

A NEW FAMILY CIRCLE BEGINS



Mother Strike

Snack Jack Ring
Digital Next Solutions Co., Ltd. | Choojai and Friends

BACKGROUND

Snack Jack aimed to introduce Snack Jack Ring, a new ring-shaped format of its familiar pea snack sticks. The launch targeted households where children often spend time in digital gaming worlds while parents can feel increasingly disconnected from them.

The campaign sought to **build strong awareness and recognition** for the new product in a competitive market. It **positioned the snack as a family bridge**, uniting gaming kids and anxious mothers through empathy.

CREATIVE STRATEGY

The campaign turned the generation gap into comedy, with a mother “warping” into her son’s gaming world to better understand him. The ring shape became a metaphor for connection, bringing parents and children into the same circle through empathy.

YOUTUBE APPROACH

- Utilized a long-form hero film as the primary asset to immerse viewers in the story.
- Combined skippable in-stream, bumpers, and Shorts with tailored and creator-style content to build reach and relevance.
- Continuously optimized performance in real time to improve view-through rate and cost efficiency while sustaining engagement.

RESULT

+17.5% YoY sales

retail sales lift vs previous year

+9.4% subscriber base

lift in YouTube channel audience

84.7% authentic viewers

lift vs 79.9–82.5% benchmark

SEA GRAND JUROR 2026

Sulin Lau
Regional Head of Marketing & Brand, Grab

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This campaign had the strongest combination of a clear launch context, a distinctive human insight, strong creative execution, audience relevance, and sustained long-form storytelling.

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