

Just Eat Takeaway.com says ‘Stay Just Where You Are’ with new global brand platform

The new platform builds on the brand’s distinctive creative identity, giving Just Eat Takeaway.com a more meaningful role in the moments people genuinely enjoy - and don’t want to leave.



LONDON, Thursday 15th October 2026: Just Eat Takeaway.com today announces the launch of its new global brand platform, Stay Just Where You Are.

Marking a new chapter for the brand, the platform is built around a simple, highly relatable human truth: when you're in a moment that brings you joy, the last thing you

want to do is leave. The insight is backed by research showing that 81% of people say they want to spend more time in the moments they enjoy.

From watching the final episode of a TV series to a garden party that's running low on food and drink, or simply a quiet Sunday morning, these are the moments people want to stay in. This insight became the creative springboard for Stay Just Where You Are, shifting the focus from solely what Just Eat Takeaway.com delivers to the time it gives back to enjoy the moments that matter.

The insight is grounded in the role Just Eat Takeaway.com already plays in these moments, with 72% of people saying that having food, groceries and other essentials delivered means they can spend more time enjoying the moments they value. From meals and groceries to forgotten essentials, Stay Just Where You Are brings the breadth of the offering into a single, emotionally-led creative idea, giving the brand a consistent foundation to bring that role to life.

Developed in partnership with global creative agency VCCP, the new work is directed by Michael Spiccia through production company MJZ. At the heart of the campaign are eight films, exploring the moments in life people don't want to leave. From a grandad bonding with his grandchild for the first time to friends locked in trying to secure festival tickets or making the most of that last hour of sunlight.

Supporting these core assets, VCCP's content creation studio Girl&Bear produced an additional eleven social films shot by Pip & Lib, and six OOH executions photographed by Amanda Fordyce. These use a minimalist style to observe a suite of moments spanning gaming, watching football, hanging out with friends and a family enjoying game night.

Ralph Rijks, Global CMO, Just Eat Takeaway.com, comments: *"We've built a well-known brand through 'Did Somebody Say', but the role we want Just Eat Takeaway.com to play has evolved. 'Stay Just Where You Are' retains our distinctive brand assets, while moving the brand into a more meaningful and emotional space – one rooted in the moments people value. It's a simple idea, but one with huge creative potential. It gives us a fresh way to*

show up consistently across our markets, channels and partners while bringing the breadth of what we offer to life. That's what makes it such an exciting platform for the next 20 years, which is how we briefed it."

Chris Birch and Jonathan Parker, Chief Creative Officers at VCCP comments: *"Stay Just Where You Are is one of those lovely winged unicorns that drops out of the sky every now and again in a pitch process and you're just happy to jump on its back. Charming, true, simple, massive and capable of the tiniest nuance. It's got the chops to make you laugh, cry and hungry all at the same time and it's been a bloody pleasure coaxing it together with Just Eat who've been equally dreamy."*

Stay Just Where You Are is designed as a long-term platform for Just Eat Takeaway.com, providing the foundation for how the brand shows up across its marketing and beyond. The launch also marks the introduction of an updated visual identity and Did Somebody Say mnemonic, building on the strong equity these assets have established while evolving them for a new creative direction.

The UK campaign spans BVOD, CTV, Digital Audio (Radio) and Social with creative led by VCCP and media managed through WPP Media.

Notes to Editors

For further press information, high-res assets, or interview requests, please contact:
Just Eat Takeaway.com Global Press Office: press@justeattakeaway.com

Research

The research was conducted by Censuswide among 6,000 nationally representative respondents aged 18+ across the UK, Germany and the Netherlands (2,000 per market). UK fieldwork was conducted between 21–24 August 2026, with Germany and the Netherlands fieldwork commencing on 21 August 2026. Censuswide is a member of the Market Research Society (MRS) and British Polling Council (BPC), a signatory of the Global Data Quality Pledge, and adheres to the MRS Code of Conduct and ESOMAR principles

About Just Eat Takeaway.com

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Just Eat Takeaway.com is one of the world's leading global on-demand delivery companies.

Headquartered in Amsterdam, the Company is focused on connecting consumers and Partners through its platforms. With 362,000 connected Partners, Just Eat Takeaway.com offers consumers a wide variety of choices from restaurants to retail.

Just Eat Takeaway.com has rapidly grown to become a leading online food delivery marketplace with operations in Austria, Belgium, Canada, Germany, Ireland, Israel, Italy, Luxembourg, Poland, Slovakia, Spain, Switzerland, the Netherlands and the United Kingdom.

Most recent information is available on our corporate website and follow us on [LinkedIn](#) and [X](#).

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