

APRIL 2024

GOLD HOUSE X NCM



YOUNG LIONS
COMPETITIONS 

RACHEL FINDLAY
JESSICA NUGENT

INSIGHT

FOOD is SOCIAL

—especially in Asian and
Pacific Island cultures.

INSIGHT

And for Gen Z,

SOCIAL FOOD

is all the hype. From celebrity-crafted dishes, to viral food videos.

INSIGHT

 **daily meal**

EXCLUSIVES

The René Rapp Sweetgreen Bowl Review: Is This New Salad Collab A Hit?



INSIGHT

People

What Does the Ice Spice Munchkins Drink Taste Like? All About the Viral Dunkin' Beverage



INSIGHT

POPSUGAR

FOOD · MCDONALD'S

I Tried the US Version of the McDonald's BTS Meal, and as a Fan, I Wanted More



INSIGHT

BUSINESS INSIDER

Luxury grocer Erewhon sells 40,000 of Hailey Bieber's Strawberry Skin Glaze smoothies a month



**SO, TO FIRE UP A
CONNECTION BETWEEN
GOLD HOUSE AND GEN Z...**





WE FEED THEM



THE A100

SOCIAL

NIGHT MARKET



THE A100 SOCIAL NIGHT MARKET

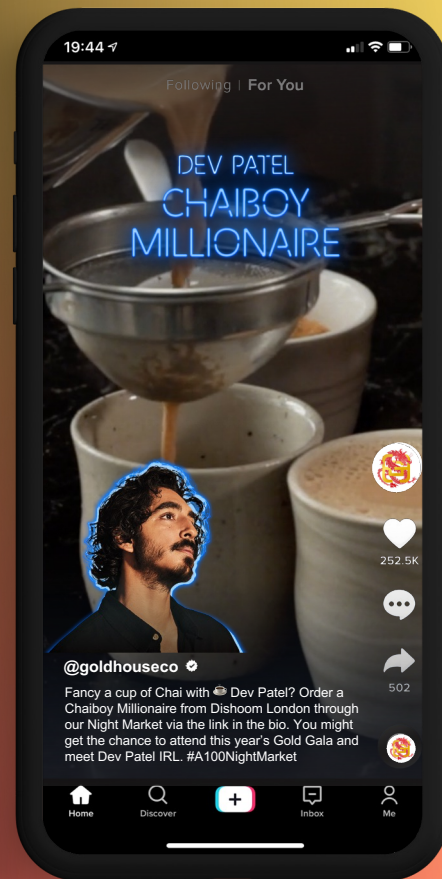
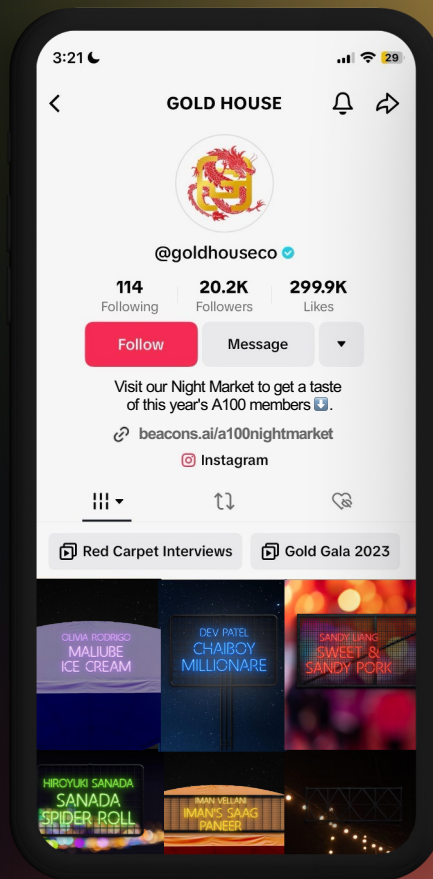
Partnering with local asian restaurants, we'll turn the A100 list into a social menu of 100 Night Market Meals featuring the honorees' favorite dishes.



IDEA

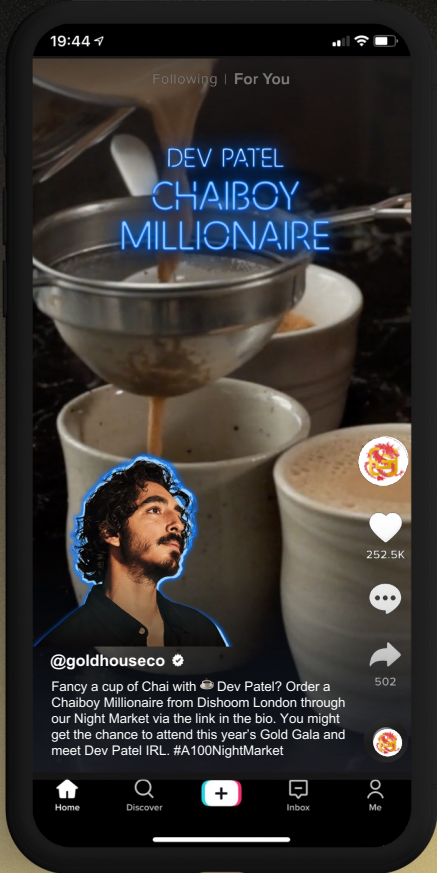
Each A100 member will partner with a local asian restaurant to create or rename a menu item that represents them.

The A100 list will serve as a menu so that people can learn not only about the dish they're eating, but also the honorees who have a special connection to it.

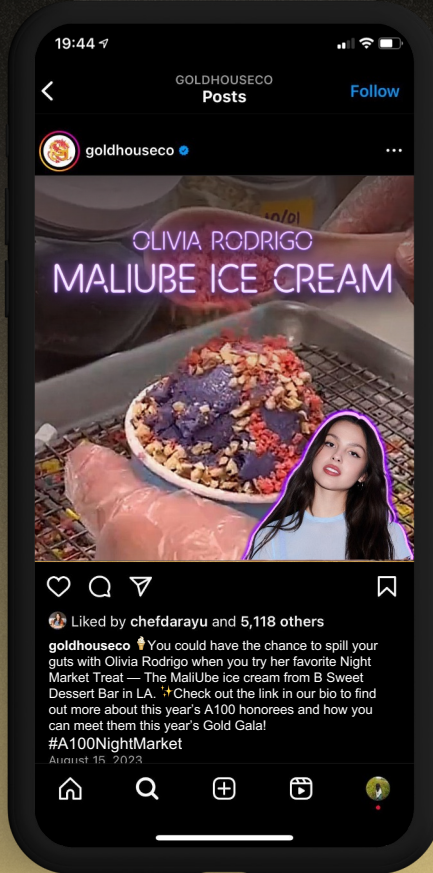


THE NIGHT MARKET MEALS

TIKTOK



INSTAGRAM



YOUTUBE



Gold House and the honorees will name a menu item that represents them and is connected to their culture or heritage and drop it on social.

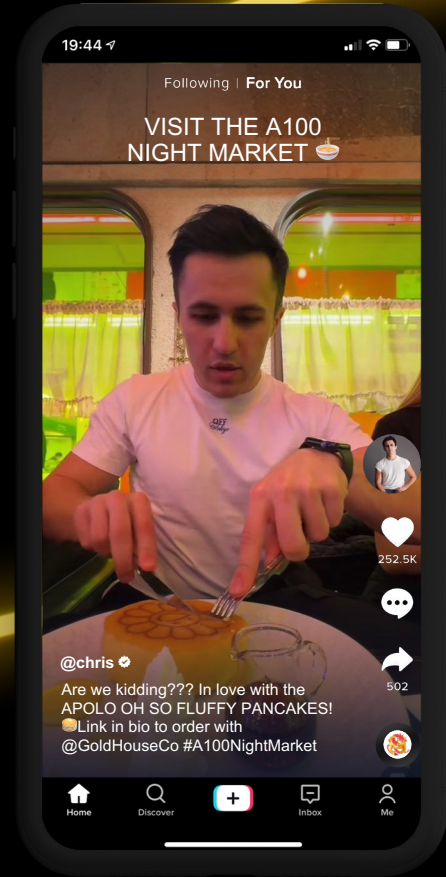
HOW IT COMES TO LIFE



MUKBANG & CHILL

CREATOR PARTNERSHIPS

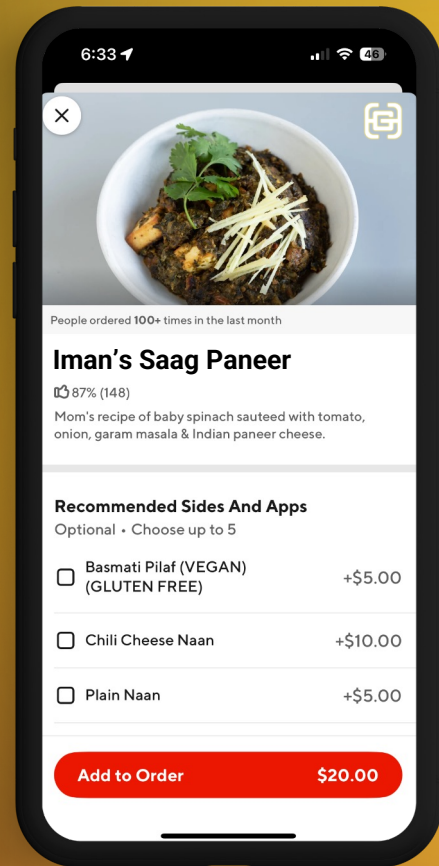
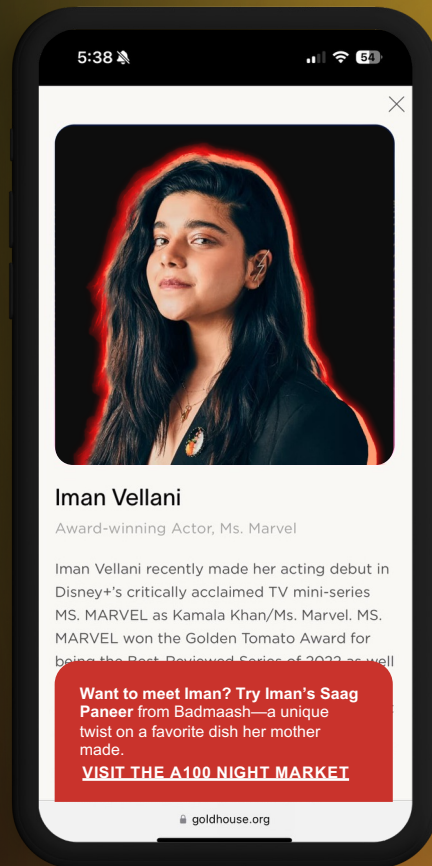
We'll team up with popular Asian and Pacific Islander influencers like Chris Olsen or Ashley Yi to create mukbang content and encourage followers to do the same for a potential surprise and delight.



BROWSE THE MENU

FEEDING THE FANS

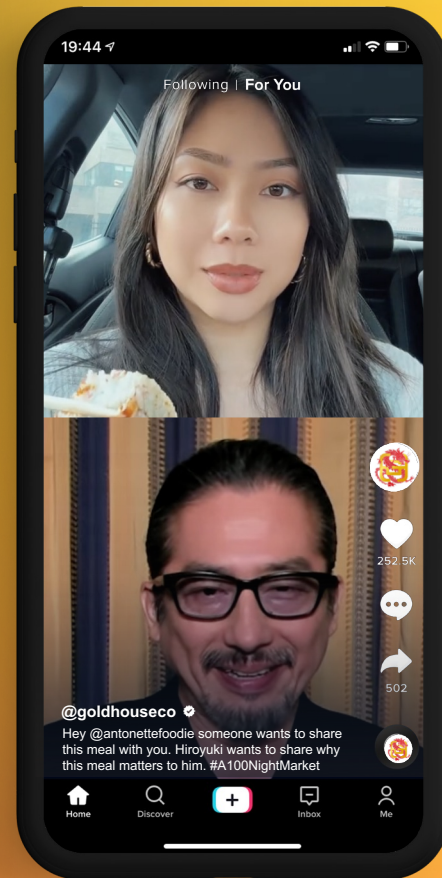
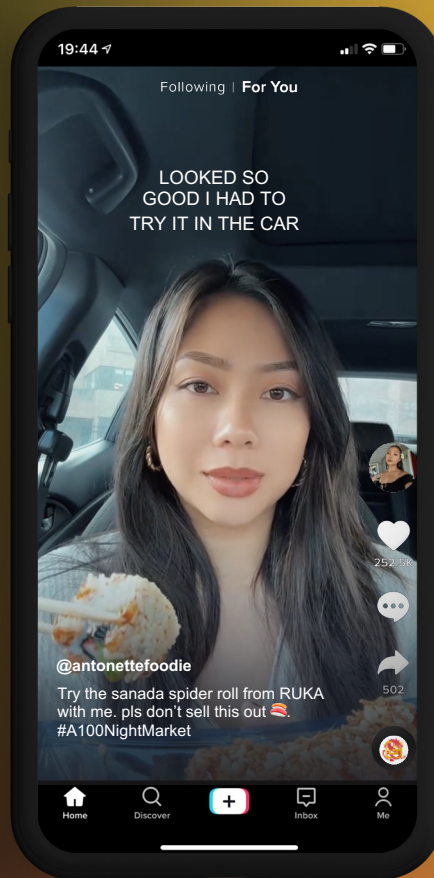
People can browse the A100 menu, learn about the honorees' favorite foods, and order the meals from local restaurants.



SHARE A MEAL

USER GENERATED CONTENT

Influencers will encourage followers to create their own mukbang content while teasing out a surprise if they do. We'll utilize these influencers and A100 honorees to 'share' a meal with Gen Z via a 'duet'.



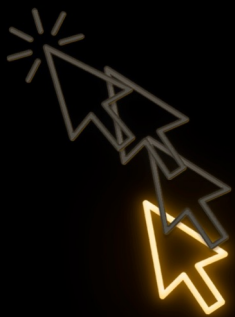
MEET & EAT

GOLD GALA NIGHT MARKET

Everyone who orders gets a chance to win tickets to the Gold Gala for a 'Meet & Eat' with the honorees in an IRL version of the A100 Night Market



THE RESULTS



DRIVING TRAFFIC

We'll generate clicks with craveable content that leads to the A100 list— the gateway to the Night Market.



UGC CONTENT

People will share their taste tests and mukbangs, creating organic content around the A100 Night Market Meals.



BOOSTED SOCIAL

The built-in fan base of both our influencer and restaurant partners increases views, engagement, and interest.



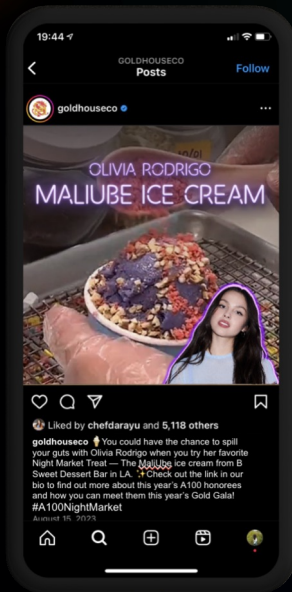
GEN Z CONNECTION

Gold House will connect with Gen Z like never before, attracting the attention of potential brand sponsors.

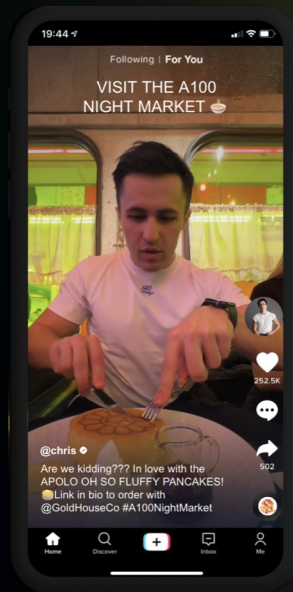
吃飽了嗎？

THANK YOU

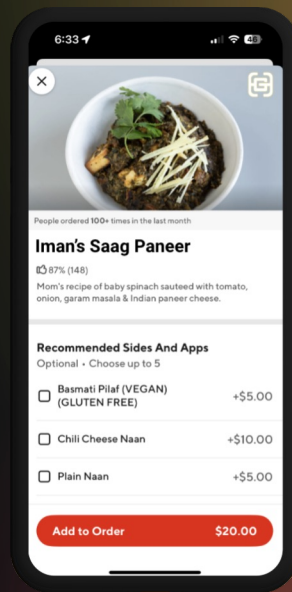
OVERVIEW



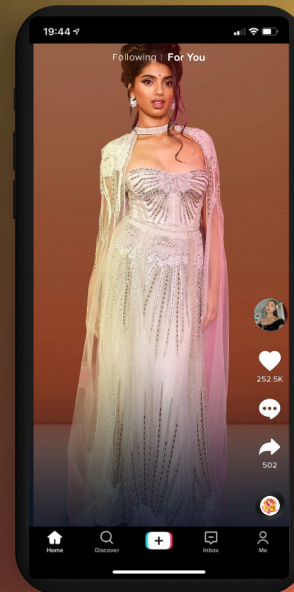
#1 Create Night Market Meals and announce on social channels.



#2 Partner with influencers to promote + encourage mukbangs.



#3 Order through delivery service apps + enter to win a Gold Gala ticket.



#4 Meet and Eat at the IRL Gold Gala Night Market.

