



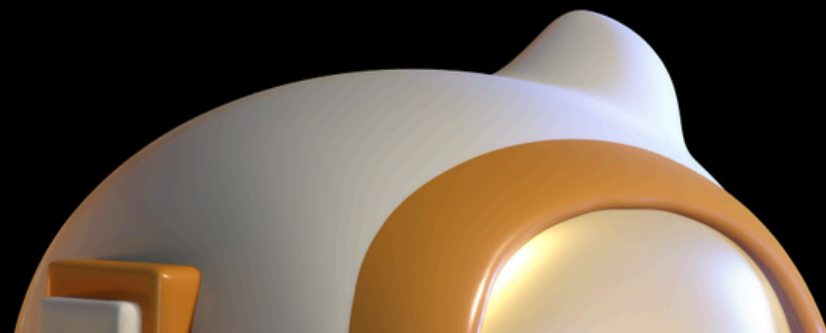
LIFE MOVES QUICKLY,
& **QUICKLY** moves
with **You** .

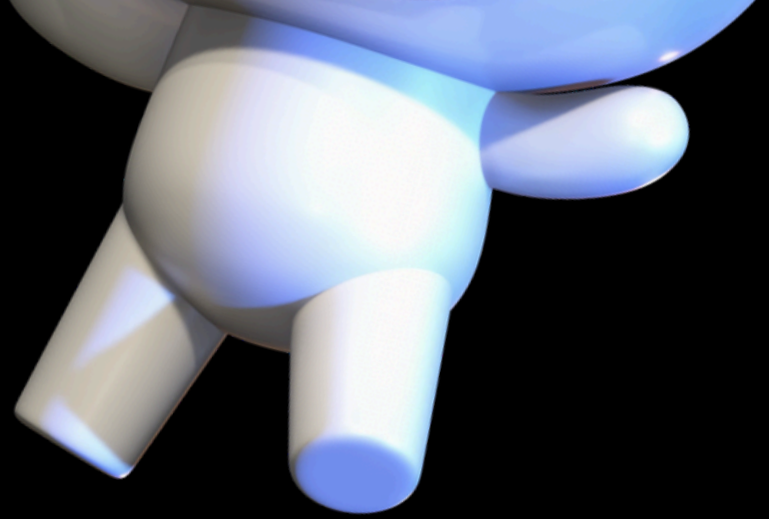
*A campaign for Malaysians whose days move quickly, where
everyday food decisions no longer have to be a worry.*

The on-demand delivery category has become a

PROMOTION DRIVEN BATTLEFIELD.

Platforms compete for users through **discounts** rather than **brand loyalty**.





THE REAL PROBLEM?

**They choose the
cheapest one.**

'DECISION FATIGUE'

*In today's market, there is **TOO MANY OPTIONS** yet
too little guidance...*

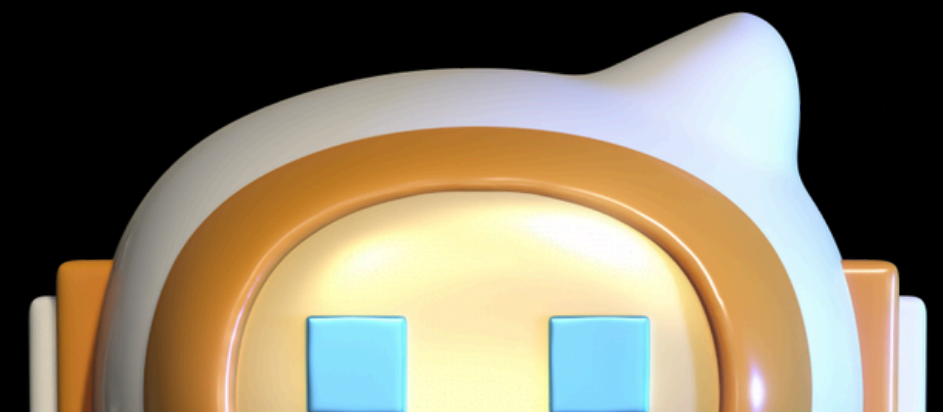


No platform currently owns the moment
EVERY HUNGRY MALAYSIANS has at least once a day:







“WHAT SHOULD I EAT?”

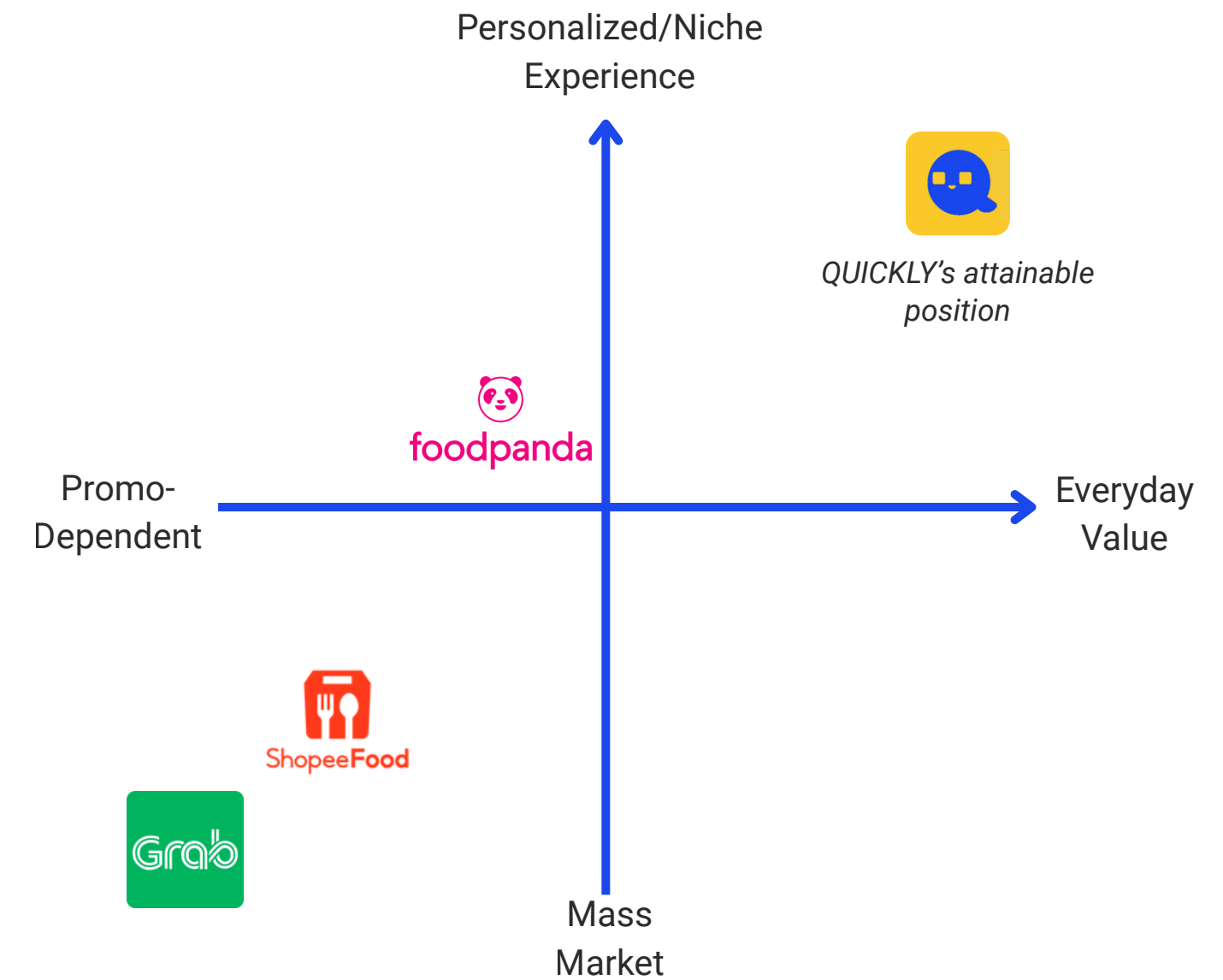
and that is our opportunity.

BUT BEFORE THAT...LET'S SEE WHAT OUR COMPETITORS ARE DOING



COMPETITOR ANALYSIS - 4P'S

Brand	Products / services	Place (Coverage / Target Area)	Prices / fees (public benchmark)	Promotion/ marketing
foodpanda	Food delivery, Pandamart grocery, Pandago parcel, and Pandapro subscription. (foodpanda, 2022)	Semi-urban & Suburban	 RM2.50–RM7.00 (Eats365, 2025)	
		Low–middle income		
		Local & mamak eateries		
GrabFood	Instant delivery, scheduled delivery, self-pickup, GrabSaver low-fee option. (Grab, 2025)	Major cities	 RM2.50–RM7.00 (Eats365, 2025)	
		High-income		
		Premium & chain restaurants		
ShopeeFood	Integrated into Shopee app; with ShopeePay integration. Expanding coverage to East Malaysia (Sabah & Sarawak). (ShopeeFood, 2024)	Major cities & East Malaysia	 RM2.00–RM6.00. (Eats365, 2025)	
		Low–middle income		
		Local & mamak eateries		



Positioning Map

(Vulcanpost, 2021; Marketing91, 2024; foodpanda, 2025)

While competitors compete on price and scale, QUICKLY can win by delivering a more personalized and niche food discovery experience.



Urban Achievers



Academic Navigators

University students and early-stage learners navigating academic workloads, deadlines, and social life.



The In-Betweeners

Individuals in the transitional stage between student life and stable professional careers, experimenting with different paths and opportunities.



Corporate Climbers

Young professionals already in the workforce striving for promotions, productivity, and career advancement.

~7.86 Million potential users

Demographic

20-35

Make up approximately **~28%** of Malaysia's population, representing the country's **largest and most influential consumer group** (Worldometer, 2026)(DataReportal, 2026).

77.83%

Malaysians live in urban areas, concentrated mainly in: **Klang Valley, Johor Bahru, Ipoh**, (Worldometer, 2026).

80%

Urban Malaysians order food via delivery apps at least once weekly, making **digital convenience** an urban staple (WifiTalent, 2026).

85%

Digital orders occurring on mobile via **mobile apps**, cementing the mobile application as the **primary urban touchpoint** (WifiTalent, 2026).

Psychographics



Efficiency Driven

TA juggle studies, work, and social life, valuing tools that simplify decisions and save time.



Strong Affinity for Anthropomorphic Branding

TA connect with human-like brand elements such as mascots, making brands more relatable and memorable.



Digitally Immersed

TA lead digital adoption, with 94.8% owning a smartphones and spending 8 hours online daily.

Digital Activity



Digital Support Systems

Relies on a "Second Brain" (e.g., Notion or Trello) as a vital companion which acts as a digital safety net, helping to stay organized and ahead of hectic schedules.



Aesthetic Curation

Actively engages in "Personal Branding" online; prone to sharing Spotify Wrapped, health app stats, and aesthetically pleasing UI/UX on social stories.

Young Malaysian Urban Achievers seek quick, digitally curated tools that function as cognitive companions personified through anthropomorphic branding.


Why AI still struggles to tell fact from belief

Data scientist James Zou discusses new findings that reveal fundamental gaps in how language models understand human perspective.

KEY INSIGHTS

What many see as **AI bias**,
we see as **personalization**
When AI is biased toward you,
it learns
the rhythm of your life

Generative AI
When AI Amplifies the Biases of Its Users
by Grace Chang and Heidi Grant
January 23, 2026



AI's BIAS PROBLEM:
We're Training AI To ...
YouTube · Ginger...



because of course AI has certain biases
@beryllelites

YALE INSIGHTS
Faculty Viewpoints
AI Is Getting Smarter—and Less Reliable
Yale SOM's Jeffrey Sonnenfeld and author Joanne Lipman write that popular chatbots have proven susceptible to manipulation, groupthink, and hallucination.

Chapman University
<https://www.chapman.edu/ai/bias-in-ai>
Bias in AI
It is important to recognize that bias can occur in various stages of the AI pipeline. One of the primary sources of such bias is data collection. [Read more](#)

LIFE

MOVES QUICKLY,

&

QUICKLY moves

with **You**.

A CAMPAIGN FOR MALAYSIANS WHOSE DAYS MOVE QUICKLY, WHERE EVERYDAY FOOD DECISIONS NO LONGER HAVE TO BE A WORRY.



Powered by Google technologies.

QUICKLY

Your everyday
sidekick, meet

 **QUICKLY**

QUICKLY'S VERY OWN AI MASCOT THAT LEARNS YOUR LIFE AND RECOMMENDS MEALS THAT MOVE WITH YOU.



THE FIRST FOOD DELIVERY PLATFORM

THAT TRULY KNOWS YOUR DAY.



As a challenger platform, QUICKLY can leverage the **Google Cloud for Startups** ecosystem, designed to support companies within their first 10 years of growth, with access to up to **\$350,000 in cloud credits** to build and scale AI-powered applications.

Phase 1: Data Collection



Schedule awareness for time-sensitive recommendation logic.

What we collect:

Upcoming classes / meetings | Free time windows | Busy periods | Event timing



Location context and nearby food discovery.

What we collect:

Current location | Nearby food options | Distance to restaurants | Travel time



Firebase

Firebase is integrated into the app to capture and store real-time user behaviour data

What we collect:

Search behaviour | Food browsing patterns | Order history | Favourite meals | Time-of-day eating habits

Phase 2: Intelligence Layer

Context Engine

Transforms raw behavioural and contextual data into real-time user context for AI reasoning.

Signal	Example
Time	6:00PM
Calendar	Live Gig from 7-9:30pm
Location	Near Campus
Habit	Usually gets Japanese Food
Budget pattern	Cheaper meals on weekdays



Gemini 1.5 Flash

Personalisation engine and conversational brain for the mascot.

Phase 3: User Experience



Hey! Looks like you've got a live gig from 7-9:30 PM.

Want me to schedule a quick sushi dinner to fuel up? 😊

6:00PM



The system is designed to leverage Google's AI ecosystem, allowing rapid experimentation and scalable deployment through startup cloud infrastructure.

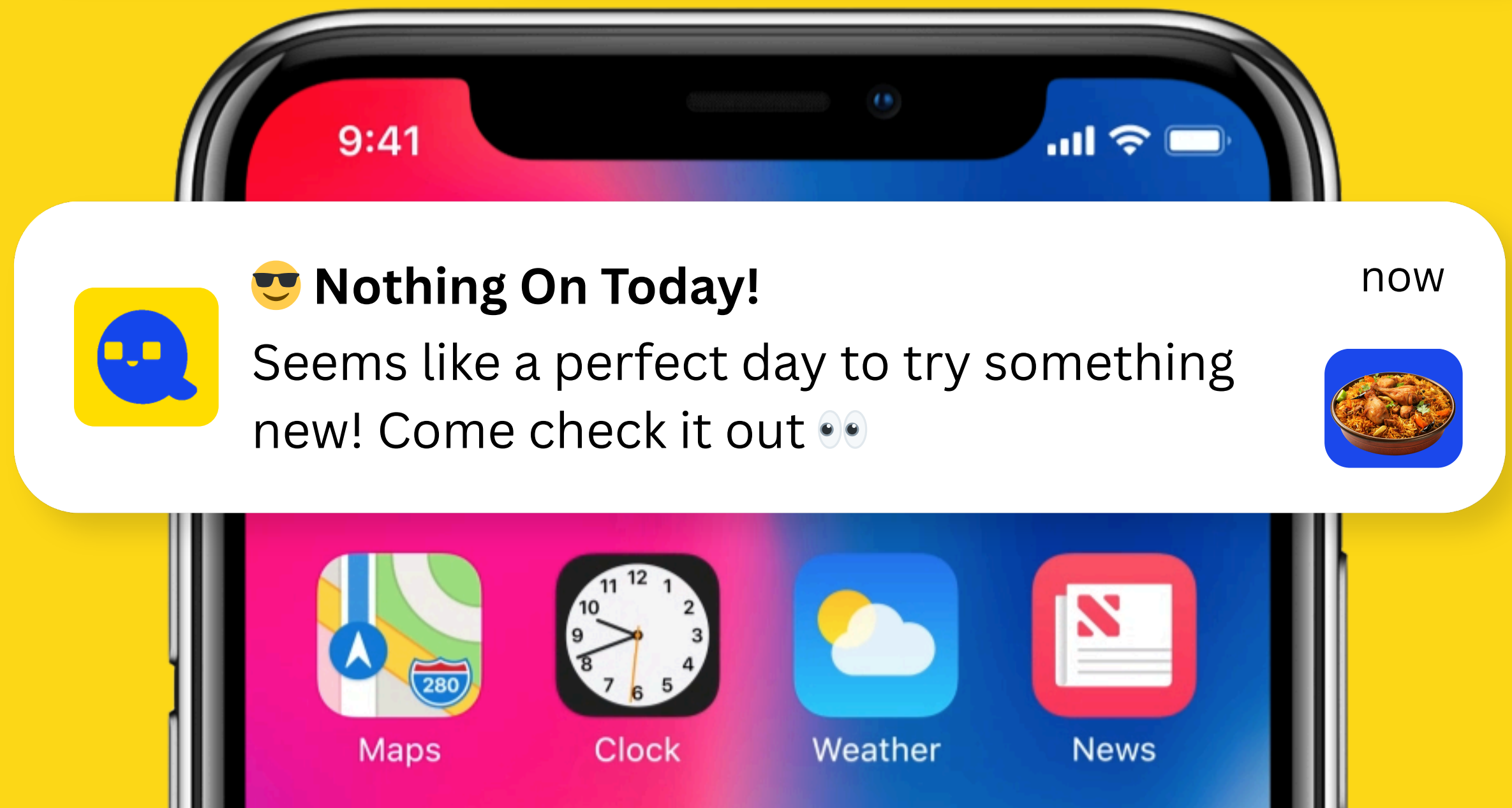
RETENTION STRATEGY

Home Screen Widgets

Acting as a persistent presence, showing the Mascot's status and "one-tap" reordering.

Push Notifications

Real-time data is used to convert decision fatigue into one-tap actions via schedule-synced and contextual-aware recommendations.




CREATIVE AD SETS



QUICKLY


YOU DONT KNOW QUICKLY ?



Download now

YOU DONT KNOW QUICKLY?
The food ordering app that plans personalized meals for you?
Download Quickly Now! #LifemovesQUICKLY #QUICKLYmoveswithyou

QUICKLY



Which one are you?

Some are still HESITATING
Some people already settled their dinner with QUICKLY


Download now

Which one are you?
Some are still HESITATING
Some people already settled their dinner with QUICKLY
Download Quickly Now! #LifemovesQUICKLY #QUICKLYmoveswithyou

QUICKLY

STOP THINKING START EATING

Deciding what to eat is hard but not with QUICKLY

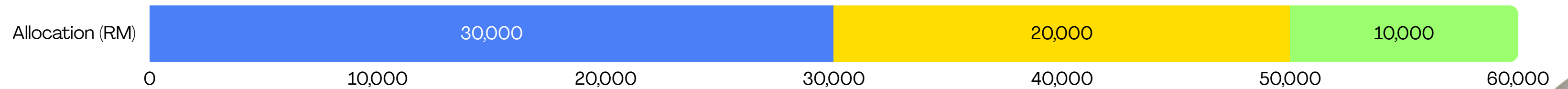


Download now

STOP THINKING START EATING
Deciding what to eat is hard but not with QUICKLY.
Download Quickly Now! #LifemovesQUICKLY #QUICKLYmoveswithyou

Budget Allocation & Channel Roles

● Meta Ads ● TikTok Ads ● KOL Campaign



Platform	Role	Strategy
Meta ads <i>(Facebook & Instagram)</i>	The Precision Anchor	Using automated bidding across Feed, Stories, and Reels. We deploy a 70:20:10 targeting split for prospecting, lookalike and remarketing to ensure the Mascot is a constant presence in the user's daily social routine.
TikTok ads	The Culture Engine	UGC & Spark Ads: Scaling authentic User-Generated Content (UGC) via Spark Ads. This method amplifies real student "QUICKLY Digest" shares turning organic trends into paid reach.
KOL Campaign	The Human Bridge	Using real-world demonstrations of AI Habit Summaries. Micro and nano-influencers act as the bridge, moving the Mascot from a "digital character" to a trusted lifestyle tool.

PAID MEDIA & PRECISION TARGETING

With a tight budget, we don't buy "reach"; we buy "receptivity".

Programmatic Hygiene Buys

Amplification

Awareness



Meta Ads

Interest-Based Prospecting (70%):
Programmatic bidding targeting "Productivity Hackers" and "Student Life." We capture Yap based on his affinity for tools like Notion/Trello



TikTok Ads

Behavioral Reach:
Targeting the "Aesthetic Productivity" niche. Establishing the Mascot as a visual staple in the FYP through programmatic bidding on high-engagement student segments



TikTok Spark Ads

TikTok Spark Ads: "Turbo-charging" viral user content. We pick the top 1% of organic Mascot reveals and amplify them to create a market-wide "Buzz" effect.

KOL Campaigns

Driving mass discovery via relatable creators. Concurrently, tapping into authentic communities for high-impact brand visibility.

Consideration



Meta Ads

Advanced Lookalike (LAL):
Finding "Mirror Leads" based on current power-user data. Programmatically matching ads to users with high-productivity app affinity.

KOL Campaigns

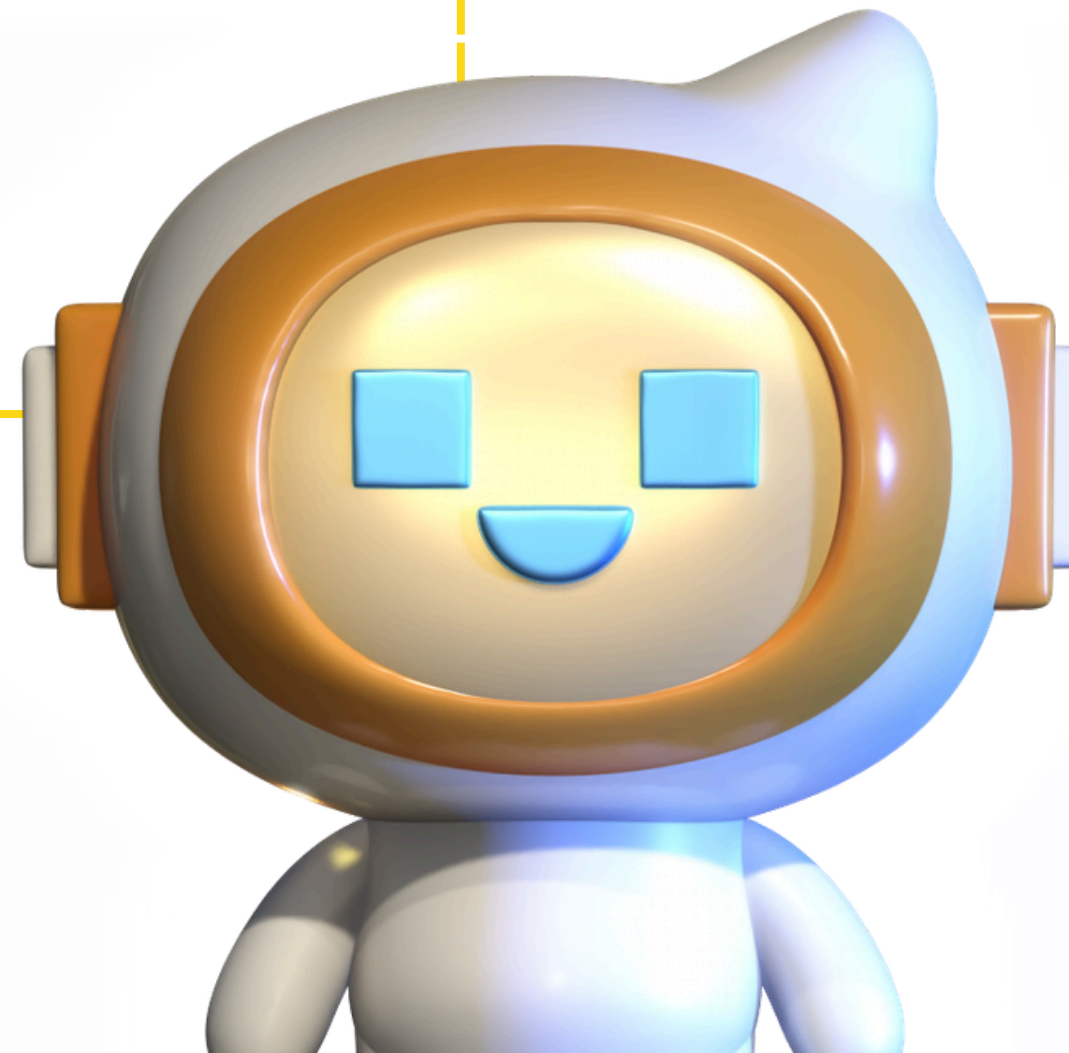
Leveraging peer-to-peer trust for social proof. Micro & nano-influencers validate the Mascot's utility to drive user intent.

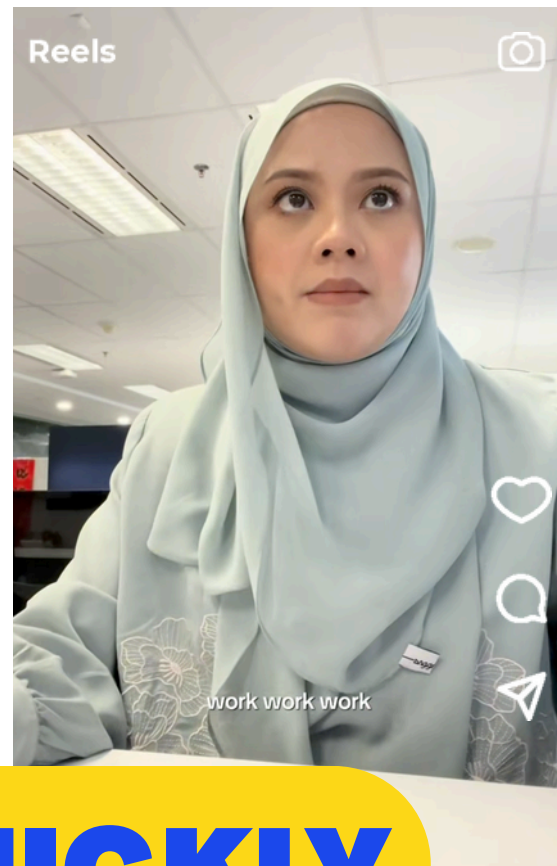
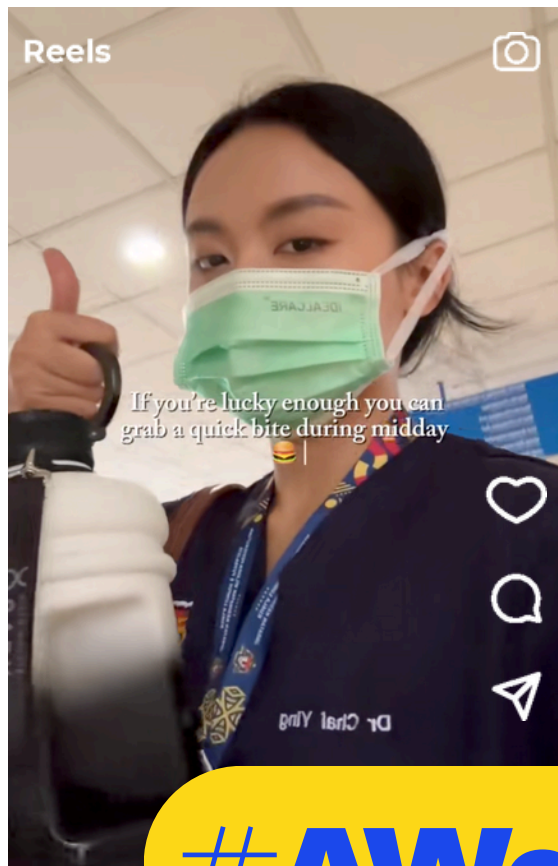
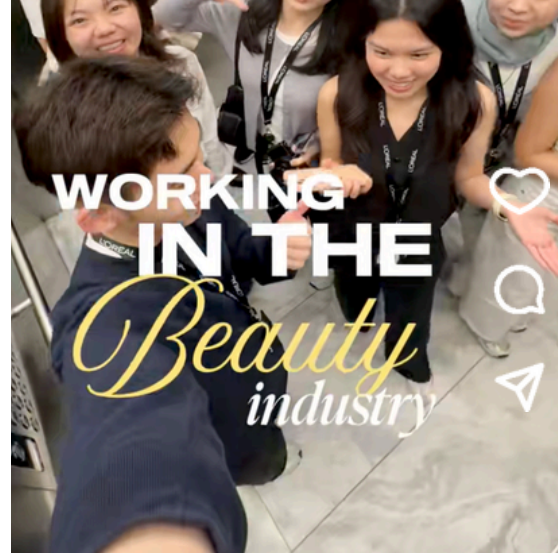
Conversion



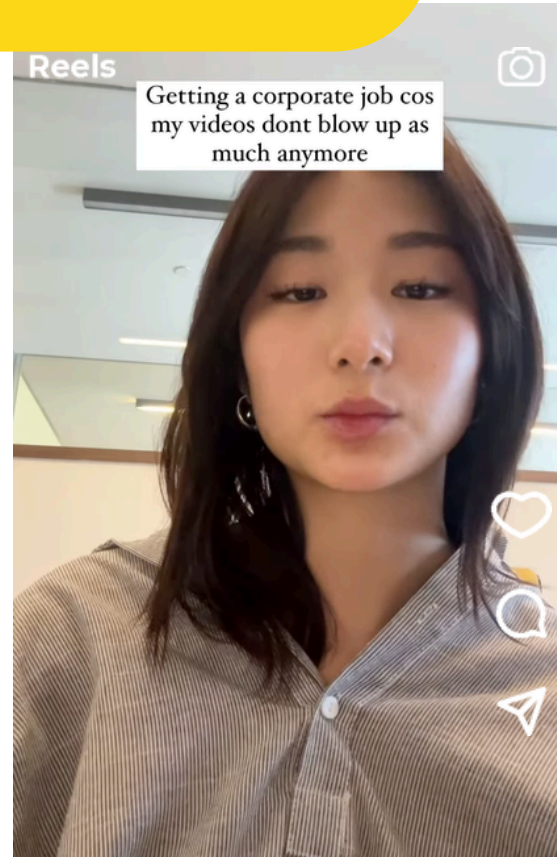
Meta Ads

Behavioral Retargeting:
Personalized "check-ins" via the Mascot's voice triggered during high-intent windows (e.g., late-night study). It drives conversion by framing the first order as the key to unlocking the Mascot Cosmetics showcased during Awareness.





#AWeekWithQUICKLY



QUICKLY hijacks into KOL's WEEKLY ROUTINES

Whether they're juggling multiple jobs, studying, or building their careers, people naturally follow creators who have a similar lifestyle, or those who are already living the lifestyles and career paths they aspire to.

By placing QUICKLY into the familiar "A week in my life as a ___" type of content, we position QUICKLY as a helpful and reliable partner that fits seamlessly into our daily lives and helps us move forward with our goals.

POV: Letting QUICKLY decide my meals for a week as a...

Lifestyle influencer



@shesaidsedap
44.3K

Fitness Coach



@oyuvano
30.6K

Beauty Intern



@kelvivo3
13.3K

Family Doctor



@dokterwea
40.6K

Corporate Girlie



@jennifiree
7K

#QUICKLYDIGEST

QUICKLY Digest is an **AI-powered** recap of users' food ordering habits, inspired by Spotify Wrapped. It transforms everyday meals into fun, shareable insights that users and influencers can post. By turning routine orders into playful stats, it sparks curiosity, comparison, and FOMO, driving social buzz around how **QUICKLY** fits into people's daily lives.



GREAT MONTHS

ARE BUILT ON

GREAT MEALS



YOUR TOP ORDERS

-  Signature Brown Sugar Pearl Milk tea
Tealive Sunway Pyramid
-  Nasi Lemak Basmathi Ayam Berempah
Nasi Lemak Burung Hantu PJ
-  Garlic Chicken Rice
Ipoh Garlic House, PJ
-  Spicy Chicken McDeluxe
McDonald's® Sunway Mentari



THIS MONTH'S MANTRA:

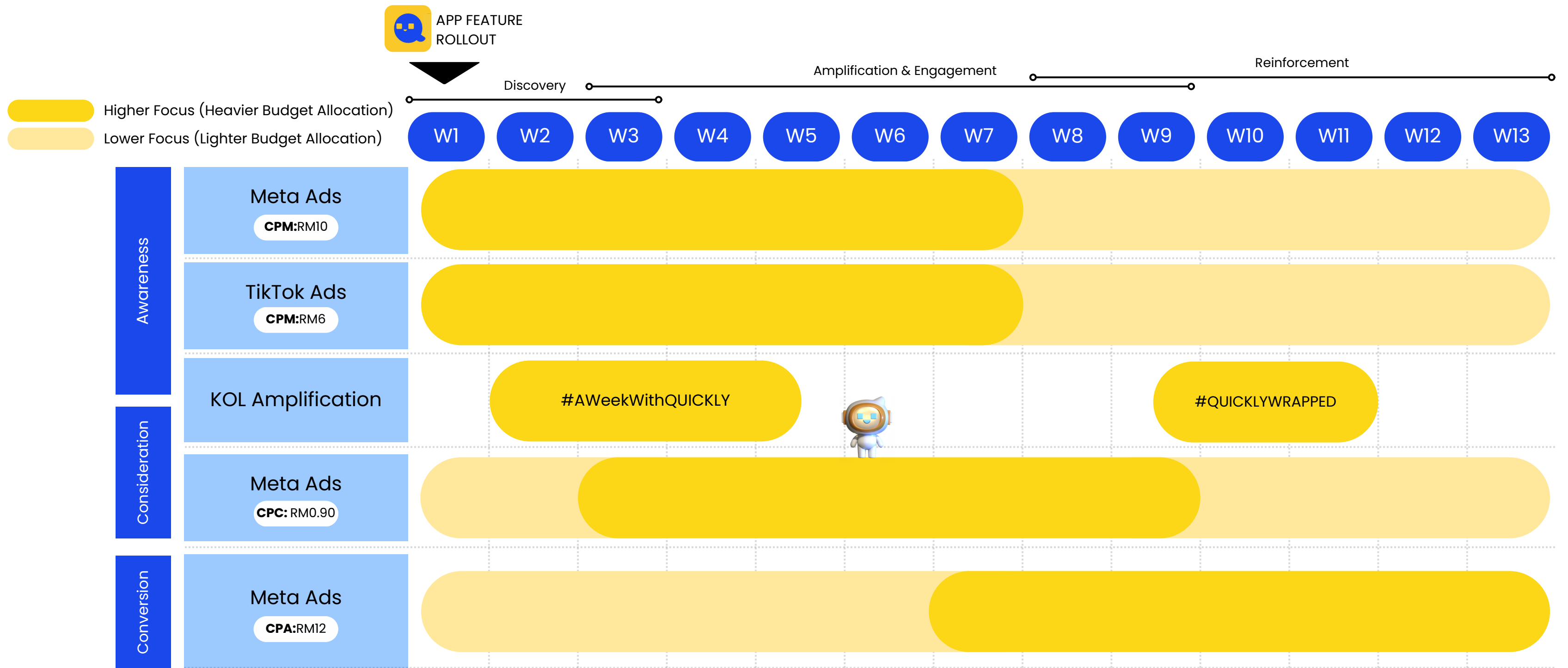
SURVIVE

6 EXAMS
7 BOBA TEAS

Whatever fuels your brain!



MARKETING



The campaign follows a **full-funnel approach**, where early weeks prioritise reach and audience building, while later phases shift towards engagement and user acquisition.

Meta Ads run continuously across the campaign, progressively optimising from awareness to consideration and finally conversion through retargeting.

TikTok acts as the discovery engine, generating cultural visibility and engagement among urban Gen Z audiences during the early stages.

Influencer content is delivered in **two waves**, from **everyday storytelling** (#AWeekWithQUICKLY) to **recap-driven amplification** (#QUICKLYWRAPPED).

MEASUREMENT APPROACH

Success will be measured through both brand resonance and behavioral conversion indicators. The campaign aims to achieve a minimum of **~12.5 million** total digital impressions across targeted urban segments, supported by a **15-20%** increase in brand uplift for the QUICKLY Mascot.



Meta ads



TikTok ads



UGC



Calendar Integration



KOL Campaign



App Features

Total Impressions:
~3.1M across IG and FB

Estimated CPM:
RM9.50 – RM11.00

Estimated CPC:
RM0.65 – RM0.90

New User CVR:
3.5%

Target CPA:
RM12 per install

Total Impressions:
~3.8M

Estimated CPM:
RM5.00 – RM7.50

Estimated CPC:
RM0.50 – RM0.80

Avg. ER:
3–5%

VCR:
20–25%

Total Reach:
~1M estimated views.

Spark Ad Engagement:
~3% (Driven by organic-style content).

UGC Volume:
150+ "QUICKLY Digest" shares monthly from the community.

Active Sync Users:
~35k users syncing schedules

Conversion via Reminders:
10–15% order rate from habit-triggered prompts.

User Retention:
+25% Day-30 retention for synced users.

Total Reach:
~100k across Micro & Nano-KOL content.

Average Engagement Rate:
4% (Highly curated peer validation).

Sentiment Score: 90% positive regarding Mascot "summaries."

Influencer CTR:
2.0% from "Link in Bio" Mascot deep-dives.

AI Summary Shares:
12k+ social shares (TikTok/IG Stories).

Widget Activation: ~20% of new installs using Home Screen widgets.

Notification CTR:
8–12% on Mascot-voiced "Assistant" triggers.

Big Idea

Life Moves **QUICKLY**
& **QUICKLY** moves with you!

End
Consumer
Takeout

QUICKLY just gets it!
"QUICKLY knows what I need and when I need it so I can stop worrying about food and focus on my day."

Role of
Comms

Awareness

Consideration

Conversion

Content
Pillar

**Mascot Persona
Launch**

Establishing the Mascot as a digital companion that learns the user's life and recommends meals that move with them.

Channels/Media:

- Meta Ads (**Prospecting**)
- TikTok Ads
- KOL Campaign

**Community &
Social Proof**

#QUICKLYDigest driving awareness, FOMO, and social buzz by turning routine orders into shareable, playful stats that highlight how the app fits into daily life.

**Calendar
Integration**

Demonstrating how the app syncs with Google Calendar to transform schedule data into real-time context for AI reasoning.

Channels/Media:

- TikTok Spark Ads
- Meta Ads (**Lookalike + Remarketing**)
- Home Screen Widgets

**Everyday
Storytelling**

Using KOLs to drive mass discovery through "#AWeekWithQUICKLY," hijacking their weekly routines.

Seamless In-App Experience

Removing friction with Home Screen widgets for one-tap reordering and schedule-synced push notifications.

Channels/Media:

- Home Screen Widgets
- Push Notifications
- Meta Ads



CTA

Download QUICKLY now!

THANK YOU

- Team Fatt Choi

