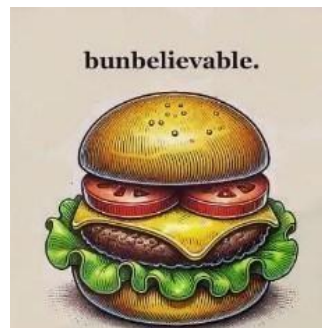


CASE STUDY #9: COOKING UP PRE- LAUNCH BUZZ IN NEW YORK CITY



CLIENT OVERVIEW

BUNBELIEVABLE is a bold new burger brand preparing to make its mark in one of the toughest food markets in the world. With three locations planned in Brooklyn, Queens, and the Bronx, New York, the company is set to launch after the first of next year. Their goal: to hit the ground running with an ad campaign that captures attention, builds curiosity, and creates a loyal following before their doors even open.

THE CHALLENGE

Breaking into the New York City burger scene means going head-to-head with countless established brands — each with their own loyal customer base, marketing muscle, and neighborhood recognition. **BUNBELIEVABLE** needed a way to introduce themselves before launch, creating a brand identity that was not only memorable but irresistible, even without a single in-person customer experience yet. They needed speed, creativity, and a partner who could match their high-energy vision while working to a tight pre-launch timeline.

THE SOLUTION

GENTLE THUG VISUAL MEDIA proposed an unconventional first step — **a 30-second spec video** that would bring **BUNBELIEVABLE**'s brand personality to life before the contract was even signed. This approach allowed the client to see exactly how we would translate their vision into an engaging, mouthwatering ad. The spec video set the tone for the entire campaign: playful, bold, and unmistakably New York in its energy.

THE PROCESS

- **Research & Positioning:** Studied the NYC fast-casual landscape, identifying gaps where **BUNBELIEVABLE** could stand apart visually and tonally.
- **Concept Development:** Designed a quick-turn storyboard focused on flavor, personality, and the pre-launch hype factor.
- **Spec Video Production:** Produced a high-impact 30-second spot that showcased the brand's boldness and personality in a way that felt big-market ready.
- **Client Presentation:** Delivered the spec ad for review; feedback was immediate and enthusiastic.
- **Campaign Expansion:** Secured a contract for four additional 30-second commercials to be completed by the end of November 2025, ensuring **BUNBELIEVABLE**'s campaign is fully armed for launch.

THE RESULT

While the restaurants won't open until early next year, the immediate result was clear: the spec video closed the deal. **BUNBELIEVABLE** went from exploring ideas to committing to a full multi-video campaign — proof that the creative approach resonated deeply with the client. The upcoming spots will build on the brand's momentum, setting them up for a strong debut in three highly competitive boroughs.

KEY TAKEAWAYS

- **Show, Don't Tell:** A spec video can be the most powerful sales tool, turning a prospect into a client before launch.
- **Energy Matters:** Matching the client's vision with high-energy creativity made the work feel authentic and on-brand.
- **Pre-launch Marketing Builds Anticipation:** Crafting the campaign months before opening gives **BUNBELIEVABLE** time to generate buzz.

CONCLUSION

By leaning into creativity and speed, **GENTLE THUG VISUAL MEDIA** helped **BUNBELIEVABLE** secure their pre-launch marketing momentum. The initial spec ad didn't just win the client — it defined the campaign's tone and direction, proving that sometimes the fastest route to a new market is showing exactly what you can do before you're even hired.