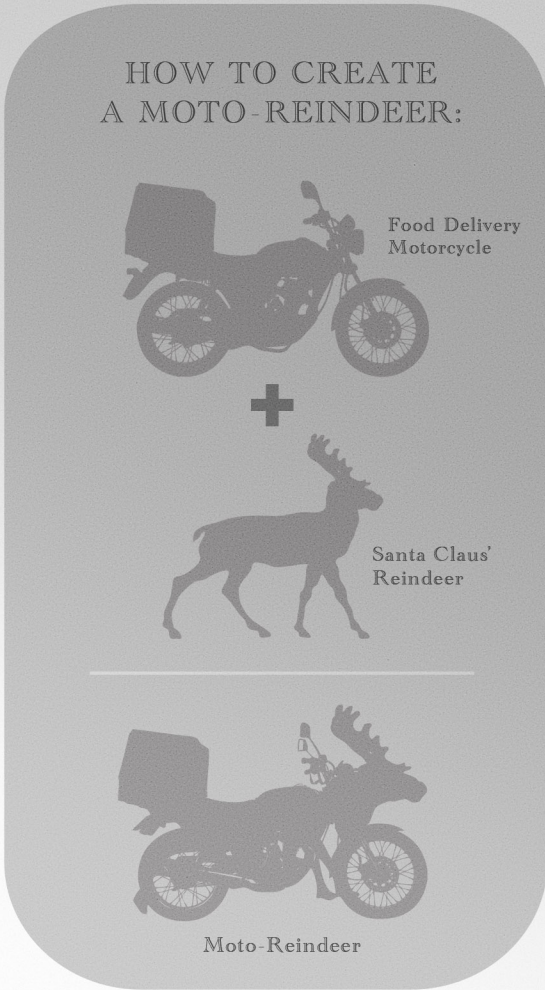


# MOTO REINDEER

DELIVERING A NEW CHRISTMAS TRADITION



## CHALLENGE:

Christmas is a traditional festivity, therefore there's not a lot of room for novel marketing approaches - especially when it comes to food. Habib's, the world's largest Arab fast food chain, wanted to innovate: it launched a turkey sfiha, combining one of the most popular snacks in Brazil with Christmas' most emblematic staple. But, how could we give a traditional spin to this novelty?



## IDEA:

The legend says that Santa Claus flies around the world delivering gifts while driving a reindeer-pulled sled. In Brazil, fast food is delivered by motorcycle. Our idea was to mix motorcycles with reindeers to create a new species: the Moto-Reindeer. All deliveries of turkey sfihas in São Paulo were done by Moto-Reindeers during 2012's Christmas season.



## RESULTS:

The Moto-Reindeers delivered thousands of turkey sfihas, bringing the Christmas spirit to the streets in a new and unusual way. It made Christmas 2012 unforgettable to many people. Now, besides waiting for Santa Claus, they will look forward for the arrival of the Moto-Reindeers and their turkey sfihas. [Please watch the videocase of this new Christmas tale.](#)

