

Midnight Cravings Campaign – Creative Concept

Submitted By: Prafull Badola

Objective

The goal of this design was to encourage late-night users (between 11 PM and 1 AM) to move from browsing to ordering. Many users scroll through food options during this time but struggle to decide. This creative focuses on presenting one irresistible hero dish and creating a strong visual trigger that immediately stimulates hunger and encourages impulse ordering.

Creative Hook

The headline **“Late Night Hunger? Your Burger Is Waiting.”** directly speaks to the target audience who are awake late at night working, studying, or relaxing. The first line highlights the problem (late-night hunger), while the second line provides a simple and tempting solution. This structure creates a relatable moment for the viewer and encourages them to imagine the burger as the perfect midnight snack.

Visual Strategy

The design uses a dark and moody midnight atmosphere to represent the late-night context. A spotlight effect behind the burger draws the viewer’s attention to the hero dish and creates a dramatic food-advertising look. The burger itself is highly detailed with melting cheese, sauce drips, and rising steam to emphasize freshness and indulgence. Motion elements such as the cheese splash add visual energy and enhance the feeling of rich, satisfying comfort food.

Design Hierarchy

The visual hierarchy was carefully planned to guide the viewer’s attention. The first element is the bold headline that introduces the craving. The second focal point is the large hero burger placed at the center of the design to instantly trigger appetite. The third element is the delivery badge highlighting **“10 min.”**, which reduces hesitation by promising quick delivery. Finally, the call-to-action at the bottom encourages the viewer to order immediately through the QuickFood app.

Photoshop Execution

The design was created entirely in Adobe Photoshop using non-destructive editing techniques. Layer masks were used for clean image compositing, while smart objects preserved image quality. Adjustment layers such as curves and color balance were applied to achieve the midnight color grading and warm food lighting. Additional elements like steam and cheese splash were integrated using blending modes and masking to maintain realism and create a dynamic food advertisement.

Conclusion

This design combines strong visual appetite appeal with a clear late-night marketing message. By presenting a single irresistible burger with fast delivery messaging, the creative aims to convert midnight scrolling into immediate food orders.

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Food**

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