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# The 7 video concepts that make fast food chains shine

HOW TO CREATE EMBODIED VIDEOS THAT ATTRACT, ENGAGE,  
AND CONVERT YOUR CUSTOMERS ON TIKTOK, REELS, AND  
SHORTS.



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# Introduction: The real challenge facing restaurant chains

You have several branches, a strong brand, mouthwatering dishes...  
And yet, your videos are struggling to take off.

It's not a question of quality.  
Nor is it a question of algorithms.  
The real problem is that your videos lack originality.

Today, what captures people's attention is the human element:  
a voice, a face, an energy.

The restaurant chains that are exploding on TikTok and Reels don't just film their dishes:  
they tell their story through their employees, their customers, and their brand tone.

This guide will give you 7 video concepts that can be implemented in less than 10 minutes,  
which your team can test this week to create more human and effective content.

## Concept #1: The employee + camera duo (face cam format)

**Objective:** to create a direct human connection with the audience.

**Example:** an employee presents the dish of the day, talks about how it was created, or answers a customer's question.

**Why it works:** people don't just buy a product, they buy a person and an energy.

**Tip:**

Film vertically, at waist or chest level.

Use a natural tone, without a rigid script.

Keep the video between 10 and 20 seconds long.

## Concept #2: Customer vox pop

**Objective:** Get your real customers talking to create social proof.

**Example:** A mini-interview outside the restaurant:

"How was the burger?"

"Honestly incredible, the sauce is so good!"

**Why it works:**

People trust their peers, not advertisements.

An authentic reaction is worth a thousand photos.

**Tip:**

Ask only one question per customer.

Cut out hesitations to keep the pace going.

Add an automatic caption via Captions.ai.

## Concept #3: The irresistible hook (short storytelling format)

Objective: capture attention within the first 2 seconds.

Example:

"Most people order this dish, but the one nobody knows about is even better..."  
Then transition to the preparation.

Why it works:

The hook triggers curiosity and keeps the user engaged before they scroll.

Tip:

- Always start with an intriguing sentence, a number, or a question.
- Use a transition cut right after to connect the sentence to the image.
- Test several hooks per concept to measure performance.

## Concept #4: Emotional voice-over

**Objective:** Tell a story without having to speak to the camera.

**Example:**

(Shot of the kitchen) "At [Name of restaurant], we don't just make burgers.  
We create moments that people will never forget."

**Why it works:**

The voiceover allows you to express the restaurant's vision, passion, or values without visual distraction.

**Tip:**

Write a script of 40 to 60 words maximum.  
Record on your iPhone in a natural tone of voice.  
Add soft background music with CapCut.

## Concept #5: Employee storytelling

**Objective:** Humanize the brand and showcase your team.

**Example:**

"Meet Sofia, our chef at the Laval branch. She prepares 200 poutines a day and always has a smile on her face."

**Why it works:**

Employees are the best ambassadors for a brand: they are authentic, accessible, and human.

**Tip:**

Feature one employee per week.

Always film with background noise from the restaurant (real atmosphere).

Add a discreet logo at the end of the video.

## Concept #6: Team duel

Objective: Create internal and external engagement.

Example:

"Longueuil branch vs. Montreal branch: who makes the best sandwich?"

Why it works:

People love to vote, compare, and take sides.

This creates a mini-series that the public follows week after week.

Tip:

- Post both videos on the same day.
- Add a poll or question in the caption.
- Give a symbolic reward to the winning branch.



## Concept #7: Testimonial from the founder (or manager)

**Objective:** To strengthen credibility and create a direct relationship with the community.

**Example:**

"When I started this restaurant, I just wanted to make the best fried chicken in town..."

**Why it works:**

Videos where the founder speaks personally are among the most effective in terms of conversion, because they convey passion and legitimacy.

**Tip:**

- Film in close-up, with a neutral background. 30 to 60 seconds maximum.
- End with a message of commitment: "Come and try it, you'll see!"

# How to plan your videos in 30 minutes/week

Step 1. Choose 2 concepts from the 7 above.

Step 2. Define who is speaking (employee, manager, customer).

Step 3. Write a simple 1-sentence hook.

Step 4. Film vertically, 10 to 20 seconds max.

Step 5. Edit using CapCut or Reels Editor, add subtitles.

Step 6. Post at a set time (e.g., 11:30 a.m. or 6:30 p.m.).

Bonus: Create a Drive folder called "Luxen Approved Concepts" to store high-performing videos.

## Recommended tools

Objectives	Tool	Why ?
Fast subtitles	Captions.ai	Automatique, clean, without watermark
Hook Ideas	ChatGPT or Copy.ai	Finding powerful sentences
Trends	TikTok Creative Center	Watch trending sounds in Canada
Editing	Capcut	Free and easy
Programmation	Meta Business Suite	Plan every reels in advance

## Conclusion: From visibility to conversion

Vertical videos are no longer a bonus; they are the main showcase for restaurant chains.

But the difference between a “nice” video and a “profitable” video is the ability to tell a story through a person.

At Luxen Agency, we help brands turn their videos into growth drivers: videos that get people talking, whet their appetites, and attract real customers.

Book your discovery call to boost your restaurant's visibility.