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Content in action



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Every good story starts with a challenge...

Every good story starts with a challenge...

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Retail

communication problem



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The endless loop
price, promo, offer.



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The audience reacts.



Every good story starts with a challenge...

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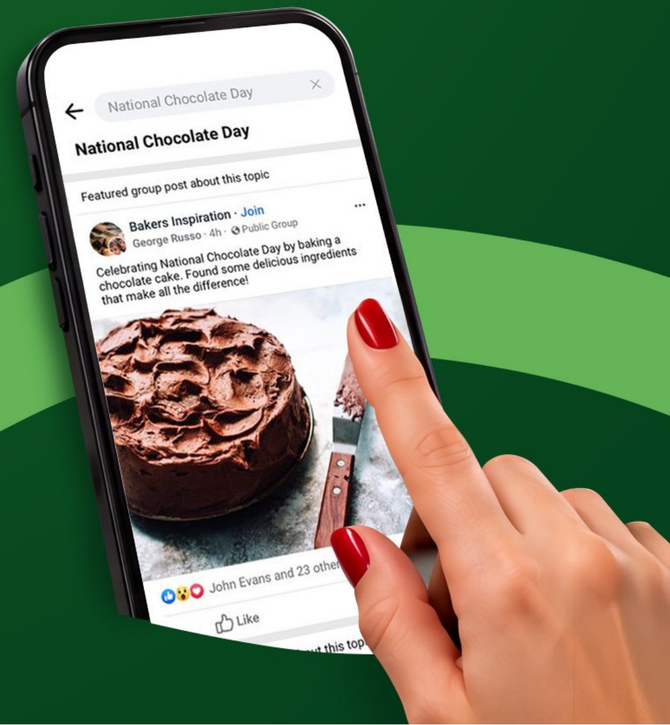


The audience reacts.



Over 60%

of users scroll past standard sponsored posts that display a price instantly



Froo is a modern convenience store

froo

NEW to the market.

NEW to the feed.

Froo is a modern convenience store

NEW to the market.

NEW to the feed.

Froo is a challenger



Over 300 stores in 2 years.

froo





Always 5 minutes close to.

Missions, not categories

The missions are hooks.

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Customer come to resolve a micro-tension:

„I am hungry”

„I am thirsty”

„I need energy”

„I want a treat”

„I’m out of ...”

6AM • BREAKFAST · SNACK · LUNCH · DESSERT · SNACK · DINNER · PARTY • 11PM



From “Need to” idea to conversation

Our audience deals with a small but **real everyday hassle.**

Inspire: Turn everyday choices into content.

Create: Use pop-culture formats.

Engage: Spark conversations, not sales.



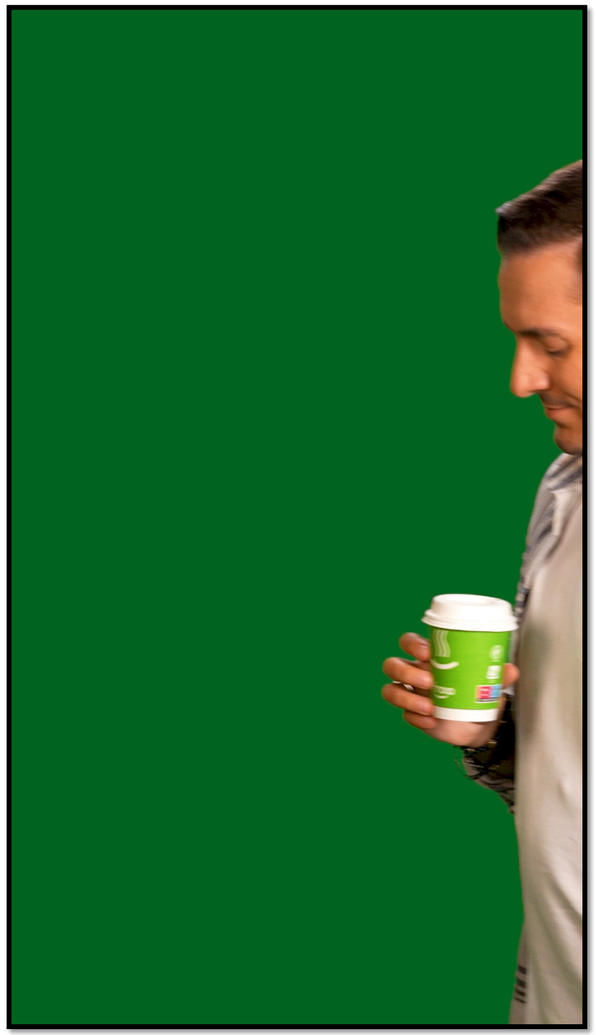






Frooroscop vs. horoscop:

Destiny decided by the stars or by what you choose to buy?



froo_romania

Dă-ți froo liber să alegi tot ce vrei

Hot dog & smoothie retrograd în cafea

froo_romania

Azi

uiți că ești conectat la boxe

și primești voice note de la bff

froo_romania

Dă-ți froo liber să alegi tot ce vrei

Și aliniază-ți planetele cu o cafea din partea casei*

zilnic 6-11 a.m.

*la cumpărături de minimum 20 lei

froo roscop

Spaghetici cu ascendent în cafea

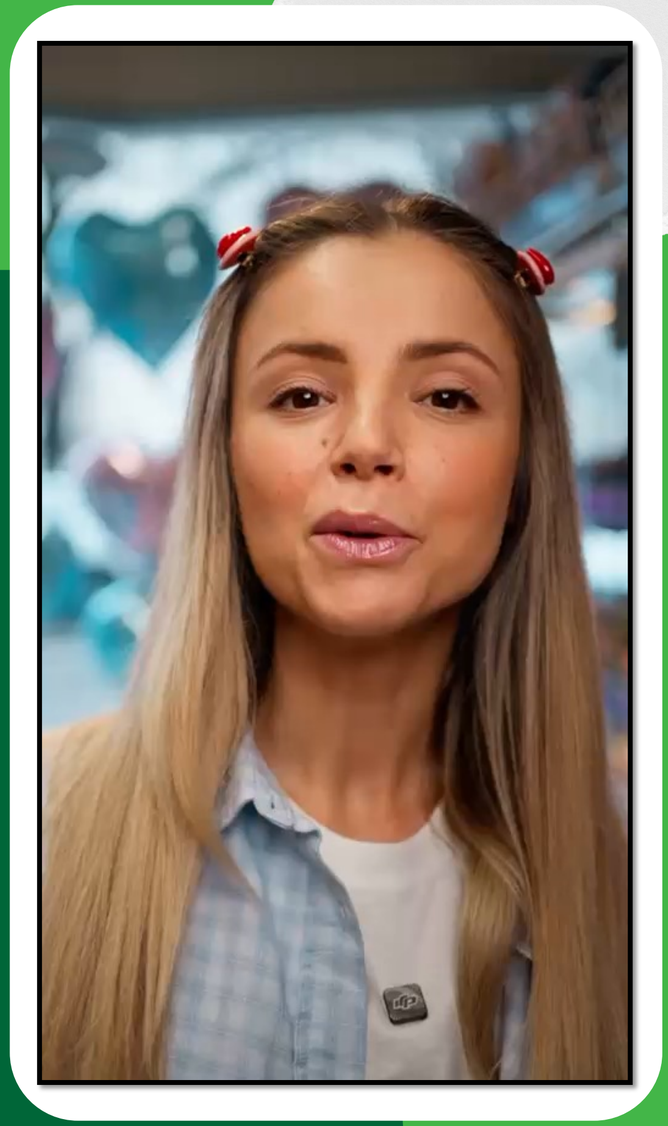
azi cică ieși din friendzone

froo

frooMANTIC sau PRAGMATIC







Falling in love with seasonal products or falling for a practical snack and a good deal?

Turning everyday decisions into relevant content

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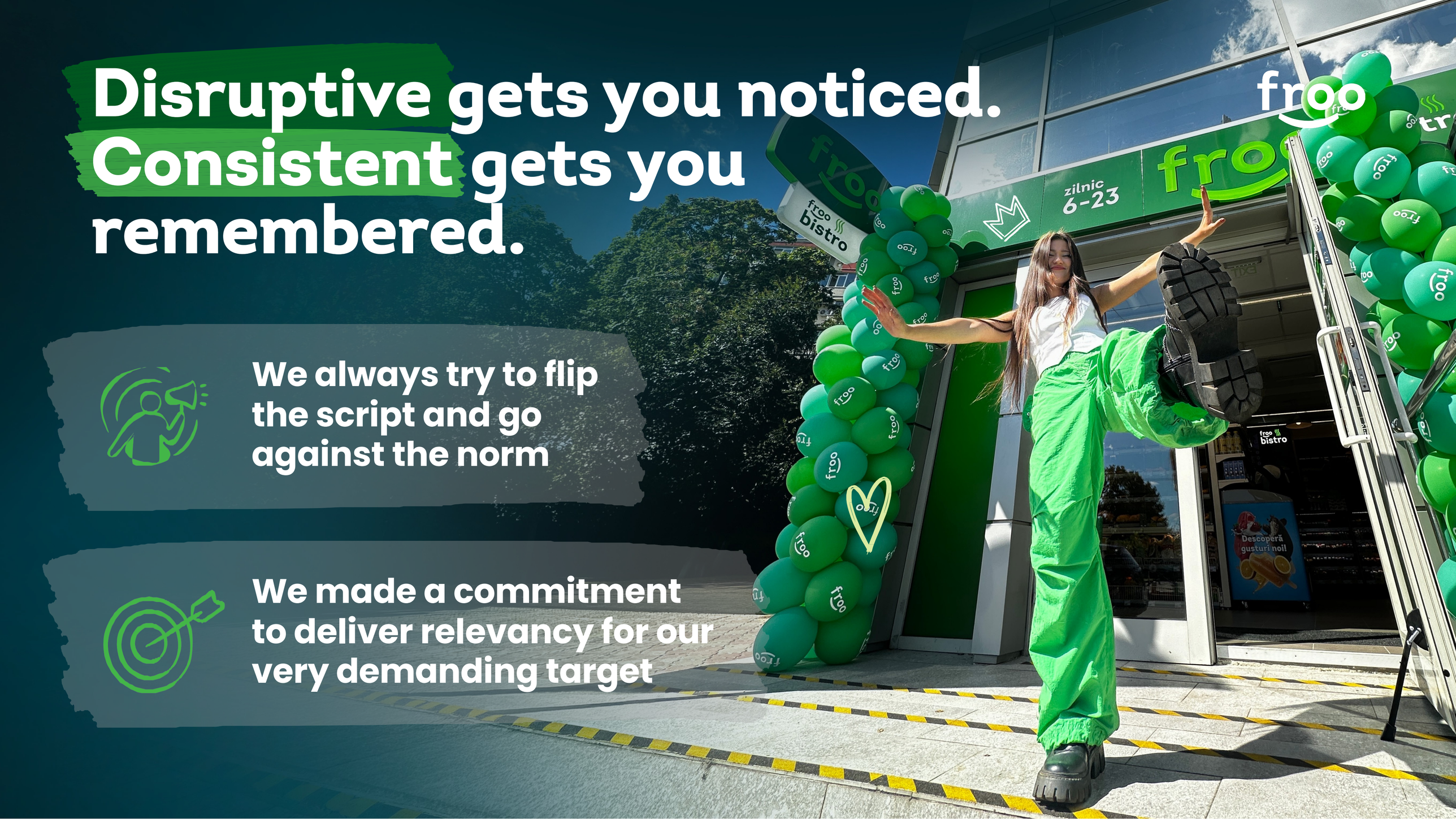
When you ask people to browse, they scroll.

When you ask them to pick a side, they take action.

Disruptive gets you noticed. Consistent gets you remembered.

We always try to flip the script and go against the norm

We made a commitment to deliver relevancy for our very demanding target



Turning physical assets into urban badges

We don’t just invite people to buy. We give them something worth showing off.



Coffee cups



Halloween

Speaking their language before asking to be heard









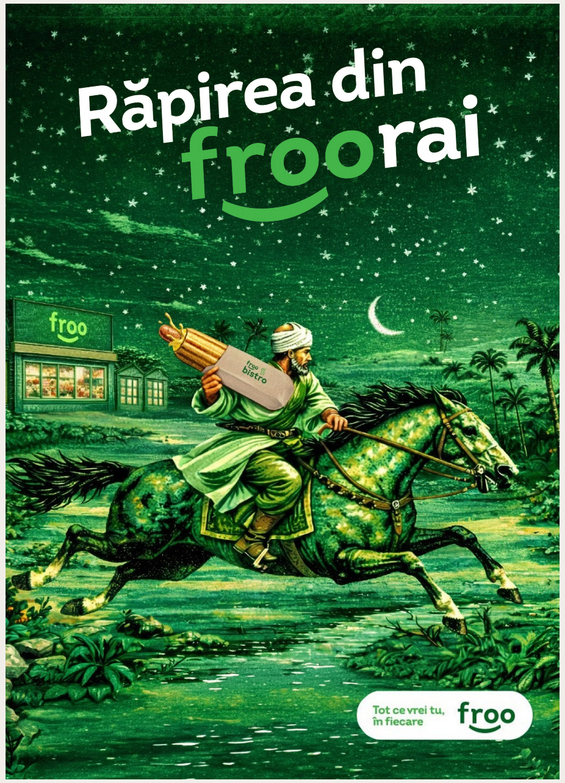
Speaking their language before asking to be heard

froo









3 Things we do that you can borrow too

HUMAN BEHAVIORS, NOT JUST PRODUCTS
Frame campaign briefs around human behaviors, not just products and shelves.

CREATOR PERSONA, NOT JUST DISTRIBUTION
Borrow creator persona and subcultures, not just community distribution. A brand's voice is the sum of its actions.

WHEN THE CATEGORY GETS CRAZY,
think of how to stop the scroll.



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Thank you!