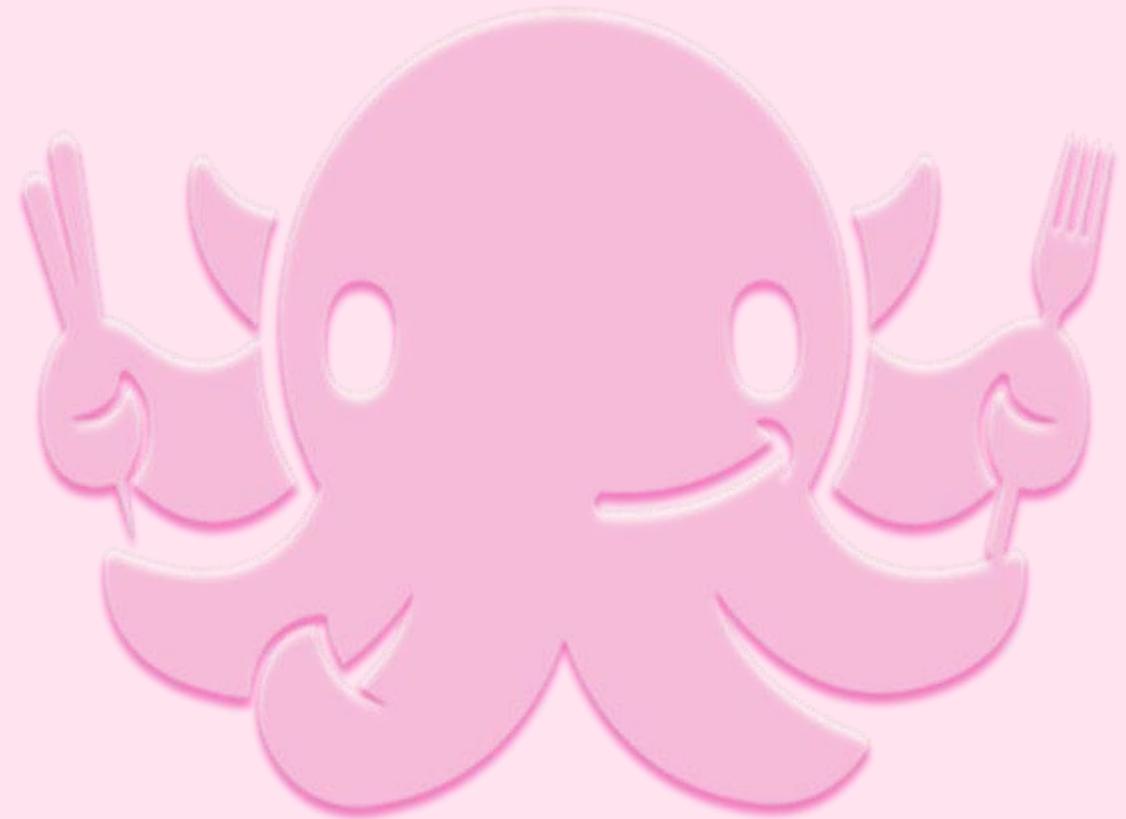


# SIZZL

Mia Angwin, Isaac Kerstetter,  
Harper Staton-Todaro, Corey Cunningham



# AGENDA



## DISCOVERY

- INDUSTRY INSIGHTS
- COMPANY INSIGHTS
- CULTURAL CONTEXT



## STRATEGY & CREATIVES

- THE CHALLENGE
- TARGET AUDIENCE
- COMPETITIVE LANDSCAPE
- RECOMMENDED STRATEGIES AND CREATIVES



## CONCLUSION



**DISCOVERY**



**INDUSTRY  
ANALYSIS**

**“COOKING VIDEOS HAVE NEVER BEEN MORE PERSUASIVE, MORE INESCAPABLE, MORE ADDICTIVE, MORE ENTERTAINING. AND THEY’VE NEVER BEEN A MORE POWERFUL DRIVER OF POPULAR CULTURE.”**

- Priya Krishna, *The New York Times*

# SOCIAL MEDIA INDUSTRY

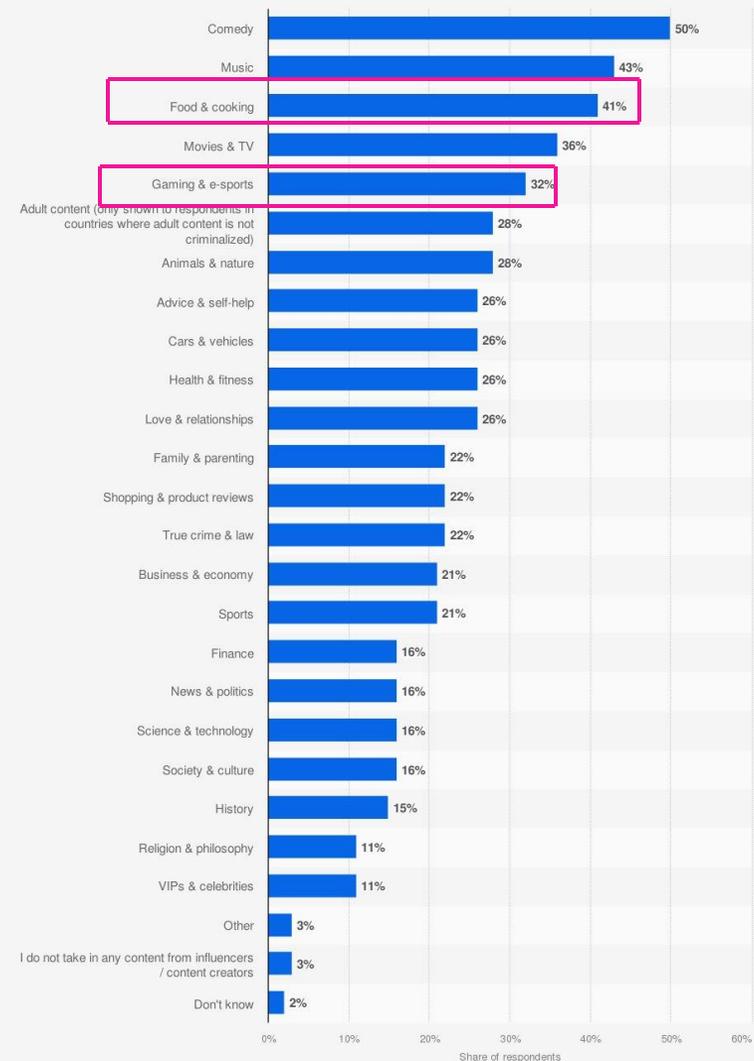
## MARKET SIZE:

- 63.9% of the world population uses social media
- USD 208.08 billion in 2025

## CONSUMER TRENDS:

- Short-form video content
- 75% of global video is viewed on mobile
- 92% of mobile videos are shared with others

Social media influencers and content creators followed among Generation Z in the United States as of July 2025, by type



Sources  
Statista Consumer Insights; Statista  
© Statista 2025

Additional Information:  
United States; Statista, July 2024 to June 2025; 18 years and older; 60,590 respondents across all generations

# LIVE STREAMING INDUSTRY

## MARKET SIZE:

- USD 87.8 billion in 2024
- CAGR ~23.9% by 2033

## CONSUMER TRENDS:

- Expect real-time, unscripted content
- 18 to 34-year-olds are the most frequent viewers
- 25.4 minutes per live session



# GAMIFIED APP INDUSTRY

## MARKET SIZE:

- USD 29.11 billion in 2025
- CAGR of 26.02% by 2033

## CONSUMER TRENDS:

- Desire social and progression mechanics (leaderboards, status, collaboration)
- Daily streaks motivate usage continuity

Gaming app retention rates Q1 2022 vs. Q1 2023

| Day after install | 2022 | 2023  |
|-------------------|------|-------|
| 1                 | 29%  | 28% ↓ |
| 3                 | 19%  | 19%   |
| 7                 | 14%  | 13% ↓ |
| 14                | 10%  | 9% ↓  |
| 28                | 7%   | 6% ↓  |
| 30                | 6%   | 6%    |



**COMPANY  
INSIGHTS**



# SIZZL ORIGINS

- Founder & CEO **Norman Harrower**
  - Led Emmy-nominated app Dead Yourself (14 million + downloads)
  - Co-Founded previous start up in FitTeach (Raised over \$1.5 Million)
    - Launched 3 locations
- COO & Head of Content **Gina Hughes**
  - Formerly SVP, Marketing AMC Networks
  - Awarded Hollywood Reporter's Key Art Award



# KEY FACTORS

## Innovation



Reinventing  
cooking for modern  
creators

## Engagement



Connecting food  
lovers through play

## Trendspotting



Spotting  
tomorrow's  
flavours today



**CULTURAL  
CONTEXT**

# HISTORY

Food has long been **fascinating, exciting,** and **gamified.**



- First cooking competitions: **ninth century Baghdad!**
- In **1993**, Iron Chef premiered in Japan
- Now, **46%** of US viewers have watched cooking competition show on TV in the last 30 days

## CURRENT TRENDS

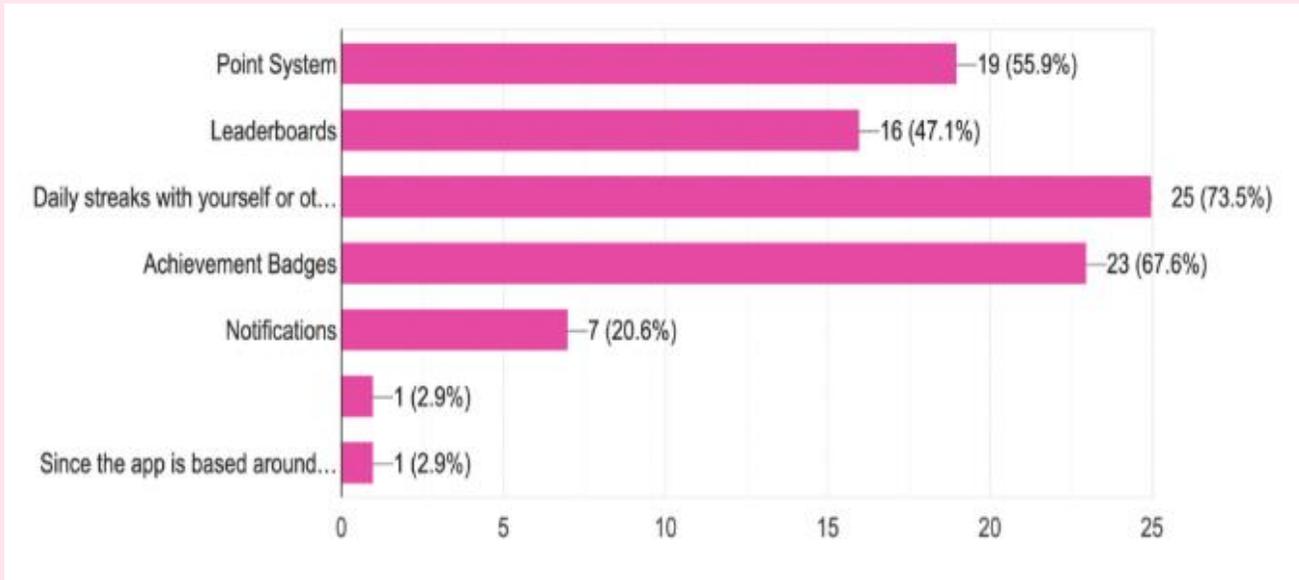
Game features that cater to users' **self-determination** and **motivation** have higher retention and participation.

- **Intrinsic** and **extrinsic motivations** are positively associated with user participation on gamified apps
- **Achievement** and **social gamification** satisfied competence, autonomy and relatedness needs

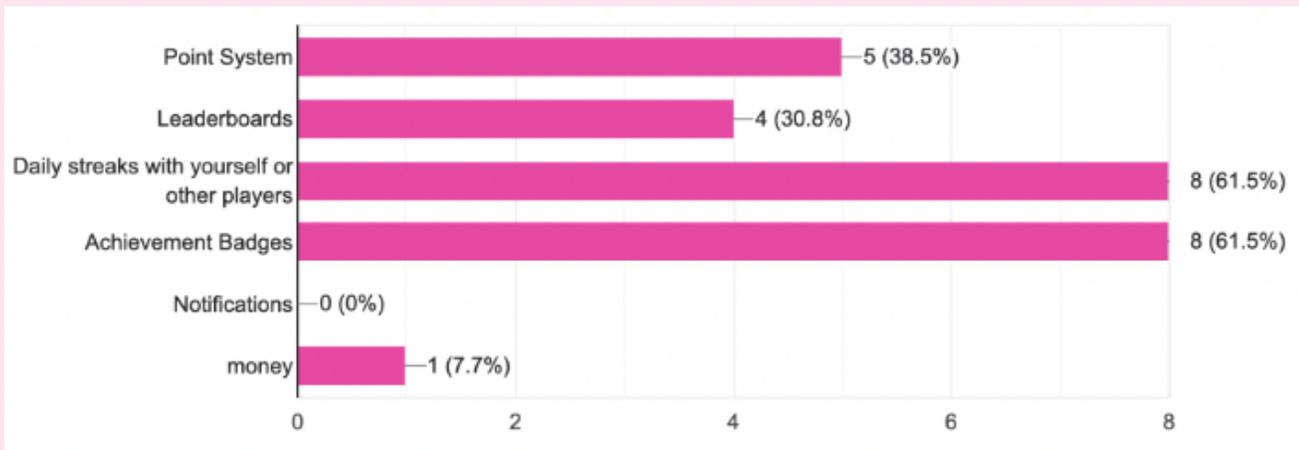
**PRIMARY  
RESEARCH:  
Quantitative**

- N = 47
- 95.7% of respondents were between 18-28
- Google form sent to friends, teammates, and family members
- Asked about gamified app use and general cooking experiences.

## Gamified App Users



## Not Gamified App Users



# **PRIMARY RESEARCH: Qualitative**

- 15 college students
- “The profile page looks like Instagram”
- “I would like using the app to do challenges, but would want to submit photos, not only live streaming.”
- “I like the little octopus”



**STRATEGY &  
CREATIVES**



**THE CHALLENGE**

# **THE CHALLENGE**

**IN A MARKET SATURATED WITH COUNTLESS APPS COMPETING FOR ATTENTION, OUR GOAL IS TO CREATE STRONG BRAND PRESENCE THAT NOT ONLY ATTRACTS USERS TO DOWNLOAD THE APP BUT ALSO KEEPS THEM ACTIVELY ENGAGED OVER TIME.**



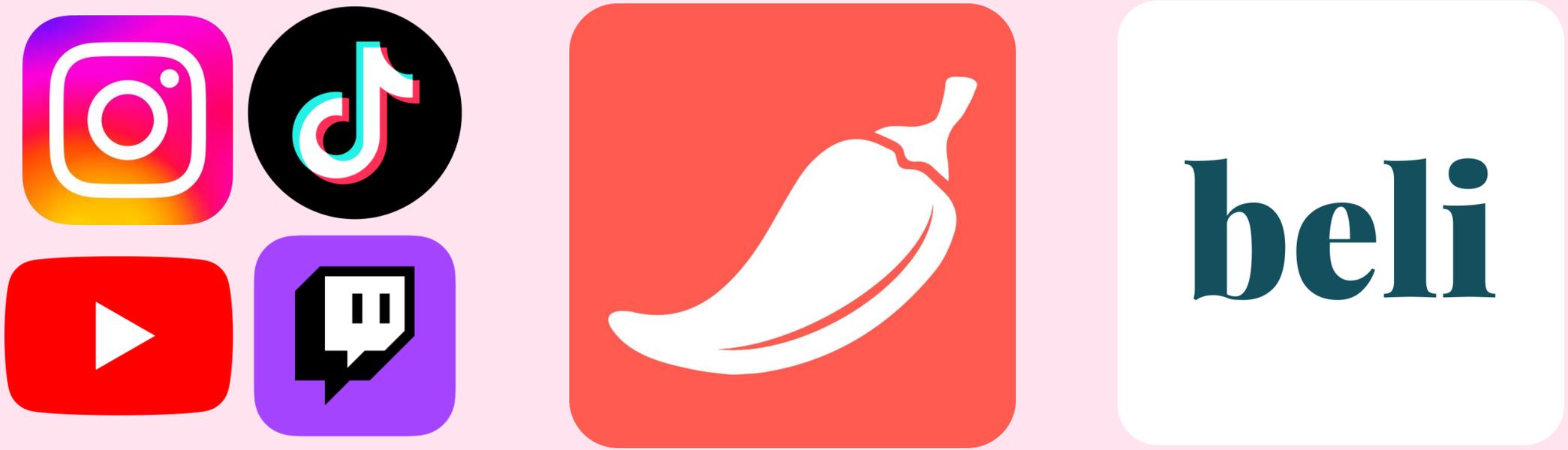
**TARGET  
AUDIENCE**

# TARGET AUDIENCE

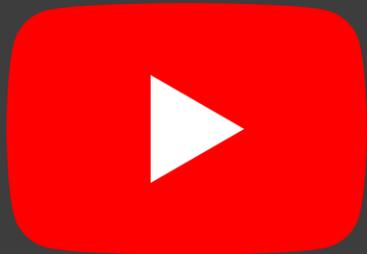
A stylized illustration of a smiling plate with a fork and knife, and a banner across the middle. The plate is light pink with a smiling face, and the banner is a darker pink with white text.

# **COMPETITIVE ANALYSIS**

# SIZZL'S COMPETITORS



# INSTAGRAM, TIKTOK, YOUTUBE, TWITCH



- **Archetype:** Jester
- **Core Desire:** Enjoyment
- **Characterized by:** Fun, Humorous, Playfulness, Entertainment

**Tiktok:** #1 Entertainment in App Store

**Instagram:** #3 Photo & Video in App Store

**Youtube:** #5 Photo & Video in App Store

**Twitch:** #12 Photo & Video in App Store

**SIZZL'S ADVANTAGE:** allows users to mix competition AND social media, exclusive food content

<https://www.tiktok.com/about?lang=en>

<https://about.instagram.com/about-us>

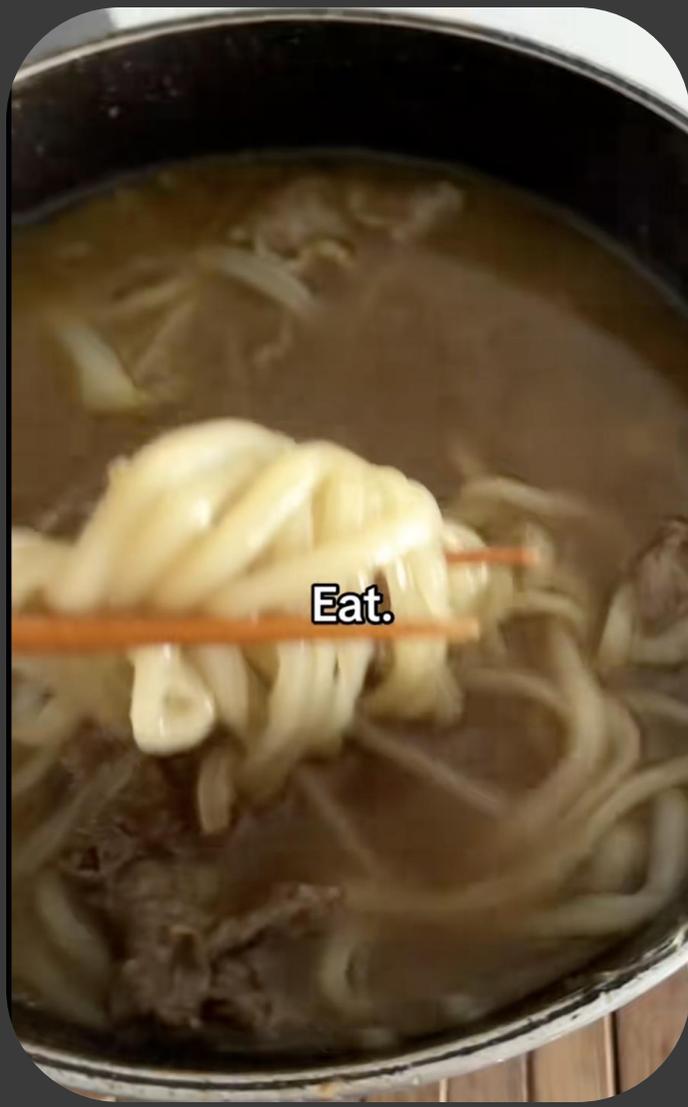
<https://about.youtube/>

<https://www.twitch.tv/p/en/stream/>

# INSTAGRAM LIVE



# TIKTOK COOKING VIDEO



TikTok Cooking Video

# TWITCH BRAND SPONSOR



# YOUTUBE COOKING CONTENT



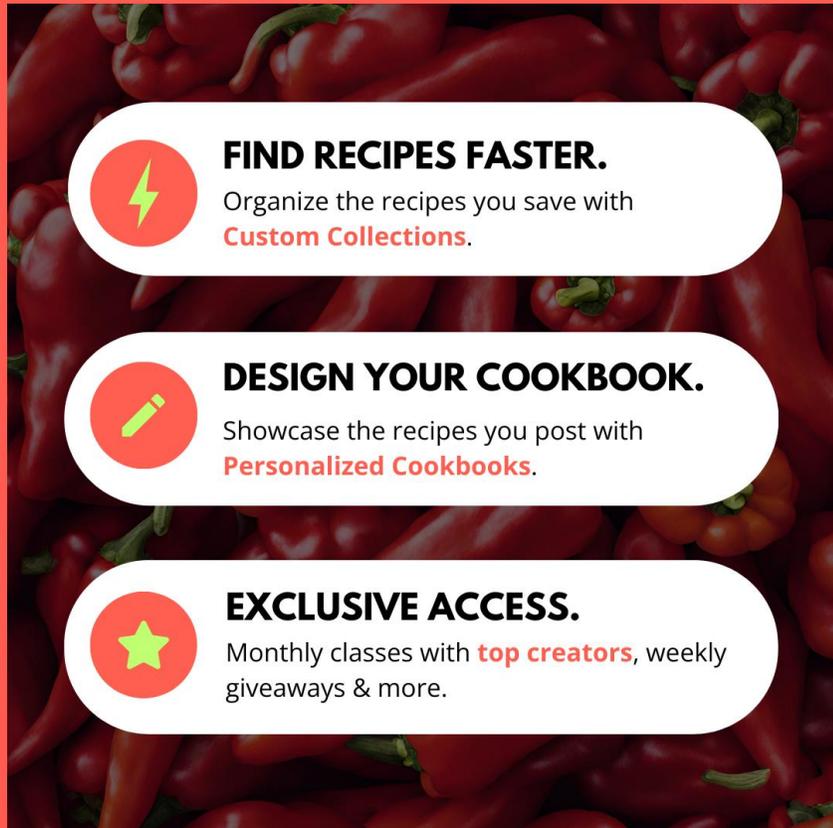
# PEPPER



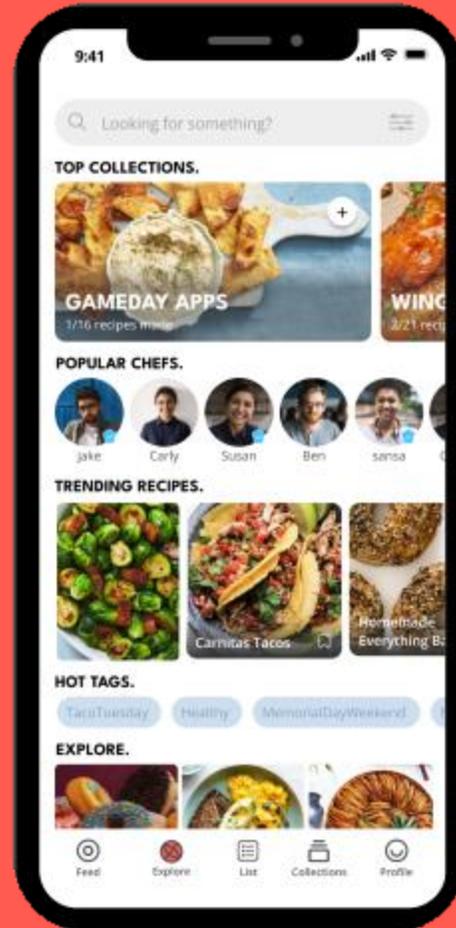
- **Archetype:** Sage
- **Core Desire:** Understanding
- **Characteristics: Knowledge, Information, Expertise, Wisdom**
  
- **#143** Food & Drink in App Store
- Refer to themselves as a community
- Share meals, digital social cookbooks
- 50,000+ recipes
  - Able to filter based off dietary restrictions

**SIZZL'S ADVANTAGE:** Live streaming allows users to cook along in real-time.

# PEPPER MARKETING CONTENT



INSTAGRAM POST



APP HOMEPAGE



SOCIAL MEDIA AD

# Beli

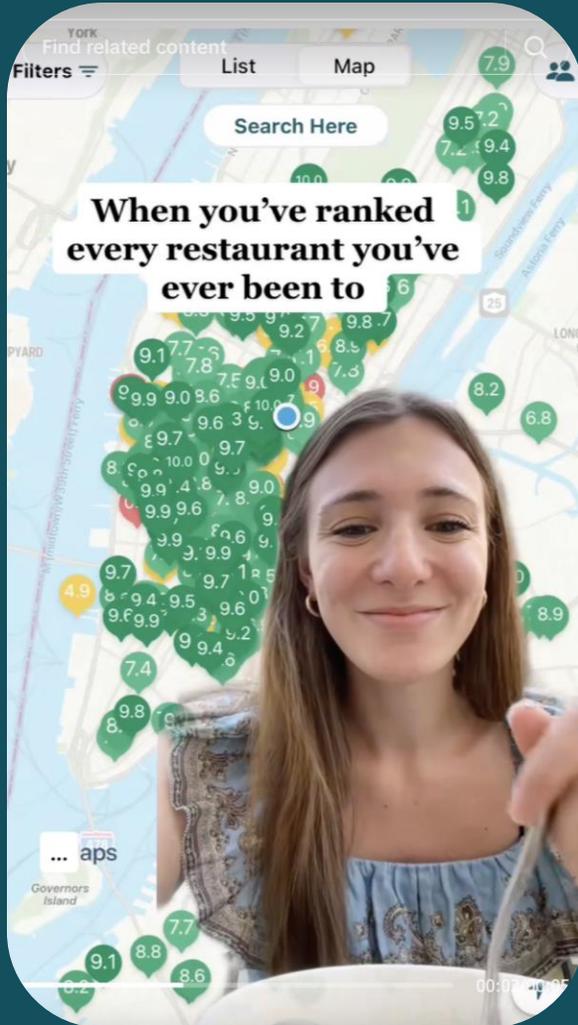


beli

**SIZZL'S ADVANTAGE:** No competition or user creation

- **Archetype:** Everyman
- **Core Desire:** Belonging
- **Characteristics: Dependable, Inclusive, Useful, Citizen**
- **#51** in Food & Drink in App Store
- Exclusive to restaurants
- Similar to Yelp, but adding the concept of friends in it
- Primarily ranking/restaurant focused

# Beli Marketing Content



TIKTOK AD

**beli** TOP 2024  
NEW RESTAURANTS  
BASED ON OVER 30 MILLION RATINGS

- 1 La Renommée  
Paris, France
- 2 Alma Fonda Fina  
Denver, CO
- 3 Theodora  
New York, NY
- 4 The Corner Store  
New York, NY
- 5 Tre Dita  
Chicago, IL

  
#BeliPlated

INSTAGRAM AD

✓ Been 491 >

🔖 Want to Try 474 >

📍 Recs for You >

🏆 Rank on Beli #12434

🔥 Current Streak 2 weeks

2025 Restaurant Challenge  
148 of 170 restaurants

148 days left Your 2025 progress >

LINKED IN AD

# SIZZL'S COMPETITORS



## **SOCIAL MEDIA HUBS**

Fun and interactive, but no competition



## **PEPPER**

Organization of 50,000 recipes, but minimal opportunities to connect with others.



## **BELI**

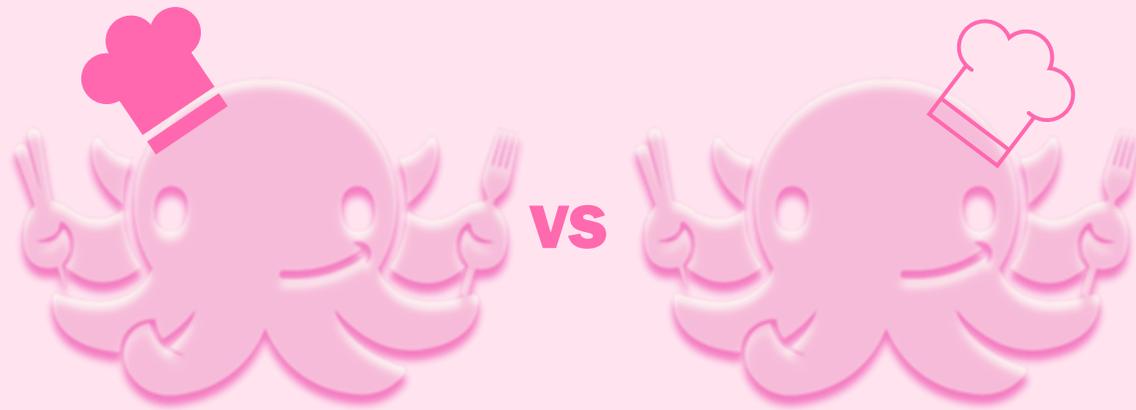
High engagement, useful, but no user creations



**RECOMMENDED  
POSITION #1**

# RECOMMENDED POSITION 1: COMPETITIVE FUN WITH FRIENDS

Core Desire: **Positive Change** | Characterized by: **Imaginative, Vision, Idealistic**



# KEY MESSAGE

**SIZZL TRANSFORMS FOOD  
FROM PASSIVE ENTERTAINMENT TO INTERACTIVE,  
GAMIFIED, GLOBAL EXPERIENCE WHERE  
EVERYONE CAN COOK AND COMPETE IN REAL-TIME.  
XXX.**

# **TAGLINE**

**“THE MOST FUN YOU’LL EVER HAVE  
WITH A FRYING PAN”**

# POSITIONING 1: WHY?

**HOW DOES THIS POSITIONING DIFFERENTIATE FROM COMPETITORS?**

**Capitalizes on existing, successful, and recognizable trends in gamified apps but adds a uniquely SIZZL'd twist by leaning into their position as a cooking platform.**

# OUTSIDE CREATIVE:

Still a work in progress

# IN-APP CREATIVE 1: SIZZL STREAK



# IN-APP CREATIVE 2: SPICE POINTS AND SIZZL STANDINGS

**SIMMERING** 0 to 100 points

**SAUTÉING** 100 to 250 points

**SEASONED** 250 to 500 points

**SIZZLING** 500 to 1,000 points

**SCORCHING** 1,000+ points



# IN-APP CREATIVE 3: SIZZL STAMPS



**First Challenge**  
Completed



**New Ingredient**  
Used



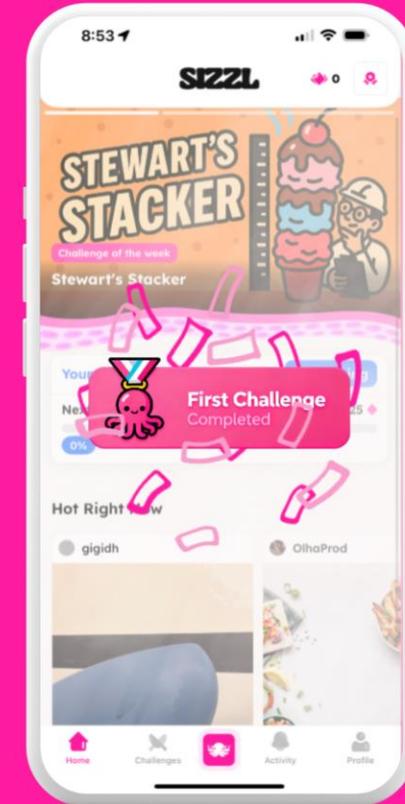
**Collaboration**



**First Challenge**  
Completed



**New Ingredient**  
Used



# POSITIONING 1: WHY?

## WHY WILL THIS POSITIONING WORK?

- In our primary research:
  - 66.7% of gamified app users and non-users are incentivized by daily streaks
  - 66.7% by achievement badges
  - 50% by point system
  - 42.9% by leaderboards
- Our primary research is echoed by secondary research, which show “engaged users develop greater intentions to **continue using the gamified mobile app, recommend it to others, say positive things about it**, and are more prone to evaluate the app positively.”

The background is a light pink color. In the center, there is a darker pink wavy banner. Behind the banner, there are faint, stylized icons of a fork on the left and a knife on the right. The text on the banner is in a bold, white, sans-serif font.

**RECOMMENDED  
POSITION #2**

# RECOMMENDED POSITION 2: CREATIVE COOKING COMMUNITY

Core Desire: **Enjoyment** | Characterized by: **Fun, Entertainment, Playfulness**



# KEY MESSAGE

**SIZZL IS A FOOD INNOVATION PLATFORM THAT HARNESSSES THE POWER OF CULINARY COMMUNITY TO TRANSFORM COOKING INTO A GLOBAL, INTERACTIVE EXPERIENCE, WHERE PLAYFULNESS AND CONNECTION COME TOGETHER IN REAL-TIME.**

# **TAGLINE**

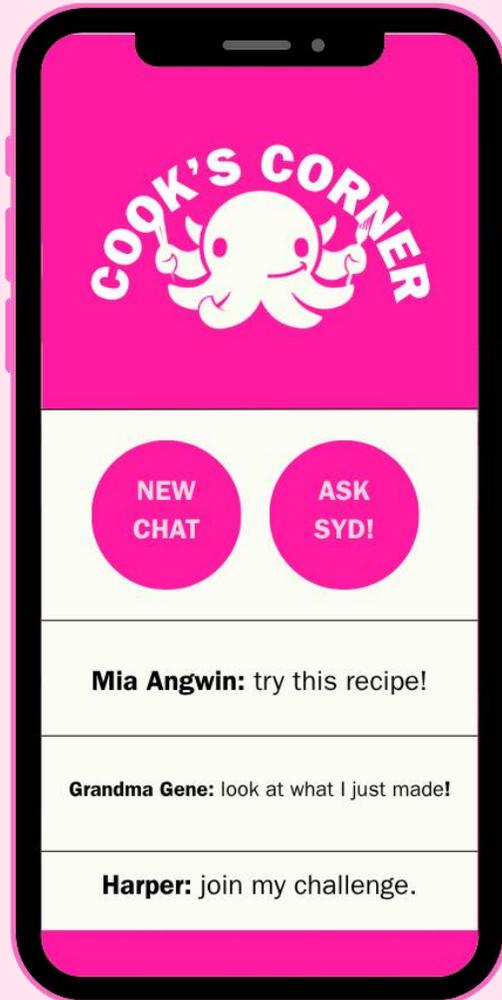
**“CREATE, SIZZL, CONNECT.”**

# POSITIONING 2: WHY?

## HOW DOES THIS POSITIONING DIFFERENTIATE FROM COMPETITORS?

- Keeping the fun aspect of Social Media while emphasizing the company's cooking centered platform allows cooking coinsures to enjoy the best of both worlds.

# IN-APP CREATIVE 1: COOKS CORNER



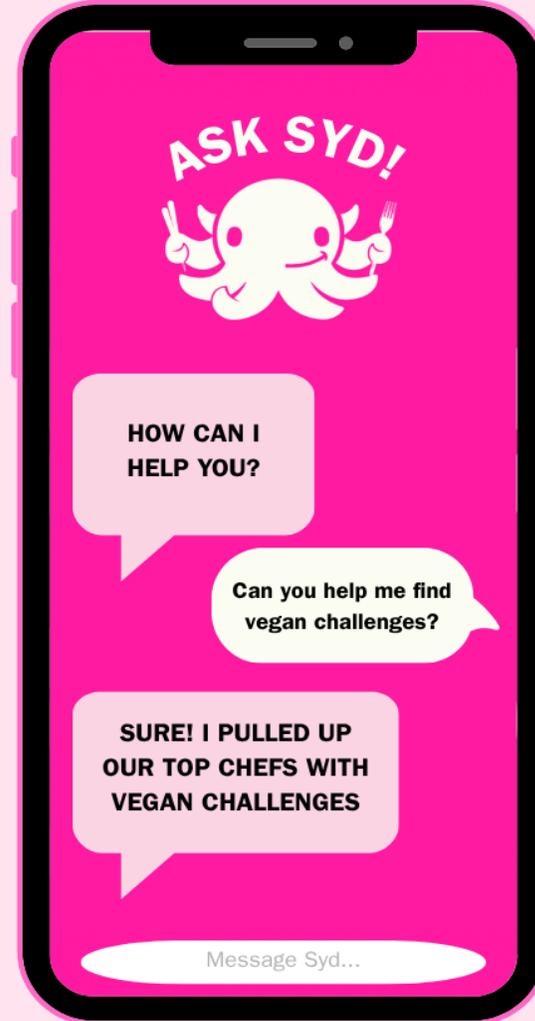
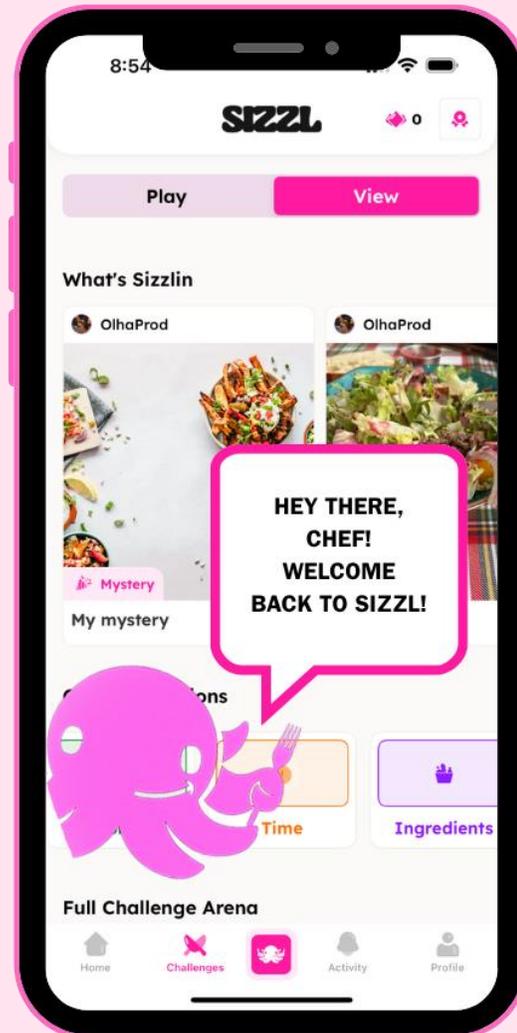
CREATE A **DIRECT MESSAGING SYSTEM** WHERE USERS CAN CHAT WITH ONE ANOTHER, SHARE RECIPIES, AND CREATE THEIR OWN COOKING COMMUNITIES.

# IN-APP CREATIVE 2: ENHANCE PERSONAL PROFILE

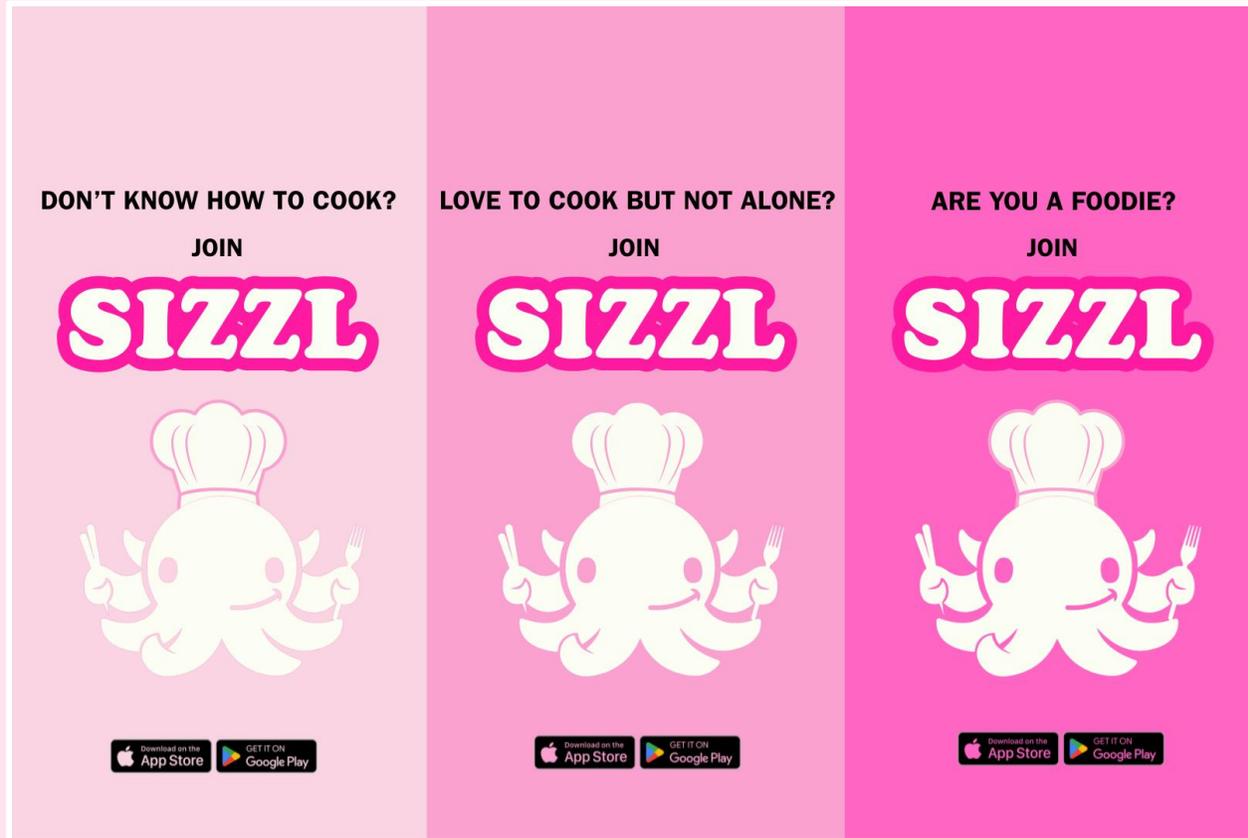


ENHANCE THE **PERSONAL PROFILE** TO CATER MORE TOWARDS COOKING CONTENT. ALLOW USERS TO SHARE THEIR CURRENT FAVORITES, AND PICTURES OF THEIR CHALLENGES.

# IN-APP CREATIVE 3: PERSONIFY SYD



# OUTSIDE CREATIVE 3: PERSONIFY SYD



# POSITIONING 2: WHY?

## WHY WILL THIS POSITIONING WORK?

- **In our qualitative primary research**, we found that individuals enjoy the premise of the app but would prefer to post their photos and not be limited to live stream. Similarities to the Instagram profile page were seen. Participants also really loved Syd, the Octopus.
- **In our secondary research**, we found that, “cultivating intrinsic motivation maintains a user’s interest and involvement over an extended period of time... **the need for social connection**, can be promoted through social features that **enable progress sharing, mutual support, and community engagement.**”



**CONCLUSION**

# Turning food into play



- Sizzl **modernizes** food the content legacy for a **digital generation**.

**RECOMMENDED POSITION 1:**

**COMPETITIVE FUN WITH FRIENDS**

**RECOMMENDED POSITION 2:**

**CREATIVE COOKING COMMUNITY**