



Cripps Nubake is toasting Tasmania's many 'other' icons in a new campaign for its Master range of breads.

Created by at+m integrated marketing, the 'Toast Icons' campaign celebrates Tasmania in an animated 30-second TVC – supported by four 15-second spots each focussing on a particular product benefit.

The campaign will run across radio, cinema, print, social media and online.

Category: Food

Client: Cripps Nubake

Agency: at+m Launceston

Country: Australia

Credits:

Creative Director: Jonathan Cant

Writer: Jonathan Cant

Art Director: Eddie Mallinson, Jonathan Cant

Agency Producer: Eddie Mallinson

Account Manager: Shaun Cooper