

**QUICKLY!**

**Q!**

# BRAND OBJECTIVE

## THE CHALLENGE

To break the Grab and Shopee duopoly. QUICKLY cannot compete on price alone, especially considering when all platforms operate within the same merchant network.

## THE OBJECTIVE

**Emotional Ownership:** Position QUICKLY as the brand that defines decisiveness in everyday meal choices. Take over the "anti-search" place and change focus from "utility" to "empathetic matchmaker".

**Habit Formation:** Transition to users' daily habit as the default delivery app by owning a unique emotional and psychological space that larger competitors overlooked.

**Awareness:** Achieve 15% S.O.V. (Share of Voice) in key metropolitan areas within 3 months.

# THE “SCROLL-HOLE” PROBLEM

## REALITY WITH DELIVERY APPS

Most delivery apps function like spreadsheets, displaying heavy lists of restaurants, brands, star ratings, and prices. After busy moments, users are mentally drained, forcing to use their logical brain creates decision fatigue.

## DATA AND FRICTION

**Consumer Behaviour:** The average Malaysian user spends 12.4 minutes scrolling before placing an order.

**The Friction:** The overload choices wears out the brain. When users spend more than 5 minutes browsing, the probability of users leaving the session increases.

# TARGET AUDIENCE

## DEMOGRAPHICS

**20 to 35 year old**

**Malaysians**

**Urban metropolitan areas**

## PSYCHOGRAPHICS

**College students, fresh graduates and working adults**

**Highly connected, visually driven, yet socially fatigued**

**Individuals who value digital micro-interactions (TikTok, Instagram) as low-effort escape from daily stress**

# CONSUMER INSIGHT

**Youths aged 20–35 in Malaysia are stuck in a “food situationship.” Deciding what to eat has become exactly like modern dating, it involves endless, exhausting scrolling, searching for an “spark,” getting “left on read” by indecisive group chats, and finally settling for a mediocre option out of sheer decision fatigue.**

# INSIGHT AND STRATEGY

**INSIGHT:** Malaysian Gen Zs are suffering from "Menu Paralysis." They treat delivery apps like Tinder, scrolling endlessly but never "matching." They don't want a directory; they want an instant solution to their hunger "*situationship*."

**STRATEGY:** Position QUICKLY as the "Anti-Decision" app. We move from Intent-Based Search (I want Chicken Rice) to Impulse-Based Discovery (That looks good, I want that). By using the "Swipe" mechanic, we turn a chore into a dopamine hit.

# BIG IDEA

**SWIPE  
FOR A QUICKIE**

# BRAND LOGO



# APP FEATURE OVERVIEW



# BRAND SAFETY & TONE OF VOICE

## THE TONE

**Provocative, relatable, empathetic, and culturally fluent.**

## THE GUARDRAILS

**To navigate Malaysian MCMC guidelines and Halal sensitivities, the execution relies entirely on "Wink-Wink, Nudge-Nudge" double entendres. The visuals must never be suggestive of people, the suggestiveness is purely in the dating-app vernacular (swiping, matches, situationships) applied strictly to high-quality food photography. The punchline always resolves safely back to fast food delivery.**

# CAMPAIGN IDEA

The campaign introduces "*Quickie Mode*," a Tinder-esque, visual-first interface within the QUICKLY app.

**THE FEATURE:** Users enter "*Quickie Mode*." They are shown full-screen, high-definition videos/photos of food (the "Food Porn" aesthetic).

**THE ACTION:** Swipe Left to pass; Swipe Right to "Match."

**THE HOOK:** Once you match, the app instantly creates a 1-tap checkout. No menus. No "Add to Cart." Just: Match > Pay > Eat.

# CHANNEL AND EXECUTION PLAN

## Month 1

- **Digital Guerrilla Marketing:** "Breakup" letters posted on IG/TikTok: "It's not me, it's your 20-minute scroll. We're over."
- **Social:** Launch "Red Flag" filters on IG/TikTok. (e.g., "Red Flag: Takes 30 mins to pick a boba tea").

## Month 2

- **Contextual Targeting:** Run "Swipe For A Quickie" ads specifically on Youtube and Spotify (targeted at "Study" or "Chill" playlists)
- **TikTok Intergration Feature:** When users see a food video on TikTok and they are craving the food, they can simply pause the video, and click on the food, it will directly link the users to Quickly, showing similar restaurants with the food.

## Month 3

- **The "Verified Lover" Status:** Users who use the "Quickie Mode" swipe feature 5 times in a month unlock a Customized Home Screen Widget. This widget lets them re-order their "Usual" in one tap from their phone's home screen. It rewards the user with Zero-Friction rather than a discount.
- **User-Generated Content (UGC):** Encourage users to post their "Blind Date" (the meal they swiped right on) with the hashtag #MyQuickie.

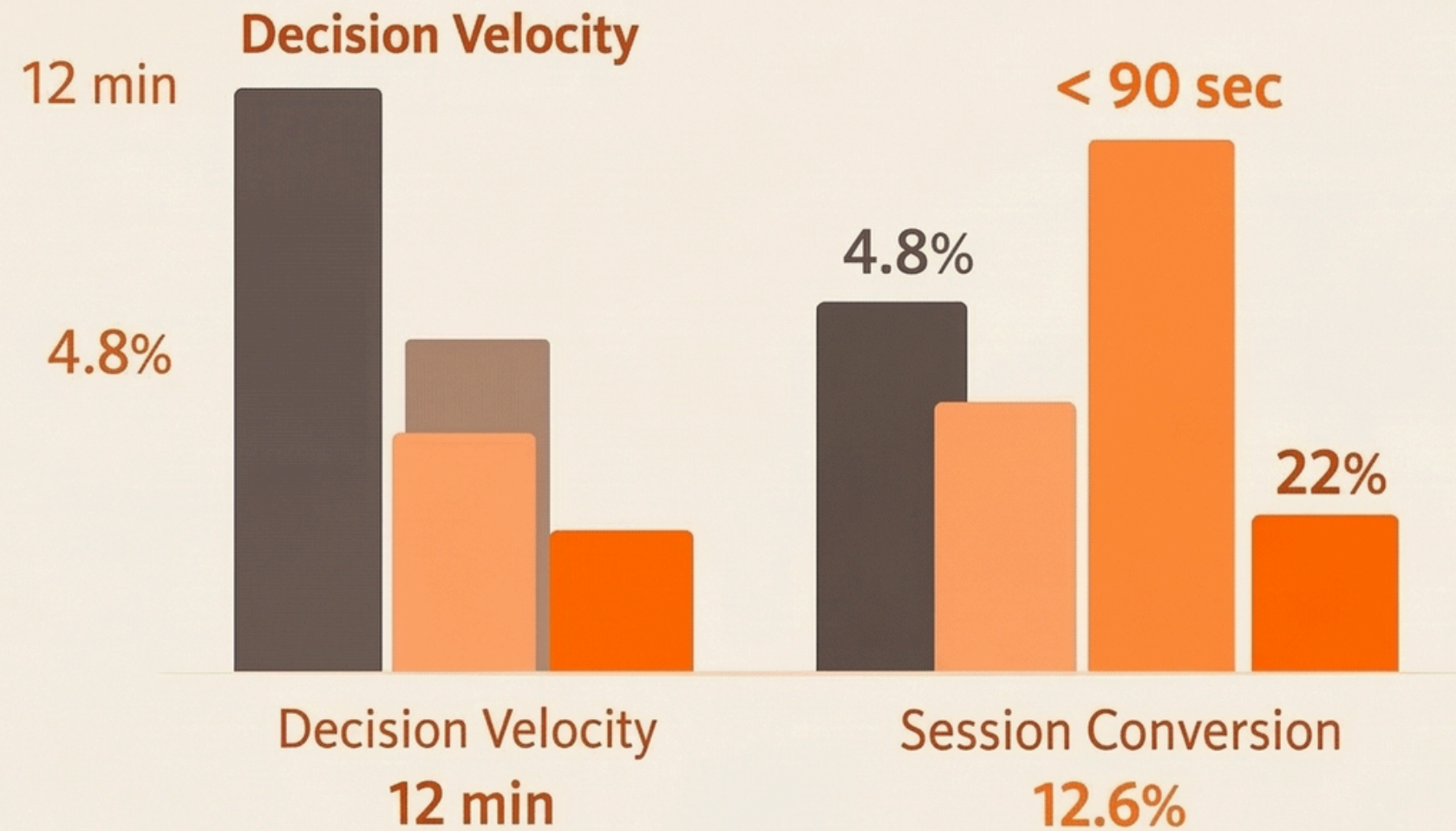
# BUDGET ALLOCATION (RM 60,000)

Category	Amount	Usage
App UI/UX Design	RM 19,250	Hiring a specialized UI/UX freelancer to build the "Quickie Mode" (swipe interface), haptic feedback loops, and high-fidelity food-card animations.
Analytics & Tech	RM 8,250	Integration of behavior-tracking tools (e.g., Mixpanel or Amplitude) to track "Swipe-to-Match" ratios and optimize the recommendation engine.
Content Production	RM 16,250	"The Food-Porn Library." Shooting the 100+ high-quality vertical videos/photos that users will actually swipe on.
Paid Social (Lean)	RM 16,250	Hyper-Targeted Ads: RM5k/month. No "broad" reach. Only targeting high-density student/office areas (Subang, PJ, KL City Centre) during "Slump Hours."

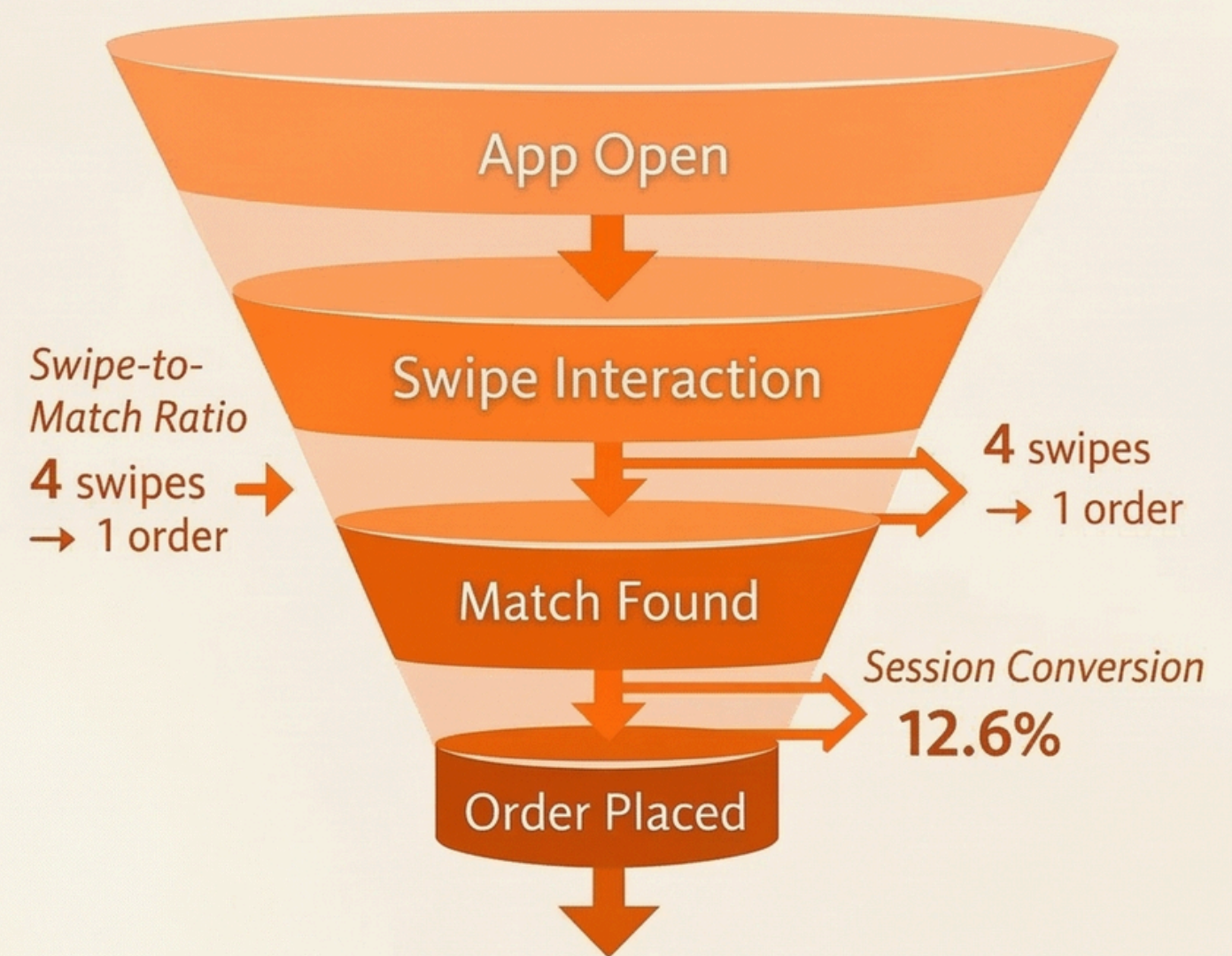
# MEASUREMENT APPROACH

Performance Targets vs Industry Benchmarks

■ Industry ■ QUICKLY Target



QUICKLY Decision Funnel



**QUICK  
THANKS!**