



By Niek Naus & Jake De Buratte

Challenge

Sell more Quaker Oats.

Insight

There is a very strong connection between gut health and mental health, with oats being particularly good for the gut, therefore a healthy gut is a happy mind.

Step 1

Social ads leading to microsite



Quaker Oats

Yesterday at 12:12pm

Did you know that 90% of the hormone responsible for happiness is produced in the gut?

Poor gut health can cause seriously poor mental health. Find out how healthy your gut is today and claim your FREE packet of Quaker Oats or join one of our Gut Therapy sessions.

www.quakeroats.com/gut

Happiness takes guts.

healthy gut
happy mind



Quaker Oats

Yesterday at 12:12pm

An unhappy gut can lead to poor mental health, including anxiety and depression.

Find out how healthy your gut is today and claim your FREE packet of Quaker Oats or join one of our Gut Therapy sessions.

www.quakeroats.com/gut

A bowl a day keeps anxiety away.

healthy gut
happy mind



Quaker Oats

Yesterday at 12:12pm

Did you know that your brain is directly connected to your gut?

It's important to maintain a healthy gut to ensure a happy mind. Find out how healthy your gut is and claim your FREE packet of Quaker Oats or join one of our Gut Therapy sessions.

www.quakeroats.com/gut

The effects of oats are mental.

healthy gut
happy mind



Step 2

Gut health test microsite



← RESULT

ESTIMATED GUT HEALTH SCORE



24%

Uh-oh. You could be doing a lot better. Poor gut health can have a serious impact on your mood - did you know that 90% of the hormone responsible for your happiness is produced in the gut?

We think you'd love our Gut Therapy sessions, so we've given you a FREE spot. Click below to find out more.

LEARN MORE ABOUT GUT THERAPY



← GUT THERAPY

GUT THERAPY

The journey to a healthy gut and a happy mind starts with great cooking. Quaker's Gut Therapy sessions provide you with the cooking skills that will let you take the best care of your gut.

Communal cooking is therapeutic in itself, providing you with the chance to chat and relax with likeminded people.

You'll learn to cook a variety of dishes with our oats, perfecting skills that will be sure to impress your friends and family.

BOOK AN APPOINTMENT



← GUT THERAPY

GUT THERAPY SESSIONS NEAR YOU:

✓

8:00 AM
JUNE 1st
Downtown

Dr. JANE DOE
Gut health specialist

BOOK NOW

✓

11:30
OCTOBER
Private

Dr. JOHN
Medic

BOOK N

••••



← GUT THERAPY

SESSION BOOKED!



To help you with a good start..

CLAIM FREE QUAKER PORRIDGE BOX



← QUESTIONS

1/6

WHAT DOES YOUR AVERAGE BREAKFAST LOOK LIKE?


PORRIDGE


EGGS


CEREAL


FRUIT


NOTHING


OTHER

← RESULT

ESTIMATED GUT HEALTH SCORE



51%

Not the best. Do you ever feel down and gloomy, or perhaps a little anxious? The gut and the brain are linked directly by the Vagus nerve, so it's important to look after your gut.

We've got some suggestions that will help your gut health improve. A good place to start is with a bowl of Quaker Oats. Claim your FREE pack today. Click the link below.

SUGGESTED FOOD SWAPS



← FOOD SWAPS

WE RECOMMEND YOU THESE FOOD SWAPSKEEP YOUR GUT HEALTHY AND THEREFORE YOUR MIND HAPPY


CEREAL

→


PORRIDGE


SWEETS

→


FRUIT


DEEP FRIED FOODS

→


OVEN BAKED FOODS

CLAIM FREE QUAKER PORRIDGE BOX



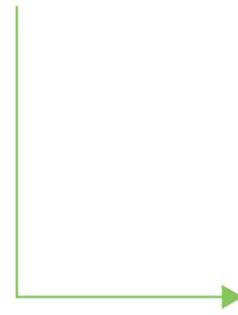
← REWARD



SHOW QR CODE AT YOUR LOCAL SUPERMARKET TO CLAIM YOUR FREE OAT SO SIMPLE PACKAGE!



A series of questions determining your eating patterns and habits.



← RESULT

ESTIMATED GUT HEALTH SCORE



70%

You're doing great. A happy gut is a happy mind, so keep it up. As a little well done, enjoy some Quaker Oats on us. Click the link below to claim your free packet.

CLAIM FREE QUAKER PORRIDGE BOX



Step 3

Cooking therapy using oats



What is gut therapy?

The journey to a healthy gut and a happy mind starts with great cooking. Quaker's Gut Therapy sessions provide you with the cooking skills that will let you take the best care of your gut.

Communal cooking is therapeutic in itself, providing you with the chance to chat and relax with likeminded people.

You'll learn to cook a variety of dishes with our oats, perfecting skills that will be sure to impress your friends and family.

Sign up below for a free gut therapy session

healthy gut
happy mind

Some explanatory posters to go with the campaign.



90% Of the chemicals that control our happiness are produced in the gut. Quaker oats provide the prebiotic fibre you need to maintain a healthy gut microbiome.



healthy gut
happy mind



An unhealthy gut leads to unhappiness and even anxiety or depression. The prebiotic fibre in Quaker Oats helps you protect your tummy and maintain a positive gut-brain balance



healthy gut
happy mind



There is a very strong link between gut issues and mental health, after all, your gut and brain are linked directly by the vagus nerve. Quaker oats provide you with the right nutrients to help you look after your gut, and in turn, your brain.



healthy gut
happy mind