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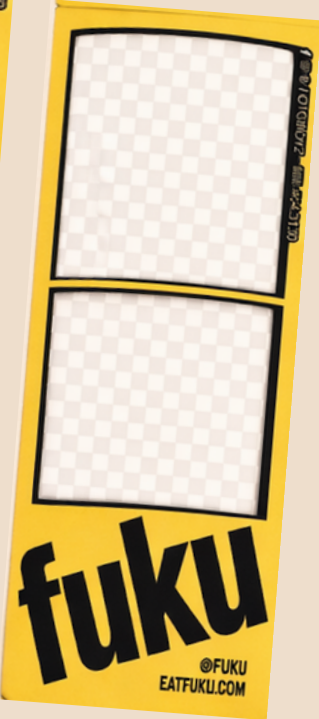
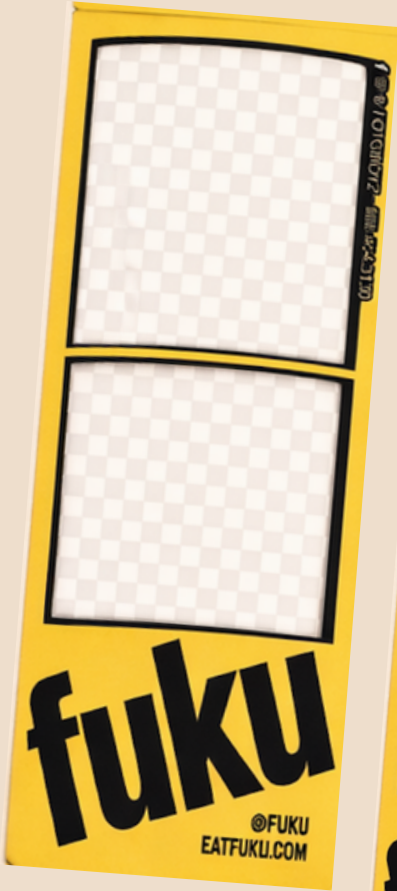
CAMPUS

ACTIVATIONS



fuku PRESENTS

TOO HOT FOR YOU



THE CONCEPT



The “Too Hot For You” activation is a University of Miami campus experience that combines FUKU product sampling with a branded photo booth moment. Students interact with the brand in a fun, social way while the experience connects the campus activation to the FUKU Coral Gables restaurant



TAKE THE BITE. TAKE THE PHOTO. TAKE IT TO FUKU.

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TAKE THE BITE

Students are first offered a free tasting of the FUKU chicken sandwich and fries, introducing them to the flavor in a simple and memorable way. Sampling draws a crowd and creates an immediate reason for students to stop and engage with the brand.

TAKE THE PHOTO

After tasting, students step into the Fuku-branded photo booth where they can take fun photos with friends. The photo booth turns the tasting into a moment students want to capture and share.

TAKE IT TO FUKU

Students receive their photo and are invited to show it at the FUKU Coral Gables location to unlock a reward such as free fries with purchase or a discount.

The photo becomes a simple incentive that encourages students to visit the restaurant after the event.

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TAKE THE BITE



TAKE THE PHOTO



TAKE IT TO FUKU



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Images are AI-generated mockups intended to illustrate creative direction.

**WHY WILL
THIS WORK?**



FREE FOOD DRAWS THE CROWD

Previous on-campus events at the University of Miami have consistently attracted strong student turnout through sampling products. Free products naturally create lines, generate curiosity, and encourage students passing by to stop and engage.

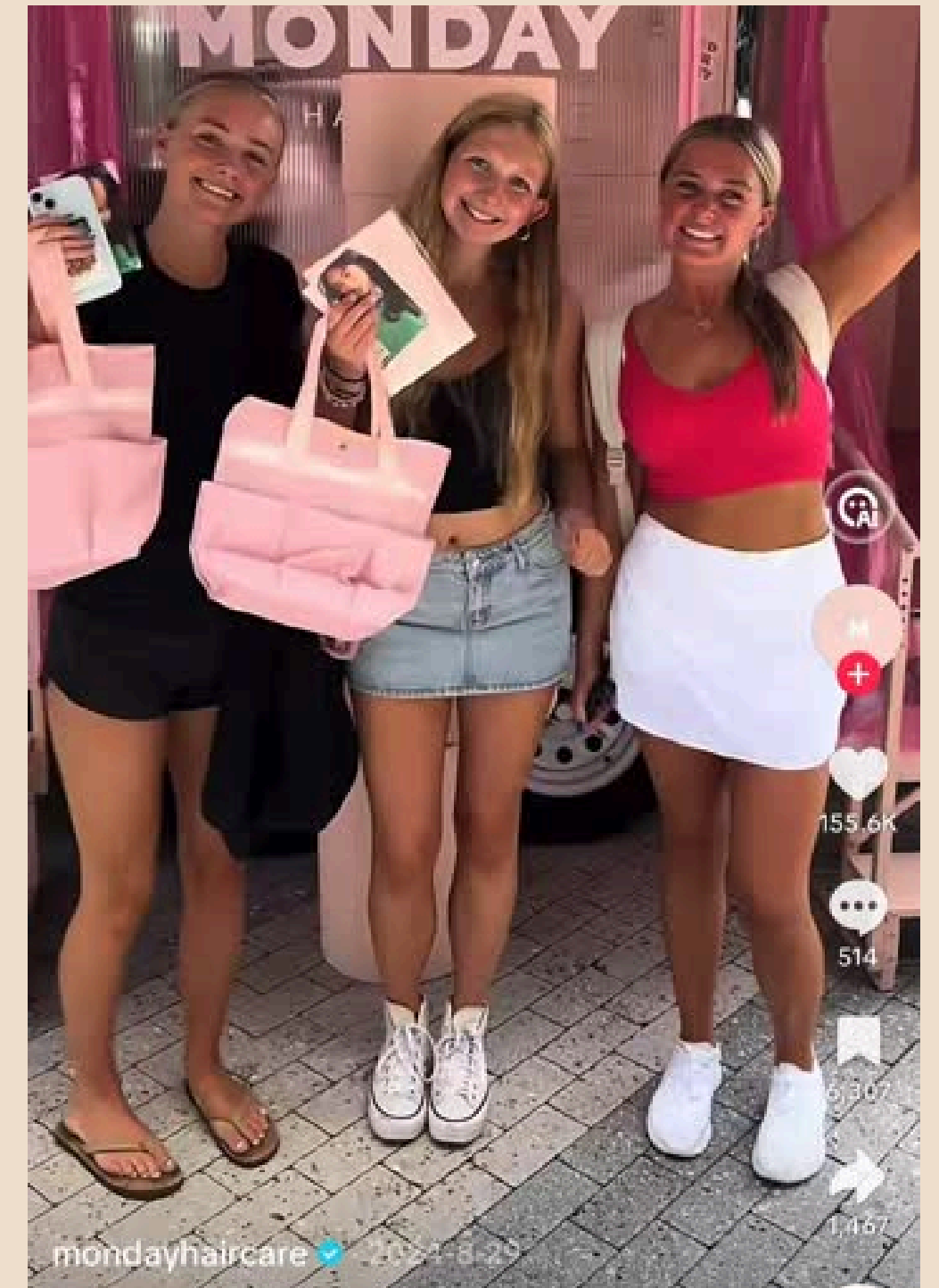
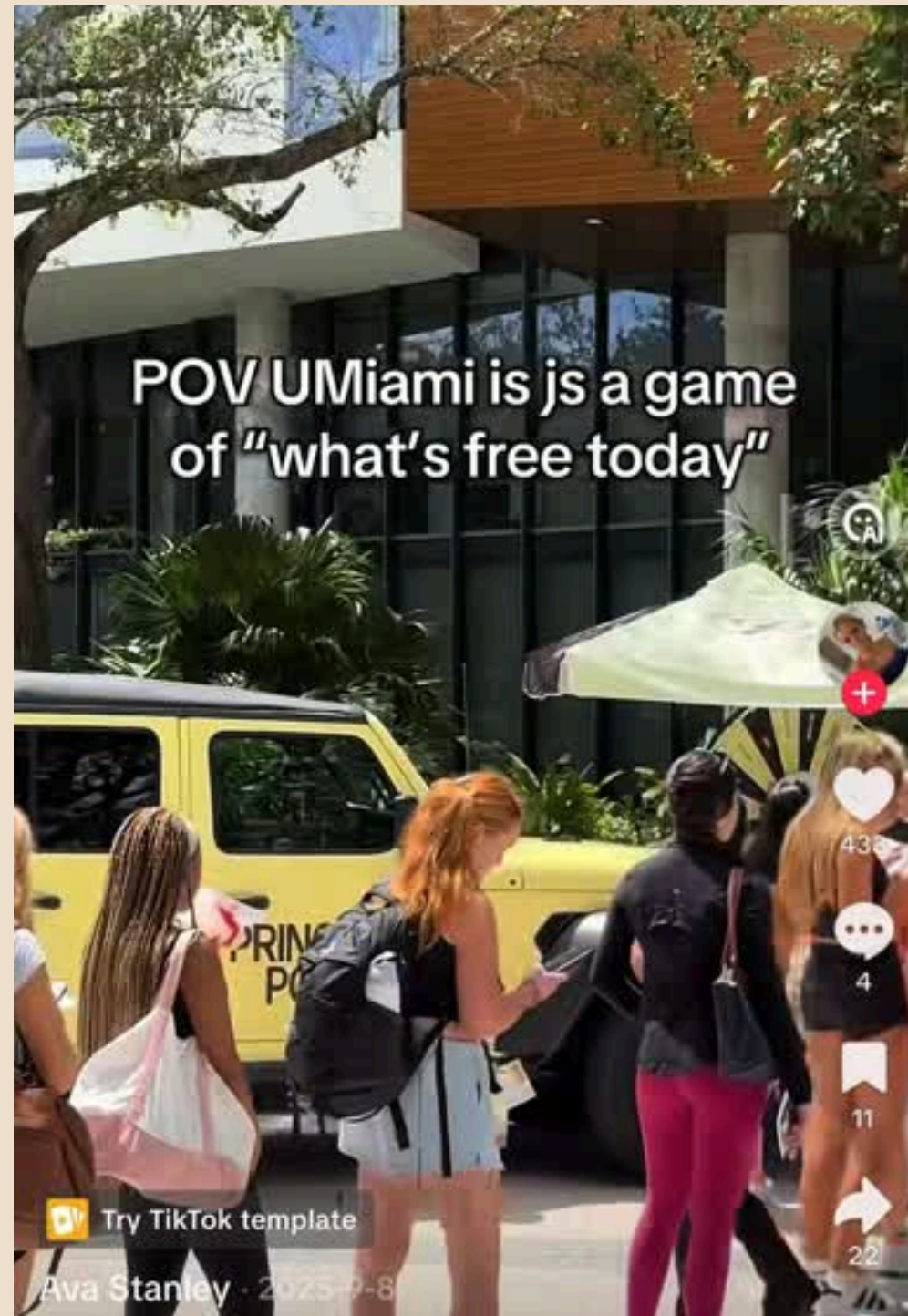




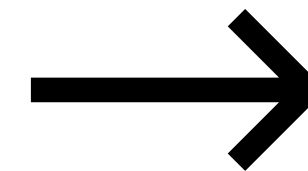
PHOTO BOOTHS CREATE THE MOMENT



Photo booths have become a highly popular part of Gen Z event culture, especially through the rise of experiences like **Booth by Bryant**. Students are already drawn to photo moments because they feel fun, social, and worth sharing. Rather than being just another activation, the booth becomes part of the event people want to participate in, post, and remember. For FUKU, that turns a simple tasting into a shareable campus moment that feels relevant to University of Miami students.

FROM CAMPUS TO CORAL GABLES

The goal is to keep the momentum going. After the campus activation, the discount gives students a reason to head to the Coral Gables location and turn that first interaction into a real visit.





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AFTER DARK

LATE-NIGHT BEHAVIOR = OPPORTUNITY

- Thursday nights are peak social nights for University of Miami students
- After going out, students look for:
 - Food
 - Somewhere to hang
 - Something fun to do



THE AFTER PARTY STARTS HERE

INTRODUCING: FUKU AFTER DARK

A GLOW-IN-THE-DARK, RAVE-INSPIRED CAMPUS ACTIVATION DESIGNED TO TURN POST-PARTY ENERGY INTO A FUKU EXPERIENCE.

THE EXPERIENCE INCLUDES:



DJ-DRIVEN RAVE ATMOSPHERE:

A high-energy, rave-style environment with immersive lighting, music, and crowd energy that transforms the space into a late-night destination



FUKU SAMPLING STATION:

Free FUKU chicken sandwiches and fries served on-site, giving students an easy way to try the food in the moment

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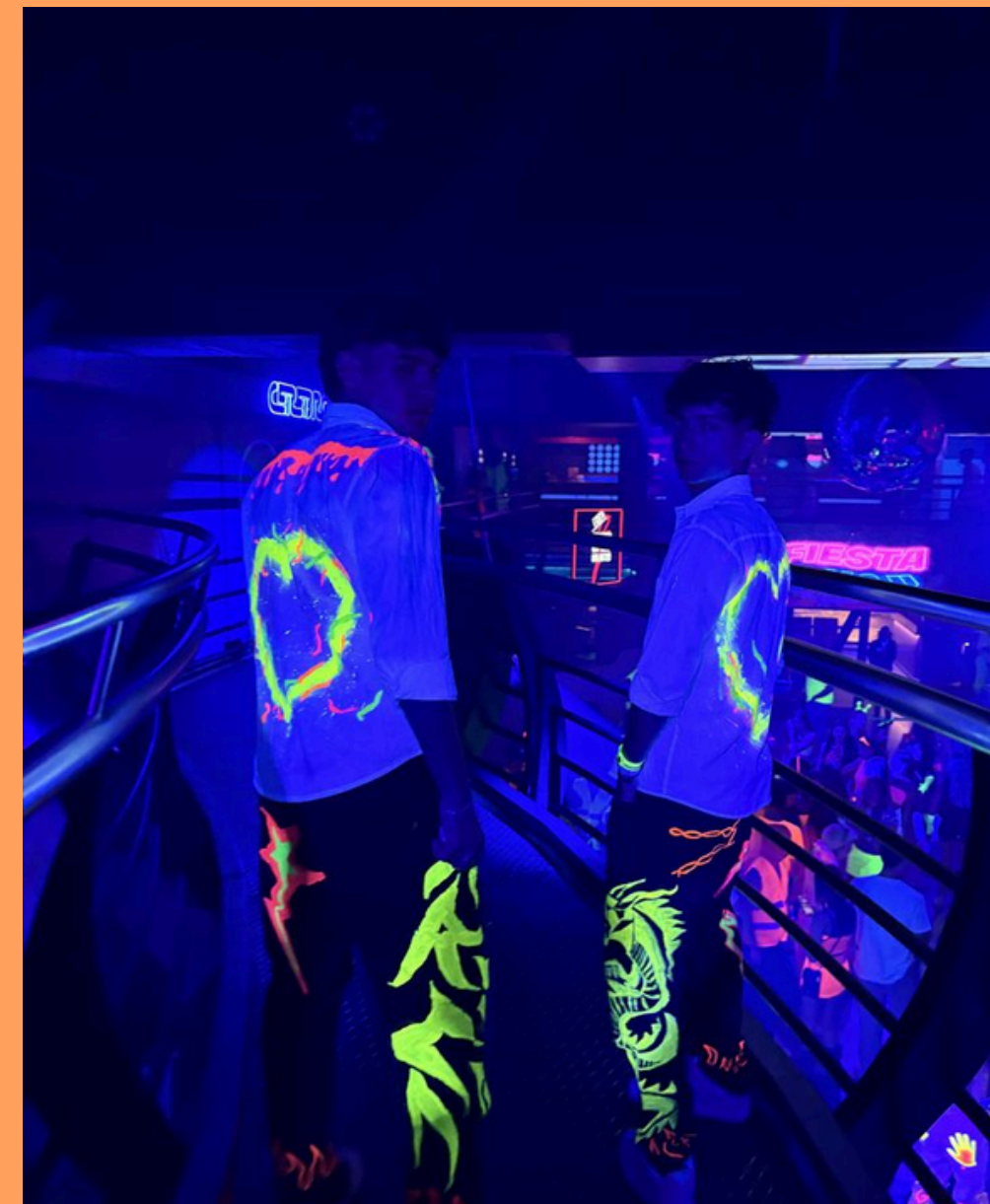
THE EXPERIENCE INCLUDES:



SPIN THE WHEEL:

An interactive station where students can win a mix of instant rewards, including:

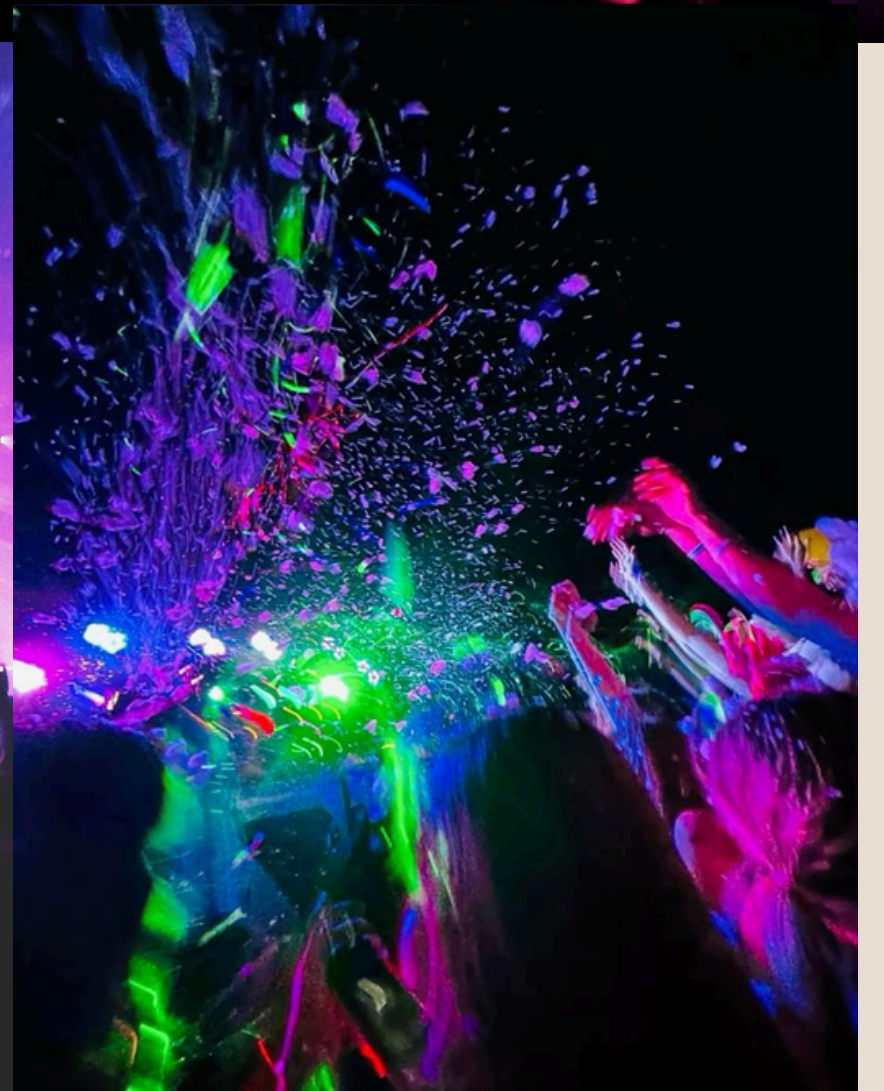
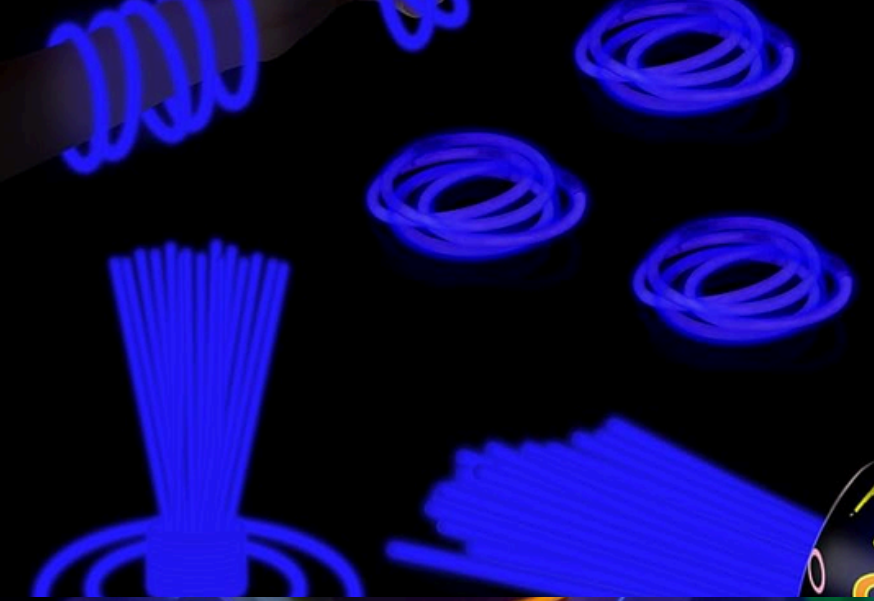
- FUKU branded merch (t-shirts, hats, stickers)
- FUKU gift cards (for in-store use)
- Uber Eats credits (to drive post-event orders)
- Free combo meal vouchers
- Bonus spins (to keep engagement high)



GLOW PAINT STATION:

Students customize white t-shirts using glow-in-the-dark spray paint, creating something they can wear and share after the event.

THE VISION



WHY THIS IS DIFFERENT FROM OTHER UM EVENTS

A SHIFT IN TIMING

Most on-campus events at UM happen during the day. FUKU After Dark taps into a time when students are actually looking for something to do late at night after going out.

A CHANGE IN ENVIRONMENT

Instead of a typical campus setup, this creates a completely different atmosphere. Dark, high-energy, music-driven, it feels more like a night out than a school event.

BUILT AROUND WHAT STUDENTS ACTUALLY ENJOY

UM students are drawn to:

- Music
- Food
- Interactive experiences

This event brings all three together in one place.

ALIGNED WITH GEN Z CULTURE

Gen Z is highly drawn to:

- Rave-style environments
- Immersive, high-energy settings
- Experiences that feel social and shareable

TURNING THE EVENT INTO CONTENT

BUILT-IN CONTENT MOMENTS

Glow Paint T-Shirts (Main Content Driver)

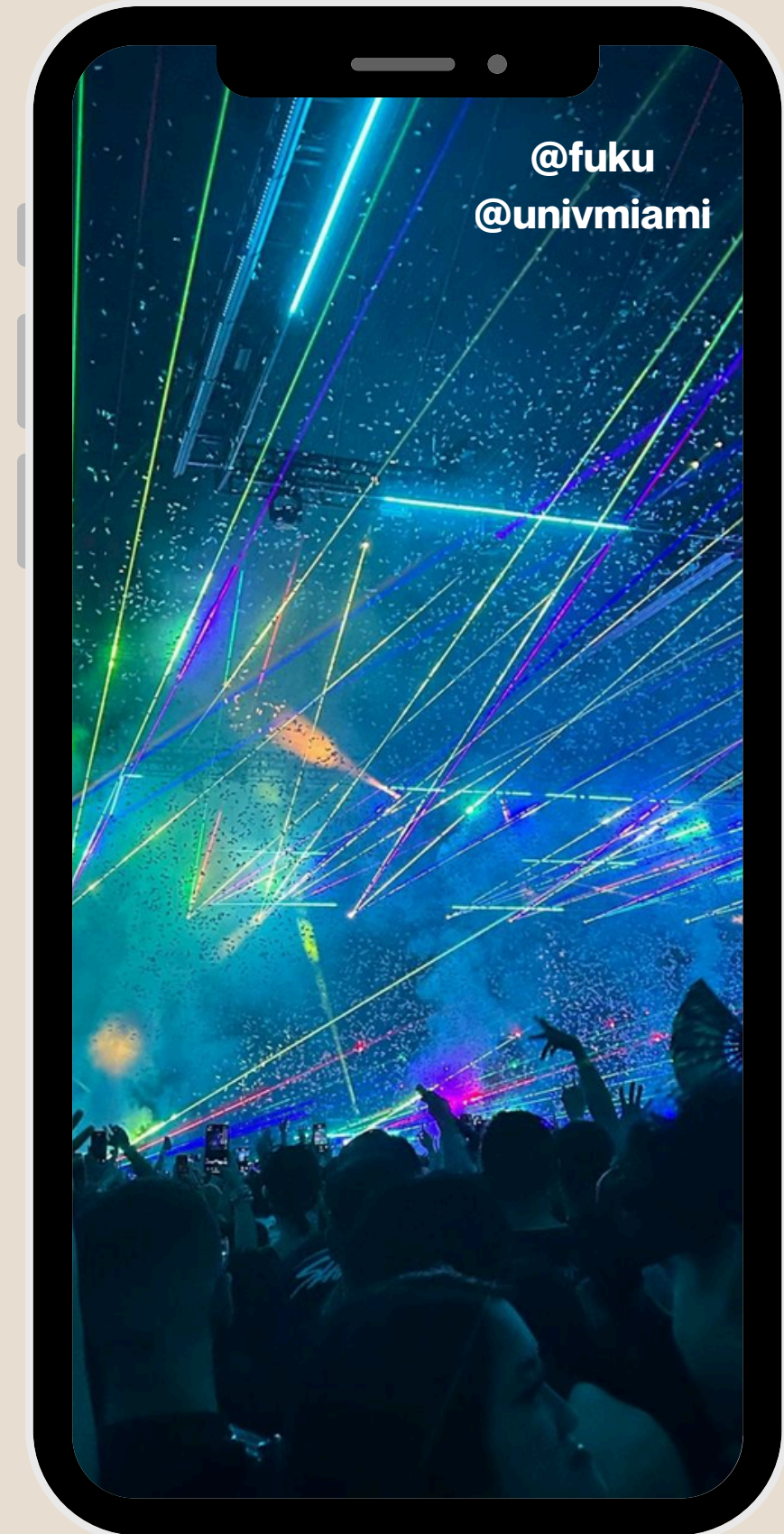
Students create their own glow-in-the-dark designs which naturally become something they want to show off and post

Rave Atmosphere (Lighting + Crowd)

Dark setting, neon lighting, and a packed crowd create the kind of environment students already film and post

Live DJ + Energy Moments

Music, dancing, and group interactions generate organic video content throughout the event



TURNING THE EVENT INTO CONTENT

INCENTIVIZING POSTS

“Tag FUKU for a Free Spin”

Encourages real-time posting during the event

Best Glow Look / Shirt

Rewards creativity and pushes more intentional content

WHY IT WORKS

- Students already post their nights out and this fits naturally into that behavior
- The glow and rave setting makes the content visually different from typical campus events
- Content feels organic, not forced or staged
- FUKU becomes tied to a fun, social, late-night experience

HOW WE SPREAD THE WORD

ON CAMPUS: FLYERS IN HIGH-TRAFFIC AREAS (DORMS, GYM, LIBRARY)

STUDENT NETWORKS: STUDENT ORGS (WORD OF MOUTH AND GROUPCHATS) + CAMPUS INFLUENCERS

SOCIAL MEDIA: TEASER POSTS HIGHLIGHTING DJ, FREE FOOD, AND GLOW THEME

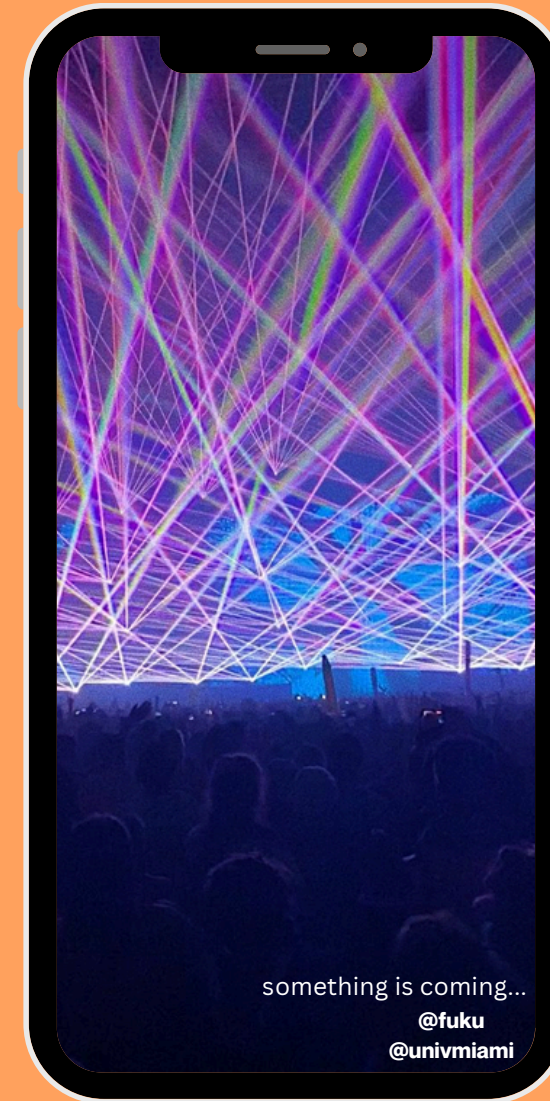


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THANK
YOU

