS, LINKEDLN POSTS, TELEVISION...

ROI (RETURN OF INVESTMENT) → COST VS SALES + BRAND VISIBILITY

PERSONAL OPINION



Vicio is always doing original and disruptive marketing → nobody would have guessed that the fake trial would be a partnership with two brands that sell different products but have the same tone.

The way they used the storytelling and involved their followers on it just to launch the partnership is incredible.

The new menu defines a clear differentiated strategy from any competitor on the market.

Everyone talked, everyone reposted, every marketing expert reviewed their strategy. They turned attention into value and monetized the hype.

THANK YOU
Blanca Chávarri

