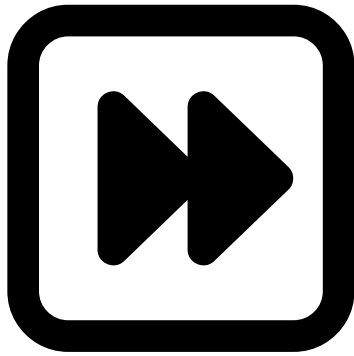


Faster Than Fast Food



45 minute wait for delivery?
Moped down on the high street, no casualties except your chow mien?
Or Pot Noodle – in your mouth before you've even found the right app?



For the fast and furious generation.

Pot Noodle Brief:

Target audience: Gen Z (teens and mid 20s)

Rational Feature: "Ready in 4 minutes"

Tone of voice: Playful, Knowing, Unconventional.