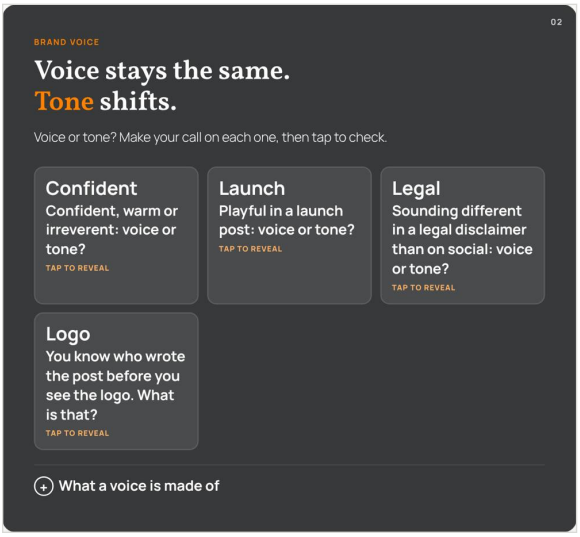
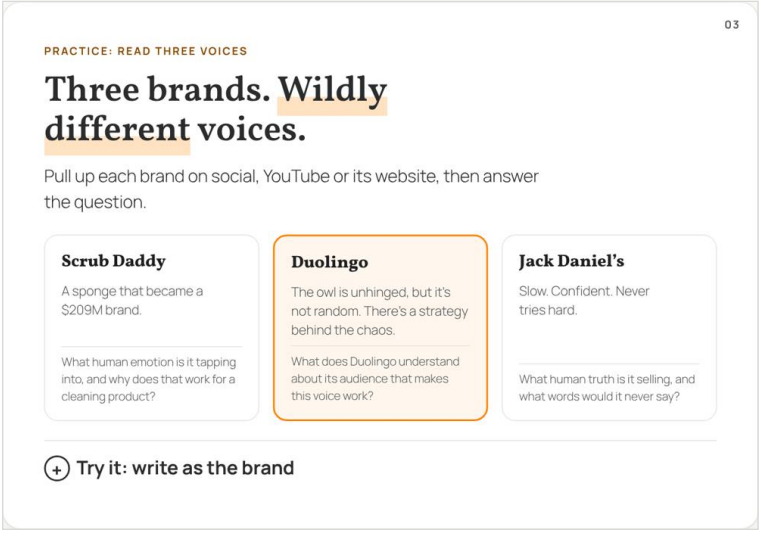


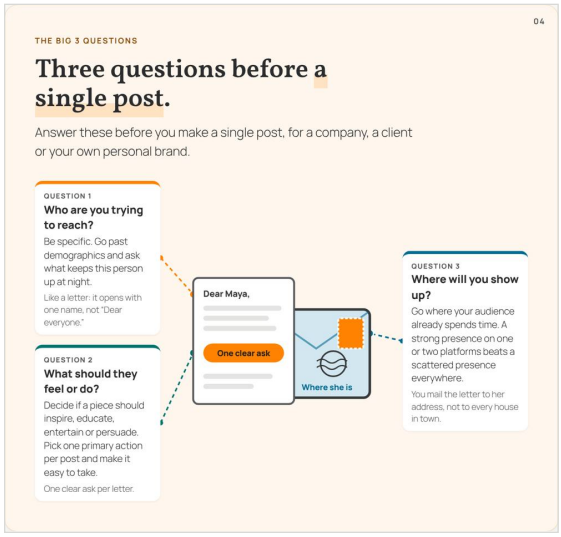
Slide 1



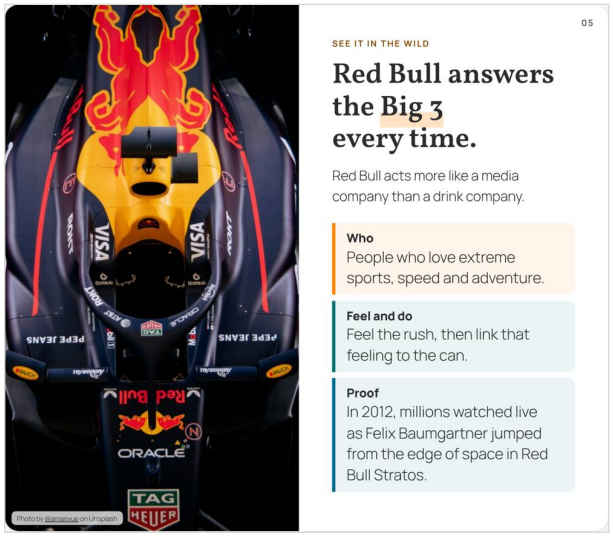
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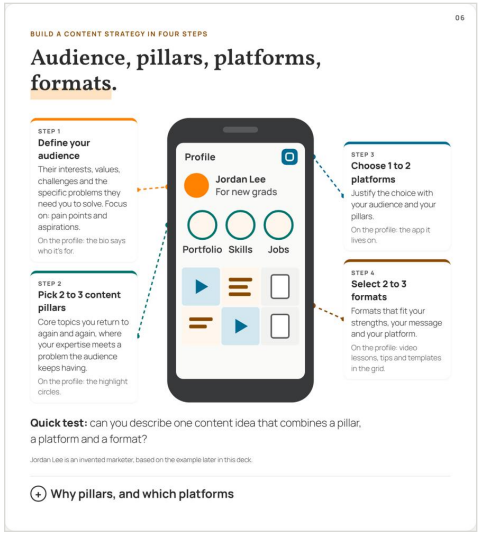
Slide 3



Slide 4



Slide 5



Slide 6

SEE IT IN THE WILD

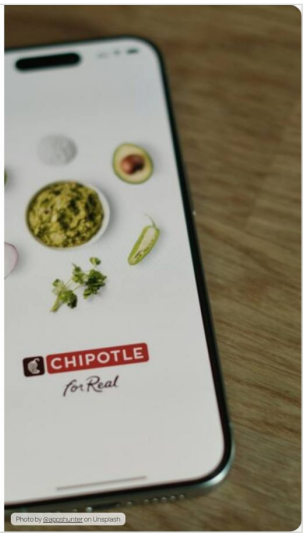
Chipotle built its TikTok on clear pillars.

Chipotle became one of the first big restaurant brands to win on TikTok.

Audience
Students and young adults who already eat there.

Pillars
Fan challenges, menu hacks and behind-the-line looks at the food.

Proof
Its 2019 #GuacDance challenge became one of the biggest branded challenges on the app.



Slide 7

WHAT STRONG CONTENT DOES

Strong content does a job and sells a feeling.

- **Does a job.** It solves the job the customer hires the brand for.
- **Sells a feeling.** Some brands build content around the feeling their audience wants, so the content becomes the main product.

⊕ Two local examples of content that does a job



Slide 8

09

EXAMPLE: LIQUID DEATH

People don't buy products. They buy who they want to be.

$1.4 billion

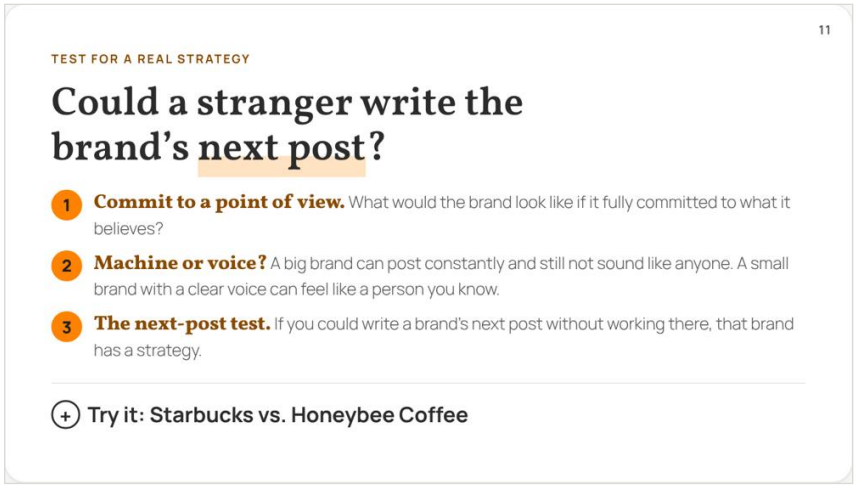
Liquid Death launched in 2019 selling canned mountain water, the most boring product imaginable. It treated the water like a heavy metal brand, and by 2024 the company was valued at $1.4 billion.

⊕ Why it worked

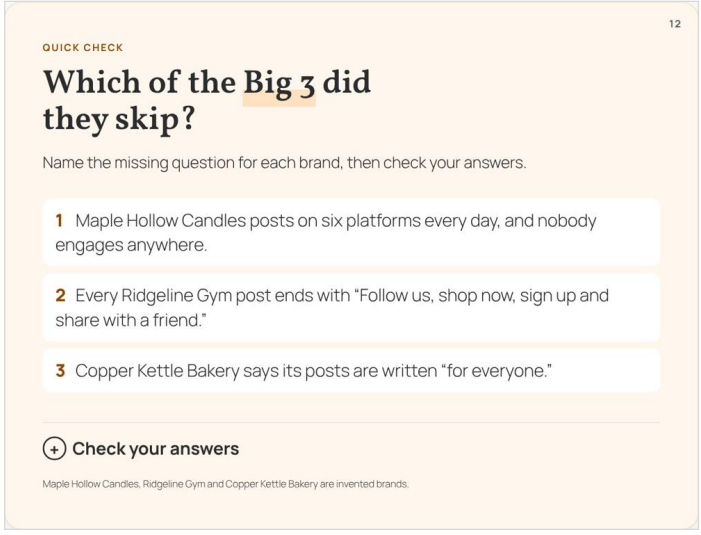
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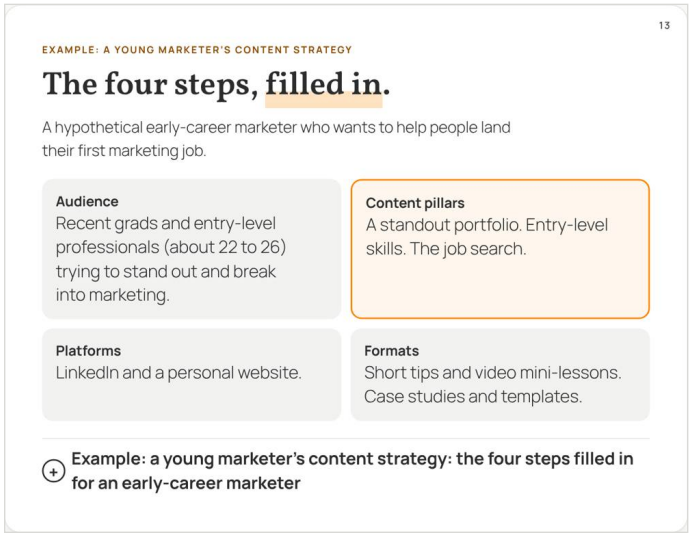
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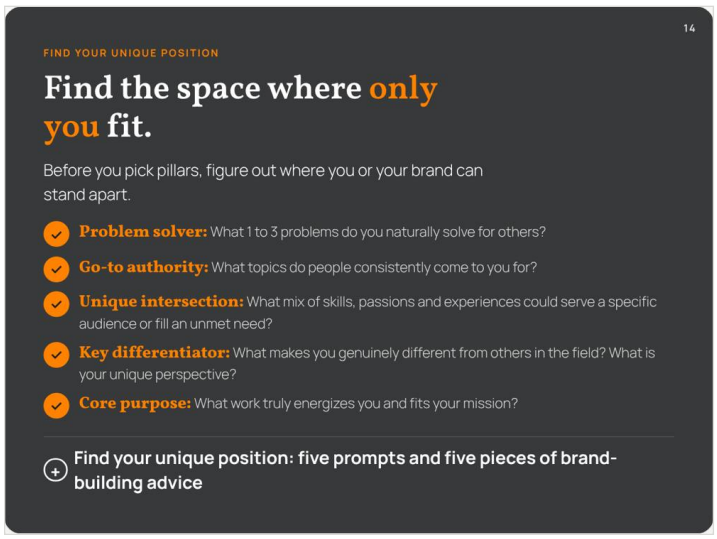
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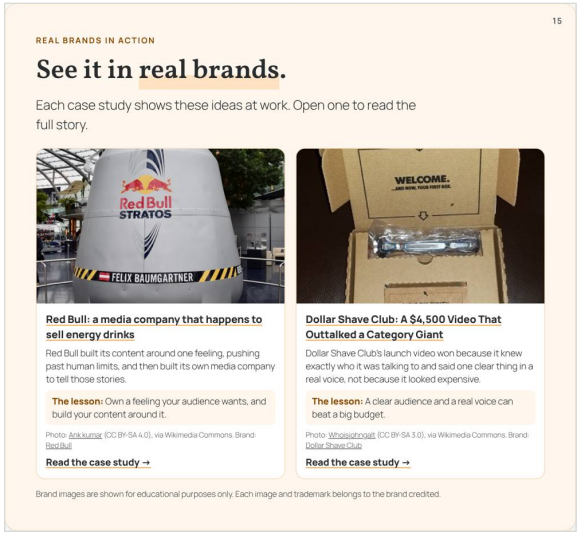
Slide 12



Slide 13



Slide 14



Slide 15