



HOW TO **EMBED** **YOUR BRAND** IN EVERY MEALTIME

YouTube Works
AWARDS SOUTHEAST ASIA

WINNER

GRABFOOD
MASTERS OF MEALTIME
GrabFood



BACKGROUND

In the fiercely competitive online food delivery market, where price-sensitive consumers often switch apps to find the best deals, GrabFood, as the market leader, sought to reinforce its affordability and boost daily orders during the Mega Sale campaign.

The campaign focused on **raising awareness for "Hot Deals"** as the go-to for affordable meals, shifting consumer behavior to prefer GrabFood without comparing prices, and boosting business growth through increased in-app traffic, **higher daily sales, more frequent orders,** and expanded market share.

APPROACH

The creative strategy used a boxing metaphor and celebrity endorsements to position GrabFood as the top "knockout" deal. The campaign vividly illustrated a Muay Thai-style clash, with GrabFood's unbeatable Hot Deals emerging victorious, reinforcing its market dominance.

The campaign used AI-powered precise targeting (**VVC and VAC**) by **delivering time-based short videos to food enthusiasts at meal times** and **leveraged diverse content formats**—long-form, short-form, and vertical—to maximize reach and engagement while staying relevant throughout the consumer journey. They also boosted their message with influencer partnerships and YouTube Live.

RESULTS

>7.2M views
80% reach
12% daily sales

"This is an outstanding full-funnel campaign that very well encapsulates occasion, time of day, and a call to action which drive both short-term and long-term action."— Chaiyong Sakulborrurig, Business Executive Officer, Dairy & Adult Nutrition, Nestle



Explore more winning campaigns at yt.be/works/campaigns