



FEBD



MOVEMBER.COM



First, let us introduce ourselves..

We're FEBO.

The Netherland's favorite (fast)food restaurant. What started in Amsterdam 75 years ago as a family business, has grown out to be the Dutch McDonald's. With amazing, *daily fresh* quality.

That's Raymond van Barneveld, weirdly iconic, World Champion darts player, wearing our merch.

We spent years and years to perfect the iconic **Dutch "bitterbal"**, our most beloved snack, our biggest pride.

Challenge

Drive more young men to **sign up** and **raise funds** for Movember.

Debrief

How can we make ~~young men~~ *everyone* aware of the importance of men's health issues in a **fun** and **engaging** way. So that the **Movember movement** can grow even bigger.

Key message

Join Movember and change the face of **men's health**.



Insight

Men aren't that used to checking up on themselves. Mentally and physically. Take balls for instance..

Men have balls. They act like they have balls, yet they hardly check them. And most don't even have a clue what to look for.

Yet men love playing around with balls. Whether it's throwing them, kicking them... Eating them?



The concept

Play with your balls!

Raising funds for men's health.

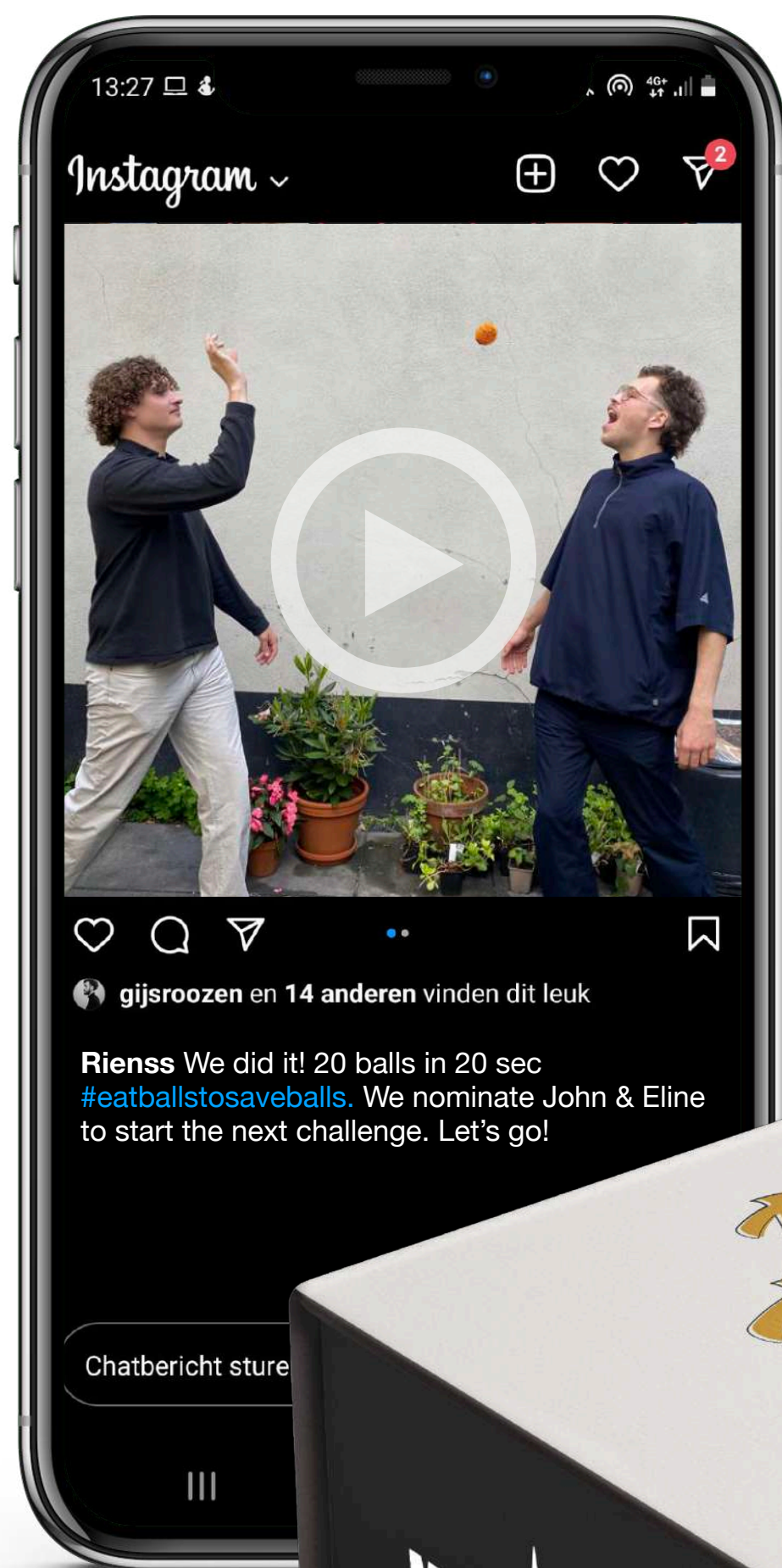
That's right. We are using our beloved snack and introduce the FEBO x Movember Game Bitterballs. We're teaming up to let the whole world play with balls, with the Play With Your Balls Challenge. Because what's more engaging than sports and competition?

It's a social media driven contest that engages young men (and others) to get together, play and compete, all over the world.

All you need to do is sign up on movember.com and order a box of bitterballen. The rest you need is a phone and a teammate.

Hold on, It works like this...





The game rules

Step 0

Sign up on movember.com with your teammate(s) and order a bag of frozen FEBO bitterballen.

Step 2

You and your teammate go stand at **two meters** distance across from each other.

You set a goal for how many balls you can throw and catch and and raise funds as a bet. If you win, they donate. If you lose, you donate. Win-win either way!

Step 1

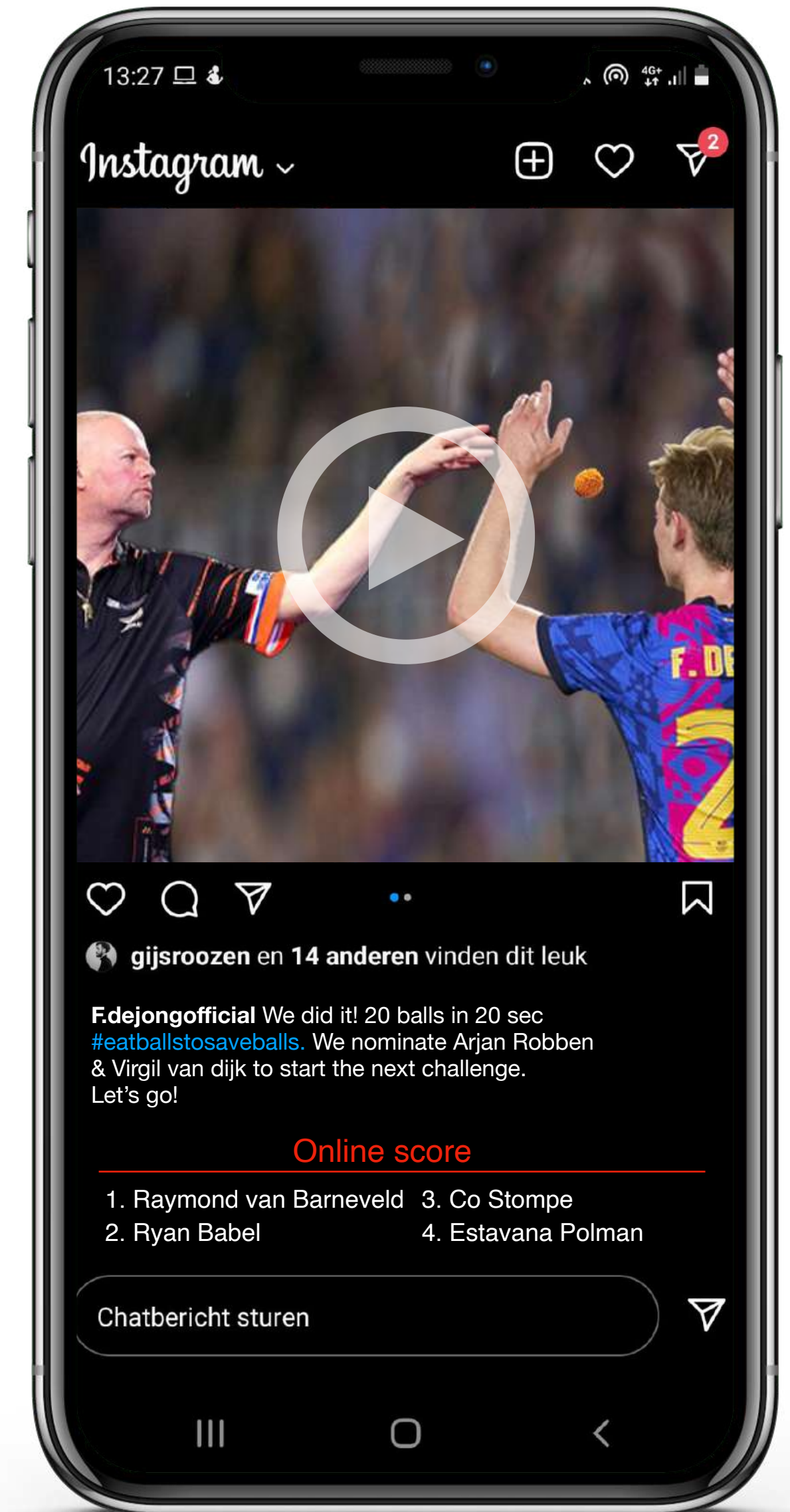
Fry your balls.

Step 3

Player 1 **throws** the bitterbal and Player 2 **catches** with his mouth.

How do we make it BIG? (#1)

1. Well, of course we'll need proof. That's why players upload their video on TikTok or Instagram (*#playwithyourballs*) and challenge the next duo, sports team or office.
2. We invite famous (ball) players, like brand ambassador Barneveld and to set the trend. Can you match their professional skills?
3. On **movember.com** we'll see a live scoreboard of all competing teams in the world. After one month, the winners are selected and win a **set of golden bitterballen and an unlimited supply of FEBO snacks!**



How do we make it BIG? (#2)

FEBO Fashion x Movember Sportswear

We don't only do delicious snacks, we've got a clothing line too! It may sound random, but 5 years ago, we decided to start our own streetwear brand so all our fans can show their appreciation. The clothing line was sold out in minutes.

Now, we're coming back stronger than ever with a sportswear line to accompany the "Play with your balls" challenge.



Timeline

Kick-off

10 famous ball players kick-off the challenge and post their video online. Nominating the next one in line.

#playwithyourballs
#movember
#menshealth

Live phase

As people are picking up on the trend, using the *hashtag* to spread their content, we will keep the momentum going:

- reposting video compilations on our own channels.
- Launching the FEBO Fashion x November sports wear.

End phase

After one month the contest is over. In a live broadcast we announce the winners of the golden bitterballen.

Of course we'll also share how much money we have raised with our challenge.
See you next year! ;)



Play with your balls

Challenge

Drive more young men to **sign up** and **raise funds** for November.

Insight

Men have balls. They act like they have balls, yet they hardly check them. And most don't even have a clue what to look for. Yet men love playing around with balls. Whether it's throwing them, kicking them... Eating them?

Idea

FEBO takes their iconic snack to introduce the FEBO x Movember Game Bitterballs for the “Play with your balls challenge”. A social media driven contest that engages young men (and others) to get together, play and compete, all over the world.

Execution

You set a goal for how many balls you can throw and catch and raise funds as a bet. If you win, they donate. If you lose, you donate. Upload your video on social media with #playwithyourballs and nominate the next competitors in line.

