

Lacta transforms Bubbly into a character in the new “Eat first, ask later” campaign

Lacta’s aerated chocolate comes alive and reveals its fun personality in videos for TV

Its innovative shape, intense flavor and creaminess are enough to make Bubbly, Lacta’s aerated chocolate, stand out from other chocolate bars on the market.

Now, Lacta brings the product to life with the “Eat first, ask later” campaign, transforming the chocolate bar into a character with a strong personality. Bubbly always has an answer for any question and its sarcastic and fun personality make it sound like it knows everything there is to know about life.

The first video, “Love,” created by Wieden+Kennedy São Paulo, tells the story of a woman who feels the intensity of the chocolate melting in her mouth whenever she takes a bite of Lacta Bubbly, making her wonder whether she’s feeling love or passion. Interspersed with the dialogue between the woman and the product, we see scenes that illustrate the feeling of taking a bite of Lacta Bubbly. The campaign includes two other videos, both of which were created by Wieden+Kennedy São Paulo and directed by Carlão Busato from Hungry Man.

“In our Lacta Bubbly campaign, we aim to convey the message to the audience in a fun and sensory way that stands out from other chocolate campaigns. The goal is to bring the brand even closer to consumers and entice them to try the product,” explains Adriana Nogueira, Lacta’s Marketing Manager at Mondelez Brazil.

“It’s become more difficult to find clients who are willing to try something new and experiment with a freer and more provocative communication. Mondelez is one such client. It has been a pleasure working with them,” say Caio Mattoso, Rodrigo Mendes and Gustavo Victorino, Creative Directors at Wieden+Kennedy.

CREDITS

Title	"Bubbly - Love", Bubbly - Tree" and "Bubbly - Pregnant"
Duration	30"
Client	Mondelez / Lacta
Product	Lacta Bubbly
Year of Production	2015
Agency	Wieden+Kennedy
Executive Creative Directors	Renato Simões
Creative Directors	Caio Mattoso, Gustavo Victorino and Rodrigo Mendes
Copywriter	André Almeida and Caio Mattoso
Art Director	Gustavo Victorino, Rodrigo Mendes and Thiago Barbieri
Agency Producer	Guilherme Passos, Ricardo Balbin and Felipe Rangel
Digital Producer	Rafael Gaino and Mauricio Yamashita Junior
Account Rep	Kayode Adegeye, Maura Victorelli and Rafael Nogueira
Planner	Rodrigo Maroni, Luana Azeredo and Mariana Emy
Media	Renata Valio, Stephanie Campbell, Daniela Machado, Andreza Souza, Alex Bezerra and Andre Chiapetta
Business Intelligence	Paulo Vilarinho and Édson Luís
Client Approval	Jacques Rosio, Maximiliano Cardoso, Mariana Perota, Adriana Nogueira, Mariana Iki and Gustavo Hernandez
Production Company	Hungry Man
Managing Partner	Alex Mehedff
Executive Producer	Renata Correa and Rodrigo Castello
Line Producer	Filipe Francisquini
Director	Carla Busato
Director of Photography	Lito Mendes da Rocha
Editor	Rami D'Aguiar
Post Production	Nash Post Sao Paulo
Color Grading	Psyco n'Look
Art Director	Gizele Müller
Audio Production	Satélite

Post Production

Hungry Man / Nash