

The Message

Think women are often made to feel bad about food? Think food ads treat women like they're idiots? We think so, too. And we think you'll enjoy what we have to say.

We were looking for a reaction. We aimed to be provocative and playful to create a point of empathy with the audience. We used the messaging in foods ads and subverted it.

We sparked interest to go and check out our video/FB to engage with the brand via Social Media. 'This is a brand I want to be involved with'. We asked ontribute your own thoughts...