



# Upstarts Advertising Brief 2025

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# THE JUST EAT OFF-PEAK PERKS

Just Eat is now offering college students the chance to order their favourite delicious meals from participating restaurants at a discounted rate (25% off). The only catch is that to avail of the deals they must order during off-peak hours.

Off peak hours:      9am-11am  
                             3pm-5pm  
                             9pm-12pm

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## Brief

Create a compelling social media campaign that launches this new student perk for Just Eat in Ireland, motivating college students to order from Just Eat.

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### USP

Students get delicious Just Eats at even tastier prices

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### AUDIENCE

Urban based (Dublin, Limerick, Galway, Cork), college students (aged approximately 18-24). 50/50 male, female split. This demographic is digital and social natives, often budget conscious and value convenience.

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### WHAT DO WE KNOW ABOUT THEM?

**COST:** Cost is a motivator for how students eat. Irish students say cost is the second biggest reason they don't cook from scratch.

**TIME POOR:** Students are busy with college work, hobbies and their social lives. Convenience is important. Eating and food becomes even less of a priority during exams. About 50% of students living away from home admit to eating only two meals a day when studying intensely, while 25% skip meals regularly

**STRESS:** Stress and anxiety have a huge effect on eating habits, causing many to skip meals or make limited choices when it comes to meals. Nearly 86% of female students report eating more junk food during high-pressure exam periods.

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### TONE

Playful and upbeat This should look, feel, sound and taste like a Just Eat ad. The Just Eat brand is all about "bringing joy to everyone, everyday".

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## DELIVERABLES

A social campaign (on whatever platform you like) that comprises at least three distinct examples of social media content (e.g., mock-up posts, short video storyboards, meme concepts, interactive poll ideas). Include at least one static and one video/reel element that brings your campaign to life. Clearly indicate which platform each example is designed for.

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## Contact Us

Apply to be an Upstart [here](#).

If you have any questions, concerns, or require support at any stage, please do not hesitate to contact ICAD. For any queries, please email: [info@icad.ie](mailto:info@icad.ie)

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## Thanks

We extend our heartfelt thanks to our partners for their invaluable support in fostering creative talent and helping retain it within the Irish creative industries. Their commitment also enables us to introduce more diversity into the industry, which is proven to enhance creative outputs and benefit the sector as a whole. Together, through the programme, we are building a more vibrant, inclusive, and sustainable future where Irish creativity flourishes.

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### Lead Partner

**core**

Core is Ireland's largest marketing communications company. We collaborate across multiple Practices, working towards a single purpose, to expand the possibilities of what brands can achieve. By truly embracing collaboration, sharing ideas freely and empowering one another, we create work that is more powerful and transformative than our individual efforts can ever be.

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### Programme Partner

**TBWA\ Ireland**

TBWA\ DUBLIN, is over 100 ambitious people who believe in creating a total brand world for their equally ambitious clients. Backed by a network of over 11,100 people, we use Disruption® to connect a brand's total ecosystem. All with the ambition to go beyond just saying things, to doing and making amazing things, every day. Because we believe our best work is always ahead of us.

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### Diversity Partner

**DesignOpp**

DesignOpp is a not-for-profit initiative championing diversity in Irish design, so People of Colour can fulfill their creative potential. Our goal is to provide more opportunities, diversify education and create a welcoming community for Creatives of Colour.