

Nighthawk Diner

Brand Activation

Information Kit

Index

Welcome 01

Collection 02

Case Studies 04

Extras 20

Contact 22



Al Hawk
Nutella road trip 2018



Welcome

The Nighthawk trucks and trailers offer a blank canvas in a timeless style, perfect for brand activation. Our experienced and capable team can offer logistical and design solutions along with many others that will make planning activations large or small as simple as possible.

Over the past 7 years, we have worked with local, national and globally based companies to create effective brand awareness, strong media engagement and a cool, creative tools to activate with.

Every brand requires a different set of skills to secure a successful activation. We have a wealth of experience at the Nighthawk and we can help you through the process every step of the way.

The Nighthawk Truck Collection

Our food trucks are a perfect mobile option to showcase your brand. We have successfully contributed to the growth of multiple companies over the last 7 years with various roadshows and festival activations.

We offer a wide array of services to assist in concept creation, logistics and design of the physical brand promotion. We have 3 vehicles with different aesthetics that can play key roles in you activation and can be transformed or dressed to suit the specific needs of your brand. Below are some of the services AI and his team can offer:

- Customised menu creation
- Design and application of your company's branding on the vehicles
- Mechanical and structural fixes during activations or roadshows
- Logistic and planning strategies for small or large activations
- Management of required licenses, permits and applications to councils and landowners

Most of the companies we have worked with in the past have ask AI to be the face of their campaign, heading a media presence on TV, radio, social media and print platforms.

Sweethawk



Tacohawk



Nighthawk





Ayam Foods approached us last year to run their annual involvement in a national 'gluten-free' festival, and also for the Sydney Lunar Festival. As a global brand with a strong presence in supermarkets throughout Australia, Ayam needed an efficient, professional team to carry out their major annual physical promotions.

AI and our team handled the logistical side of the event, directed by Ayam and its PR team who devised an overarching creative vision. We also took care of the menu designs, decal application and printing, which proved highly time and cost efficient for the client.

The contract also included an activation event at Woolworths' head office, which was of great importance to the client. This event successfully generated extensive positive engagement with Woolworths employees and management.

Both the gluten-free festival and lunar festival were a success, and as always, we were delighted when Ayam expressed their commitment to working with us again next year.

KEY INFORMATION

- Successfully managed and ran multiple activations
- Worked closely with agency and client to achieve brand vision
- Successfully delivered a high volume, intensive labor driven menu in mobile locations
- Completed design, printing and application for activation
- Fit in to an existing promotional model and delivered improved outcome





nutella®

In 2016, Ferrero’s creative agency sought our involvement in a new campaign they were devising for Nutella. Little did we know that we were about to dabble in international marketing. Together, we created a model which has now become a global promotional strategy: the Nutella Road Trip.

From the outset, AI was involved in every aspect of this project. He worked closely with Ferrero’s creative and marketing agencies to create a campaign which would run successfully for three years in a row. He was instrumental in developing the creative elements of the plan, and also handled logistics, procurement and budget. Most recognisably, he was the public face of the strategy, making multiple media appearances during the three campaigns.

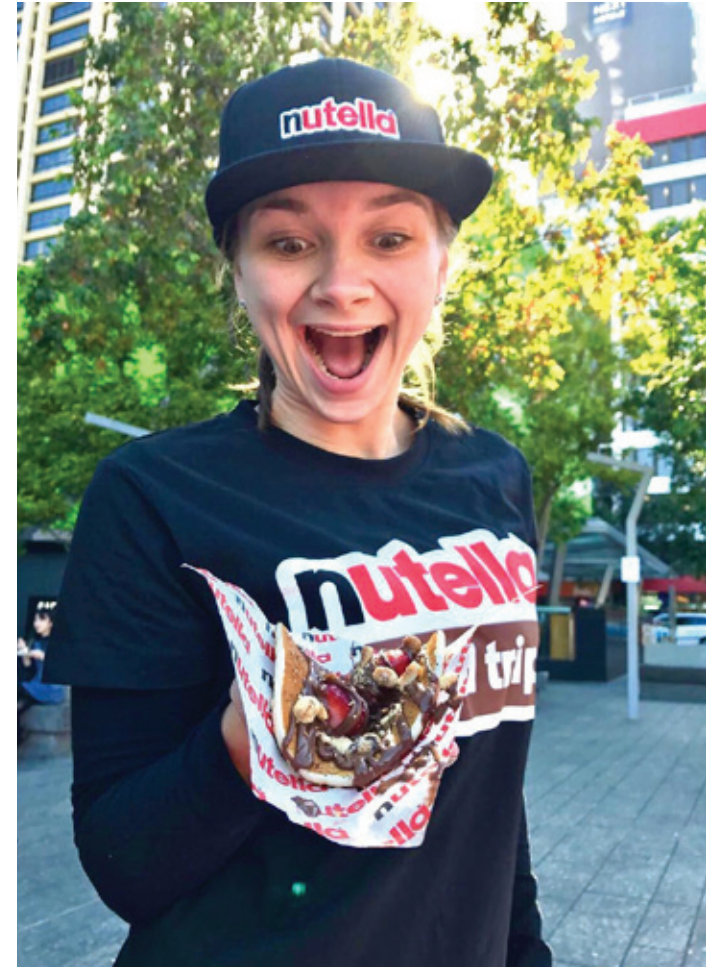
The 2016 Road Trip took us from Sydney to Melbourne over two weeks. We brought unique, innovative Nutella-based delight to thousands of happy visitors to the sixteen Road Trip events, which took place at regional and metropolitan locations between the two cities. We were thrilled when Ferrero asked us to be part of a second Road Trip in 2017, this time from Sydney to the Sunshine Coast with eighteen stops along the way.

KEY INFORMATION

- Successful campaign for 3 years
- Full menu creation
- Media interaction
- Full logistical control
- Vehicle maintenance during trip

Sydney to Perth

In 2018 we joined forces again, and took the concept to a new level: Sydney to Perth, via Adelaide. Each morning at 5am we rolled out our Sweethawk truck for up to 600km of travel, including the amazing experience of crossing the famous Nullarbor Plain – no mean feat, especially in a vintage, sixty-year-old vehicle. We set up each daily activation event in a different location, and during our three-hour trade windows we averaged an incredible 1200 servings per day, to the thousands of excited Nutella fans who turned up to be part of the fun. We then bumped-out and drove another few hundred kilometres to our next day’s location, and these included some of the most remote places in Australia. (Did we mention that sixty-year-old American trucks lack power steering?)



Radio and TV interviews

Before and during each Road Trip campaign, AI worked with Ferrero’s media agency and multiple media outlets to promote the events.

AI and Nighthawk became the feature of stop-motion videos, Facebook Live streaming and broader social media content. Most days during the Road Trips he managed live radio and TV interviews, in between running that day’s event and preparing for the next one. In 2016, the Road Trip alone was responsible for 10 million social media impressions, out of Nutella’s 14 million content interactions that year. Subsequent Road Trips were even more successful.



Custom Menu

Ferrero selected the Nighthawk brand to be the face of Nutella’s major marketing campaigns for these past three years. Each year we created a new, innovative menu for each Road Trip, including recipes and social media content.

We take immense satisfaction from what we were able to achieve with Ferrero and its media/marketing team. It provided us an incredible opportunity to design and push creative boundaries with a beloved and versatile product like Nutella.





With the success of the national Nutella campaigns came new interest in Nighthawk from other companies and their media agencies. One such agency approached us on behalf of Bush's, America's biggest-selling baked beans brand which holds 80 per cent of market share in the US. The concept we developed formed the foundation of their strategy for entering the Australian market. We represented Bush's at the 'Taste of Sydney' festival, and launched their four flavours of beans and most importantly the brand itself, with additional plans to be involved in the 'Good Food' festivals in Melbourne and Sydney.

We were pleased to showcase Bush's alongside two other global brands (Tanqueray and Johnny Walker), and amongst some of Australia's best restaurants and chefs. Both Nighthawk and Tacohawk were part of what Taste of Sydney ambassador Mark Best described as 'the festival's best spot', during his TV interviews in front of our beautiful trucks during the event.

KEY INFORMATION

- Successfully ran a 3 day activation for a global brand at a nationally recognised food festival
- Menu concept and creation
- Worked closely with agency to create the activation



Custom Menu

Again, the client sought the Nighthawk brand to appear in close alignment with theirs during the campaign. AI created a four-item menu within the brand's parameters, which complemented our style and theirs. This menu was a huge success and became an Instagram favourite – particularly the 'rib in a can' and 'soft shell crab and bean taco'.

In addition to Taste of Sydney, we held another activation event at Woolworths head office, this time to showcase the Bush's brand and product range to the supermarket's entire administration.



Bush's 'rib in a can'



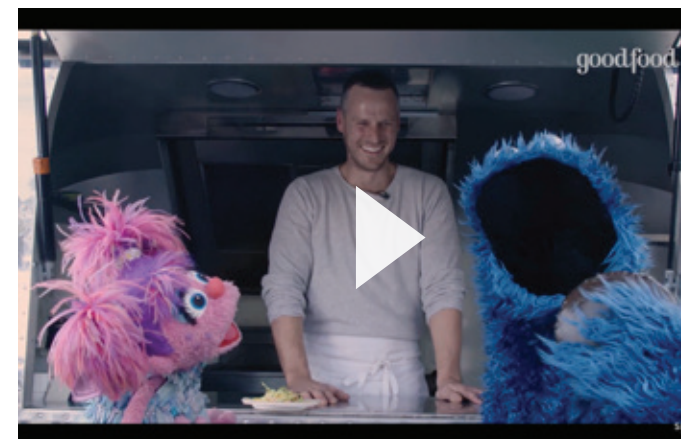
Taste of Sydney ambassador Mark Best described us as 'the festival's best spot', during his TV interviews



In June 2018, The Children’s Television Workshop, the production studio behind Sesame Street, approached Al when one of their biggest stars expressed interest in going on a food truck tour of Australia. Cookie Monster, aka Alistair Cookie, has taken on the job of educating kids on healthy eating habits and finally admitting to the global fan base that cookies are a sometimes food.

In the US, tacos are a well know and much loved fast food that can be much healthier than most when made with fresh ingredients, so Cookie asked Al to make tacos for him and Abby on their stop in Sydney. Al couldn’t contain his joy, Cookie Monster was his childhood hero. The shoot was as fun as you would expect and the online engagement globally was impressive.

[WATCH THE FULL VIDEO HERE](#)



Extras

We have a wealth of experience and work with talented designers and vendors stress out of planning and executing your activation. Please speak our Bookings Manager for additional information.

Custom Designed Menu

We can work with you to create a menu that aligns with your brand's requirements, within any parameters necessary. We have worked with different cuisines successfully and enjoy challenges brands like Nutella and Ayam threw at us.

Concept Development and Art Direction

Our team has worked extensively outside the hospitality industry in design and art direction which means we are more than capable in assisting brands reach their goals in the conceptual stage of the project and throughout the activation.

Brand Skinning of Trucks

Our trucks are easily complimented with branding and we have an in house design team that can take care of a portion or the whole design process. We have print studios we work with closely, can apply decals ourselves to help save some dollars and can have skins professionally applied.

Logistics and Strategy Planning

This is where AI and his team shine. They have successfully navigated the continent with ease and run activations at Australia's largest food festivals for global brands, so no job is too challenging. From concept to de-brief, we can handle all logistical and strategic planning.

Management of Licenses, Permits and Applications

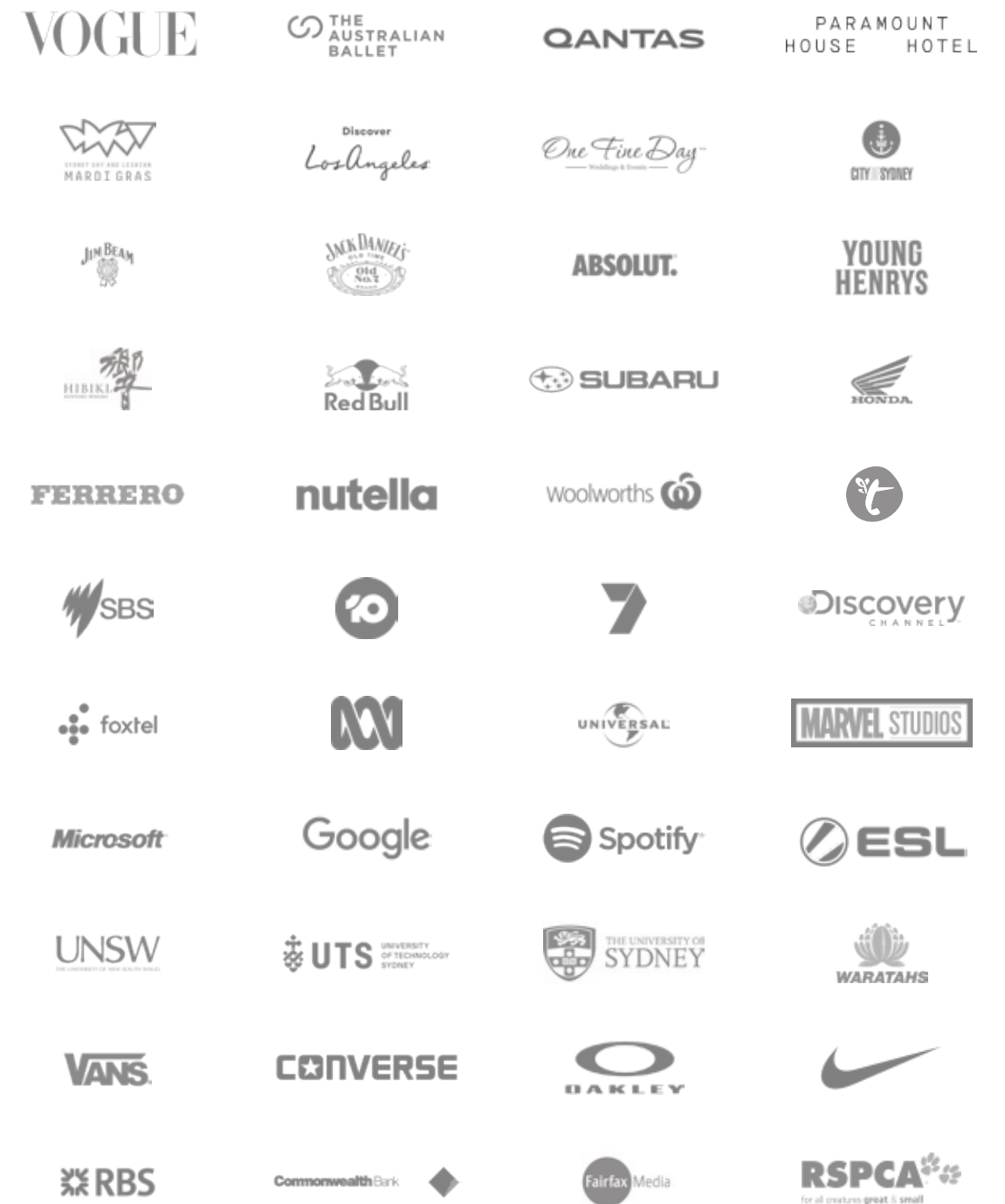
Licenses, permits and applications to councils and landowners can be a confusing process. We have 7 years of experience and work regularly with councils so we can consult effectively on these matters.

Personality for Media Presence

AI has been asked by multiple brands to be their spokesperson for the campaign and have found it has worked well with the concept of the activation. He has featured across TV, radio, social media and print platforms and has become versed in the needs of the process.

Who we have worked with

Over the past six years we have partnered with various large and small brands to deliver memorable, unique events for their specific needs or projects. Our gorgeous trucks have served as props for several television commercials, programs and films – and when shooting has wrapped for the day, we make sure the cast and crew go home well-fed.





Alistair and the Nighthawk crew became like an extension of our team and are wonderful to collaborate with on brand activations. From creative concepts, to bespoke menus to designing a space around the awesome Nighthawk and Tacohawk trucks, Alistair helped us craft every element, and moved heaven and earth to bring it all to life.

—LAURA CARIO, EDELMAN
PUBLIC RELATIONS

Credits

CHEF

Alistair Fogg
James Watt

PHOTOGRAPHY

Benito Martin Photography
Tim Levy

ART DIRECTION

Emily Vadal

Contact

Nighthawk Diner

Email: bookings@thenighthawk.com.au
Web: thenighthawk.com.au

Follow Us

Instagram: [@TheNighthawkDiner](https://www.instagram.com/TheNighthawkDiner)
Facebook: [@TheNighthawkDiner](https://www.facebook.com/TheNighthawkDiner)