

MDA d Young Achievers Program 2026

Mock Marketing Brief 2

Digital Marketing Campaign for

QUICKLY

Decide Quicker. Shop Smarter.

Team FlyHigh

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Outline



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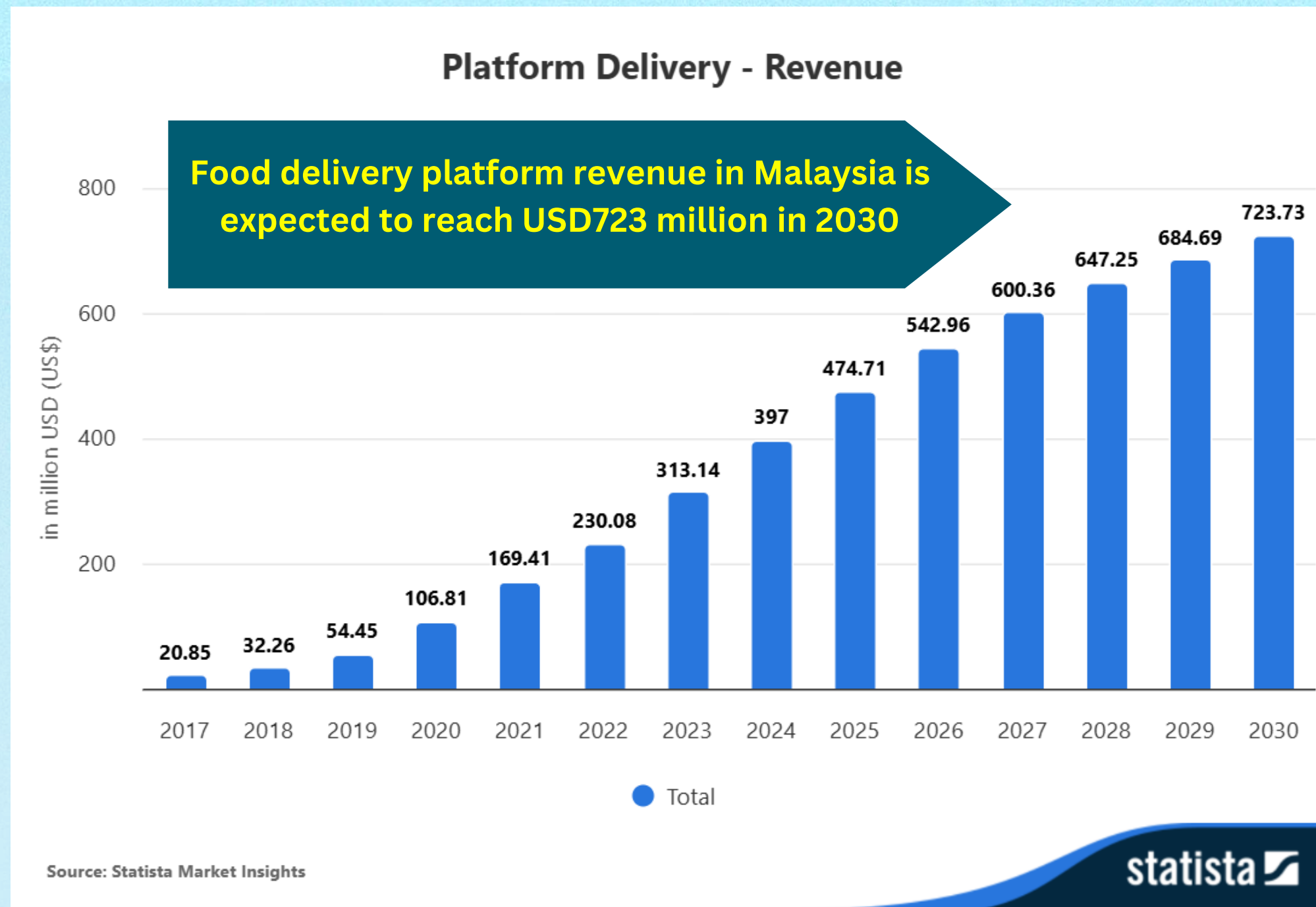
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**Measurement
and KPIs**







Market size of food delivery platforms in Malaysia



The food delivery services in Malaysia has experienced steady growth due to rising smartphone and internet penetration, increasing urban lifestyles, and integration of digital payments (Mobility Foresights, 2025).



Top food delivery platforms in Malaysia

	GrabFood 	FoodPanda 
Market Share	<ul style="list-style-type: none"> Hold 67% of the food delivery market share. (Momentum Works, 2026) 	<ul style="list-style-type: none"> Hold 22% of the food delivery market share. (Momentum Works, 2026)
Unique Value Proposition	<ul style="list-style-type: none"> A “super-app” ecosystems with ride hailing, payments and food orders. GrabRewards Loyalty Program. (Ngu, 2026) 	<ul style="list-style-type: none"> Strong market penetration by subsidizing prices and offering a wide variety of restaurants. Pandapro Subscription Program. (Ngu, 2026)
Strengths	<ul style="list-style-type: none"> Strong brand recognition. More promos and merchants. Competitive delivery rate. (Felicia, 2022) 	<ul style="list-style-type: none"> Wide range of food options. Well-organized delivery networks. (The Strategy Story, 2026)
Weaknesses	<ul style="list-style-type: none"> Limited geographical coverage. Time-consuming cancellation process. (Felicia, 2022) 	<ul style="list-style-type: none"> Quality control issues. Thin profit margin. (The Strategy Story, 2026)

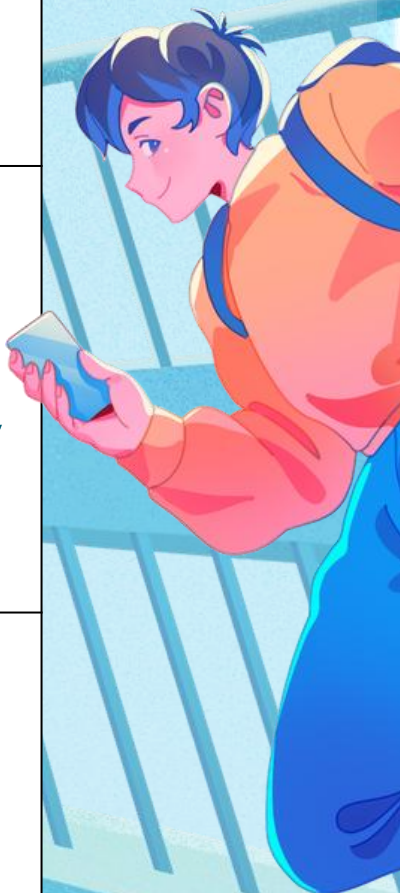


Insights and Strategy



Current Challenges and Opportunities

Current Challenges	Opportunities for QUICKLY
Consumers spend extensive time searching for food due to massive choices available.	Position Quickly as a quick decision assistant with curated suggestions.
Customers spend extensive time finding the right vouchers , hence, slowing their buying decisions.	Quickly can focus on providing simple and clear offers , which are consistent everyday (e.g. Today's Lunch Deal, Late Night Snack Deal, Student Budget Pick).
Consumers use multiple delivery apps and tend to switch frequently, causing decision fatigue .	Encourage habitual use through convenient features that make QUICKLY the easiest platform to order from (e.g. quick reorder options, personalised meal suggestions, curated daily picks).
Young urban consumers often have busy schedules and irregular meal times .	Send timely push notifications such as lunch reminders or quick meal suggestions during peak hours.





New Customer Persona for Quickly



Ryan, The Busy Multitasker

Age: 23 years old

Occupation: University student & part-time shop assistant.

Location: Kuala Lumpur

Monthly Income: RM1,500

Purchase Motivations

Time-saving

Low price

Convenience

Pain Points

- Too many food options on apps.
- Wasting time to compare what to eat.

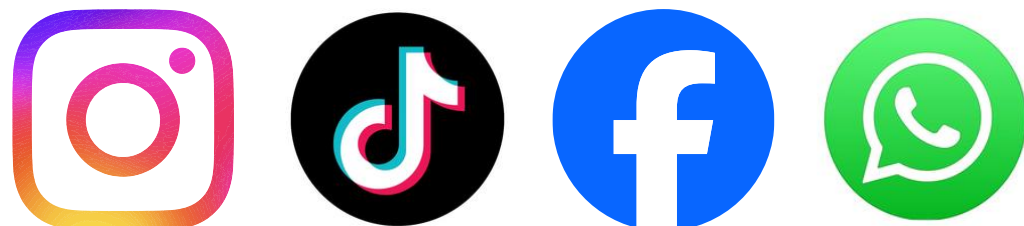
Personality & Lifestyle

- Always busy with studies, work and social life.
- Prefers convenience over complexity.

Life Goals

- Maintain a convenient and flexible lifestyle.
- Balance studies/ work with personal time.

Communication Channels



Campaign Ideas



1

Owned Media Campaign

- “Pick for Me, QUICKLY” app feature.
- “QUICKLY Weekly Picks” social media posts.

2

Paid Media Campaign

- Paid sponsorship with Micro-influencers.
- Social media sponsored ads.

2

Earned Media Campaign

- User-Generated Content Hashtag
- Partnering with experts.



App Feature - “Pick for Me, QUICKLY”

DESCRIPTION

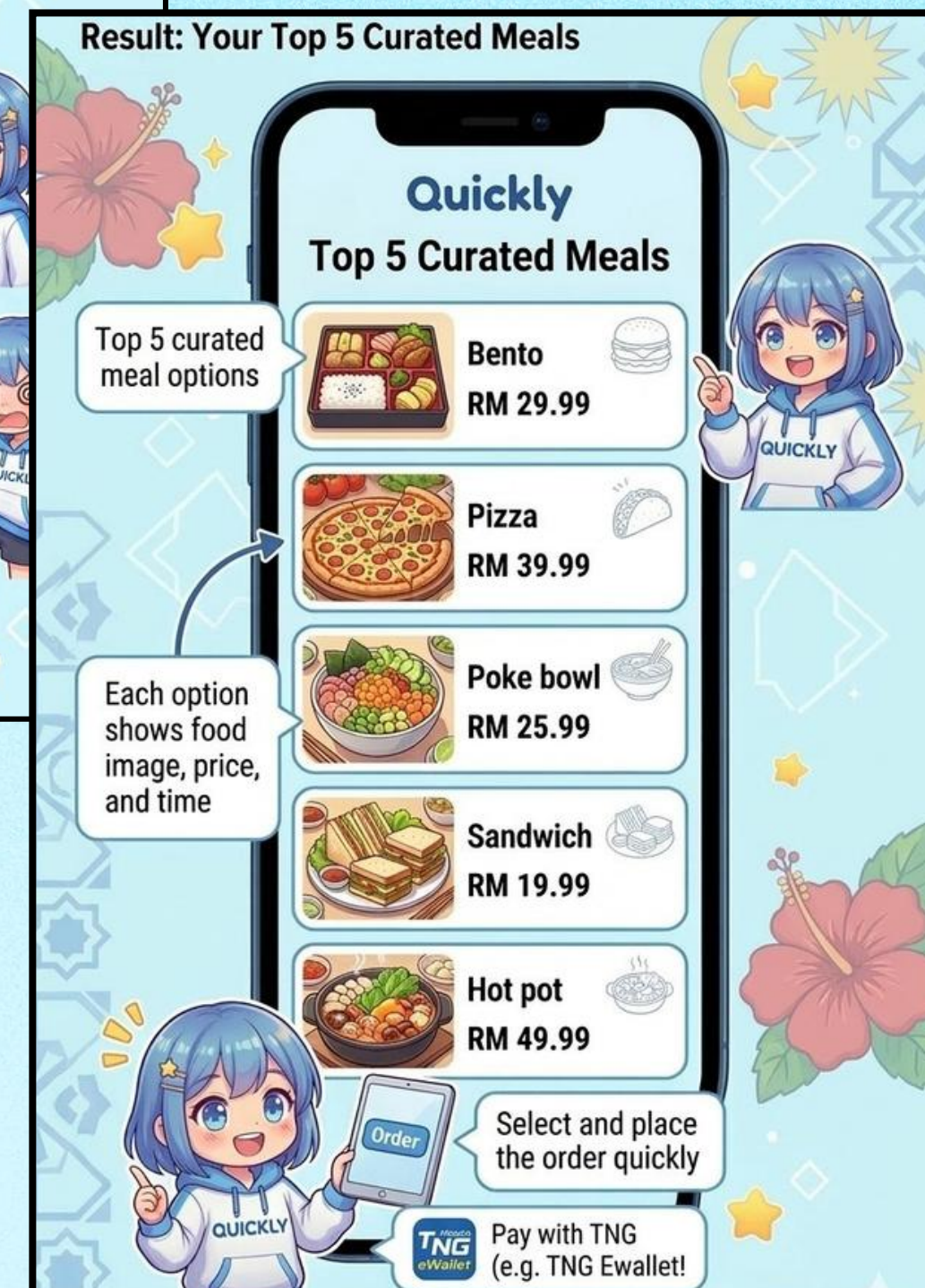
A feature in QUICKLY app that helps users choose food based on **mood and hunger level**.

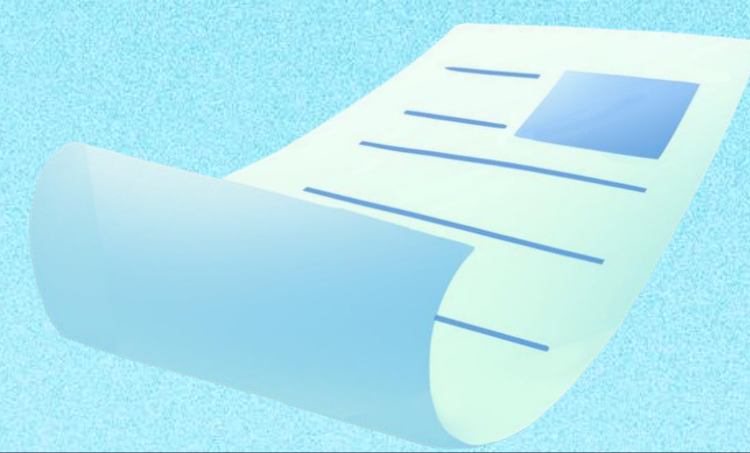
HOW IT WORKS

- Users click the **“Pick for Me”** feature in the app.
- Answer **two questions**:
 - “I’m feeling...” (user mood).
 - Hunger level using Feed Me Scale (1–5).
- The app shows **Top 5 Curated Meal** options with price and delivery time.
- Users select a meal and order quickly.

BENEFITS

- **Reduce decision fatigue** for users.
- Position QUICKLY as a **smart decision assistant**.
- Encourage **faster ordering** through the app.





Social Media Organic Post - QUICKLY Weekly Picks

DESCRIPTION

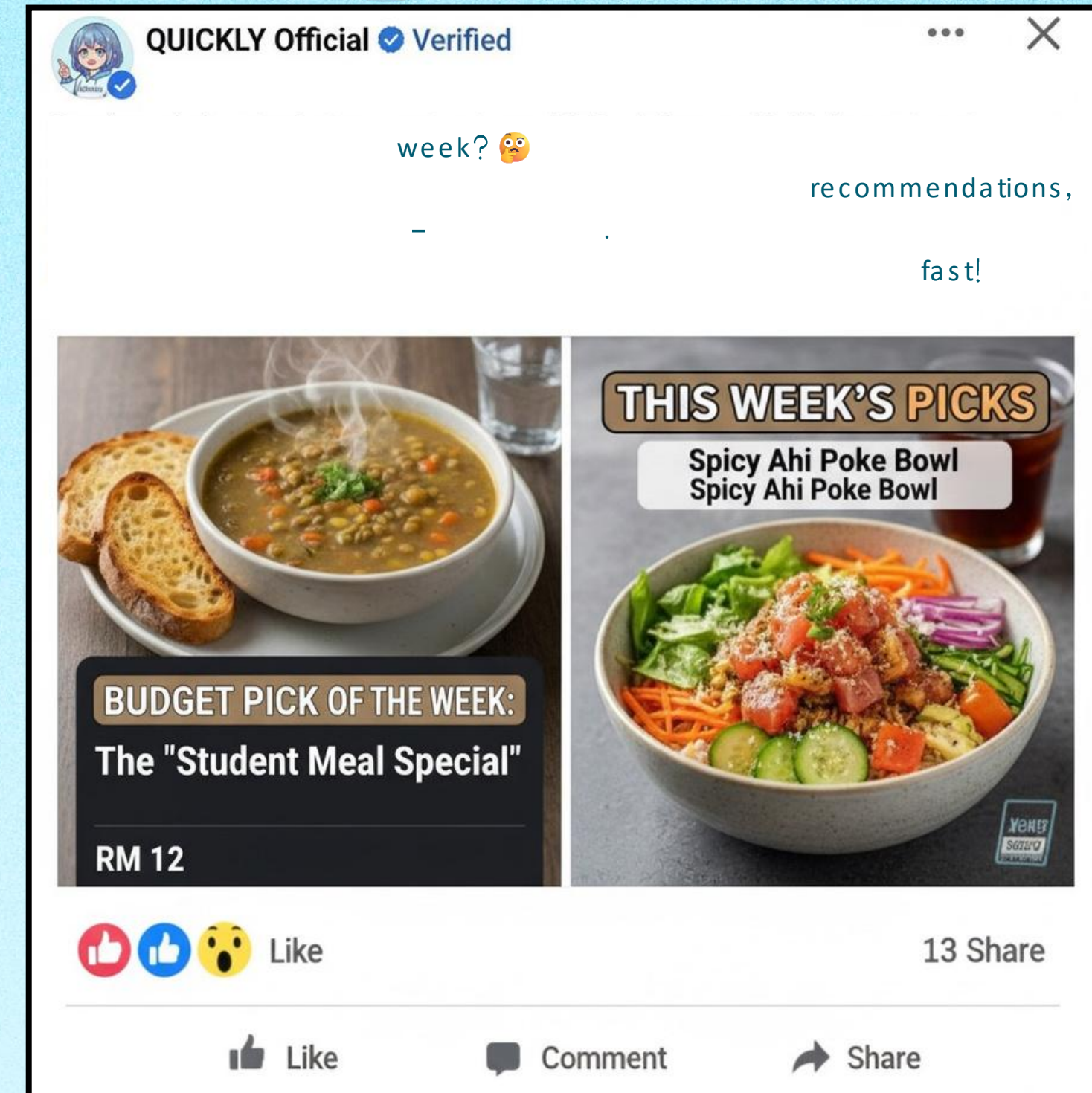
- A weekly social media post featuring 3–5 curated **food recommendations** available on the QUICKLY's official **Facebook, Instagram, and TikTok**.
- Highlights popular, affordable, or trending meals.

HOW IT WORKS

- QUICKLY posts **"This Week's Picks"** every week.
- Each post includes curated categories such as:
 - **Budget Pick of the Week**
 - **Comfort Food of the Week**
 - **Late Night Snack of the Week**
- Each recommendation shows food image, price, and short description.

BENEFITS

- Increase customer engagement and **build habit formation**.
- **Drive higher traffic** to QUICKLY's platform.





Paid Sponsorship with Micro-Influencers

DESCRIPTION

- Collaborate with **micro-influencers** to promote QUICKLY and share their favourite food picks from the app.

HOW IT WORKS

- Partner with local food or lifestyle micro-influencers.
- Influencers share their **top QUICKLY meal** picks through live videos or posts.
- They show the ordering process and delivery experience.
- Content **encourages followers to try** the QUICKLY app.

BENEFITS

- Increase **brand awareness** among target audiences.
- **Build trust** through authentic recommendations.
- Encourage followers to try ordering through QUICKLY.



Social Media Sponsored Ads

DESCRIPTION

- Run **sponsored ads** to promote QUICKLY's fast and convenient food delivery service.

HOW IT WORKS

- Short **promotional image and video ads** showing QUICKLY's fast delivery and food options.
- Leverage **Meta platforms** (Facebook & Instagram), **YouTube**, and **TikTok**.
- Include a **call-to-action** such as **"Download"** the QUICKLY app.

BENEFITS

- Reach a **wider audience** online.
- Increase **app downloads**.
- Strengthen **brand visibility**.





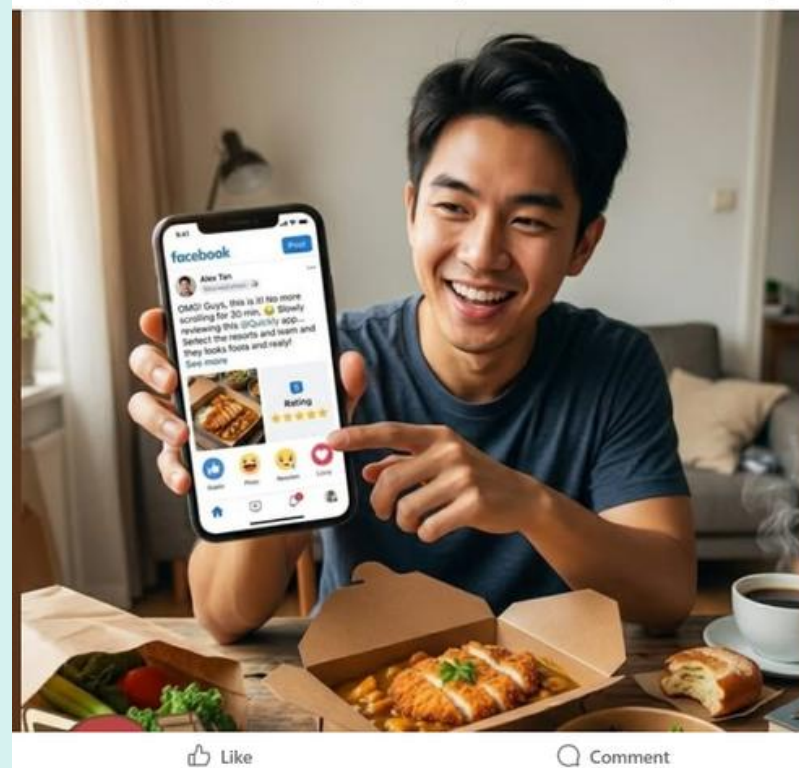
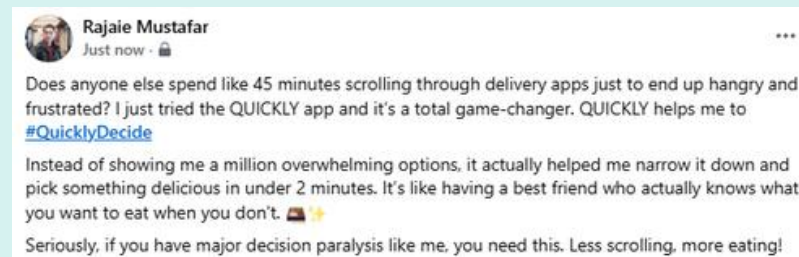
User-Generated Content (UGC) Hashtag Campaign

DESCRIPTION

- QUICKLY generates an **official hashtag** to encourage customers to share their food choices and ordering experience on social media.

HOW IT WORKS

- QUICKLY introduces **#QuicklyDecide** for customers to use in their posts.
- Customers **share photos or videos** of meals they ordered from QUICKLY.



BENEFITS

- Amplify **brand resonance** through UGC.
- Encourage customers to **organically promote QUICKLY** by sharing their experiences.

Partnering with Experts

DESCRIPTION

- Collaborate with **nutritionists or diet experts** to recommend meal options available on QUICKLY.

HOW IT WORKS

- Experts share their **recommended meals** available on QUICKLY.
- They **provide simple tips** such as balanced meals, healthy choices, or budget meals.
- Suggestions are **shared through articles, interviews, or social media mentions**, creating organic brand exposure.

BENEFITS

- Build **credibility and trust** for the platform.
- Position QUICKLY as a **reliable food recommendation platform**.



Channel & Execution Plan



MONTH		1				2				3			
WEEK		1	2	3	4	5	6	7	8	9	10	11	12
Campaign Name	Channel												
"Pick for Me, QUICKLY" app feature.	QUICKLY's app	PIC: App Developer & Product Manager											
"QUICKLY Weekly Picks" organic posts.	QUICKLY's FB, IG, YouTube & TikTok	PIC: Content Specialist											
Paid sponsorship with micro-influencers.	Micro-influencers	PIC: Partnership Manager											
Social media sponsored ads.	Meta, YouTube & TikTok Ads	PIC: Digital Ads Specialist											
UGC hashtag campaign (#QuicklyDecide)	Customers' social media account	PIC: Content Specialist											
Partnering with experts	Experts' owned platforms	PIC: Partnership Manager											

Budget Allocation



Category	Allocation (RM)	% of Budget (100%)	Monthly Average (RM)	Why We Chose This (and what we gave up)
Paid Social Media Ads (Meta + TikTok)	32,000	53%	10,667	This is the biggest part because our audience (students & working people) only see stuff when they scroll during mealtime. We can get a lot of views with RM10–30 CPM in Malaysia. We didn't put everything here, so we still have money for real content instead of just ads.
Content Creation (videos & posts)	12,000	20%	4,000	We need good Reels and TikTok videos to show “decide faster, stress less” in real life. Just normal freelance help, nothing fancy. Our lean team can handle most of it.
Tools & Analytics	6,000	10%	2,000	Canva Pro, Meta Suite, Google Analytics – basic stuff so we can check if it's working. Must have, no choice.
Community & Small Partnerships	5,000	8%	1,667	Like teaming up with university clubs or small cafes for real moments, no big giveaways. Keeps it natural.
Contingency & Testing	5,000	9%	1,667	Just in case something needs fixing or we want to test 2 versions of a video. Shows we're careful with money.

Budget Allocation – Total RM60,000 (100%) over 3 Months

We only use digital channels, no crazy discounts, no fake “super-fast” promises. Everything can be done by 2-3 students like us. We focused on what matters for habitual use, not just throwing money at ads.

Measurement and KPIs



What We Want to Achieve	KPI we Track	How We Measure It	3-Month Target	Why This Makes Sense
Make people think of QUICKLY first when deciding what to eat	Brand recall + how many consider our app	Google Forms survey before & after (500 people) + Google Trends	+25% recall +30% more searches	This shows we changed the “whichever is cheapest today” habit into “I just open QUICKLY”.
Get people to order repeatedly (not one-time)	Repeat order rate + average orders per user	App data (Firebase cohort)	+15% more repeat users At least 2.5 orders per month	Proves habit is built without depending on vouchers – exactly what the brief asked.
Make “convenience” feel real	Engagement rate + people using scheduled/essentials feature	Meta & TikTok stats + in-app tracking	5%+ engagement rate +20% more scheduled orders	If people use the new features, it means our content made convenience easy to understand.
Improve how people see the brand	NPS score + “dependable & easy” feeling	Final survey	NPS +10 and 70% say it feels dependable	Checks if we really built trust and not just hype.

All these numbers are realistic for a small team like us. We only track things that prove the campaign works (behaviour + perception), not just views or likes. This follows the brief 100% – behavioural understanding and real results.



Thank you

References (click to access the website):

- [Felicia, C. \(2022\) GRAB FOOD: A UX Research Case Study 2022.](#)
- [Mobility Foresights \(2025\) Malaysia Food Delivery Market Size, Share, Trends and Forecasts 2031.](#)
- [Momentum Works \(2026\) Southeast Asia Food Delivery Market Share \(2023 - 2025\).](#)
- [Ngu, T. \(2026\) Food Delivery App Marketing: Grab vs Foodpanda vs Deliveroo Strategy Guide.](#)
- [Statista \(2025\) Platform Delivery - Malaysia. Statista.](#)
- [The Strategy Story \(2026\) Foodpanda SWOT Analysis.](#)