

THE EGGWALK

THIS IS HOW YOUR BALLS FEEL LIKE IN TEL-AVIV'S SCORCHING HEAT

THE PROBLEM

Israeli men suffer from the agonizing heat during the summer and so do their private parts. That is why Delta, Israel's largest leisure underwear company, had just launched a new and unique line of men's underwear, designed especially for the intense Israeli summer.

☀️ 40°C
Tel Aviv, IL, August

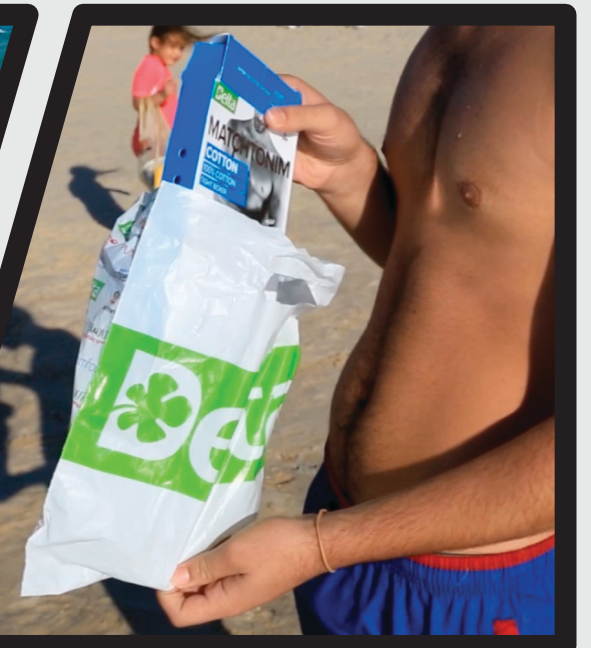
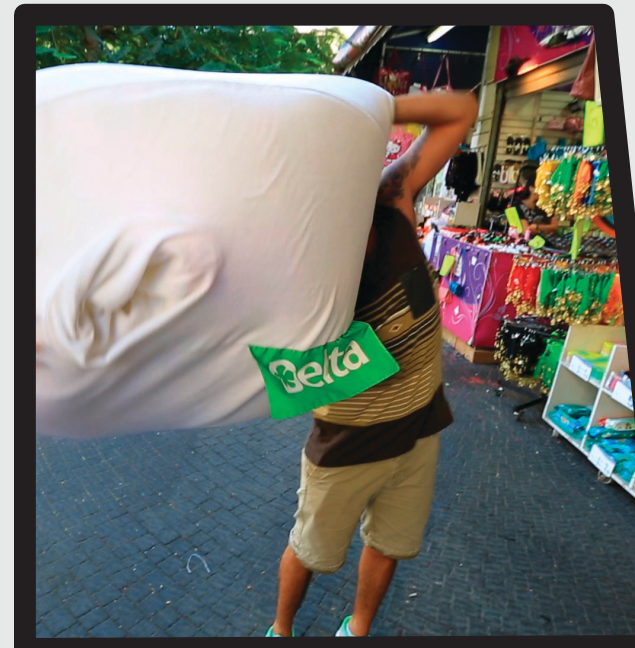


REALCOOL COTTON



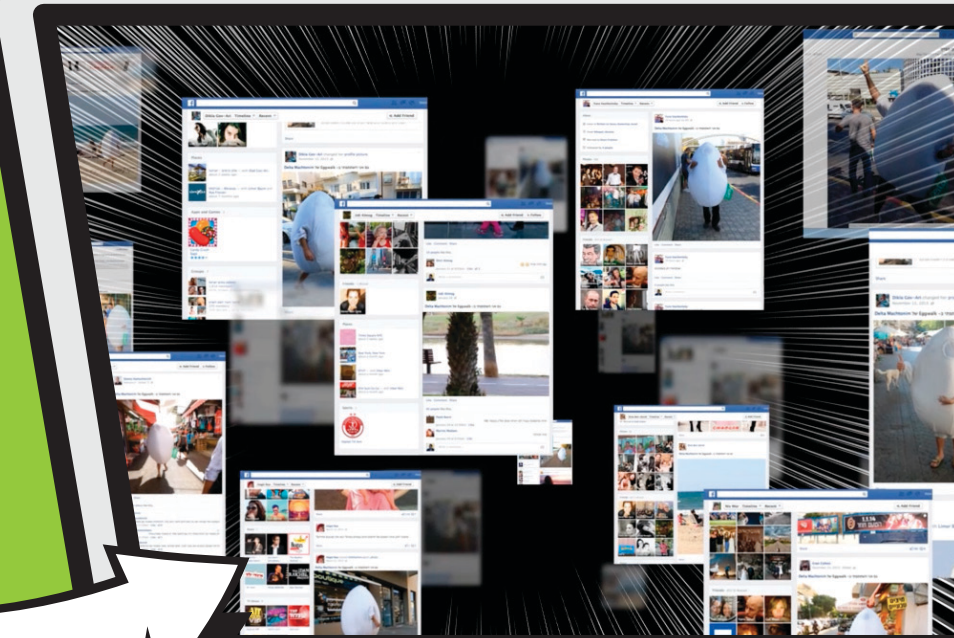
THE SOLUTION IN HEBREW: BALLS = EGGS

So we decided to conduct an experiment that would demonstrate to Israeli men how their sweaty eggs felt in the summer heat. For the big product launch, we created a costume of a gigantic egg, which its inner part was made from furr. We then randomly asked bypassing men to take part in the "Egg Walk": A 200 meter walk inside the hot egg costume. Participators won a free pair of the new ventilated underwear.



THE RESULT

Hundreds of men took part in the experiment, which lasted a whole week, at several locations in the heart of Tel-Aviv. The Egg walk was widely covered by blogs, leading radio stations and was extensively shared on Facebook. The outcome: An amazing 140% sales increase of the new underwear by the time the activity had ended! Israeli men's eggs were finally set free!



140% SALES INCREASE



Israel's Largest Underwear Company