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 Pregnant" Pregnant" Duration 30" Client Mondelez / Lacta Product Lacta Bubbly Year of Production 2015 Agency Wieden+Kennedy Executive Creative Directors Renato Simões Creative Directors André Almeida and Caio Mattoso Copywriter André Almeida and Caio Mattoso Gustavo Victorino, Rodrigo Mendes and Thiago Barbieri Agency Producer Rangel Digital Producer Rangel Planner Rodrigo Maroni, Luana Azeredo and Mariana Emy Media Rodres Rosso, Rose Rosso, Mariana Perota, Adriana Nogueira, Mariana Iki and Gustavo Hermandez Client Approval Hungry Man Managing Partner Executive Producer Renate Correa and Rodrigo Castello Line Producer Filipe Francisquini Director Carlao Busato Director Carlao Busato Director Photography Lito Mendes da Rocha Editor Ram D'Aguiar Post Production Company Post Production Nash Post Sao Paulo Color Grading Psyco n'Look Art Director Gizele Müller Audio Production Conduction Satélite		"D.111
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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 Kayode Adegeye, Maura Victorelli and Rafael Nogueira Account Rep Nogueira Rodrigo Maroni, Luana Azeredo and Mariana Emy Renata Valio, Stephanie Campbell, Daniela Machado, Andreza Souza, Alex Bezerra and Andre Chiapetta Business Intelligence Paulo Vitarinho and Édson Luís 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 Carlao Busato Director G Photography Lito Mendes da Rocha Editor Rami D'Aguiar Post Production Nash Post Sao Paulo Color Grading Psyco n'Look Art Director Gizele Müller	Product	Lacta Bubbly
Executive Creative Directors Renato Simões Caio Mattoso, Gustavo Victorino and Rodrigo Mendes Copywriter André Almeida and Caio Mattoso Gustavo Victorino, Rodrigo Mendes and Thiago Barbieri Agency Producer Digital Producer Rafael Gaino and Mauricio Yamashita Junior Kayode Adegeye, Maura Victorelli and Rafael Nogueira Planner Rodrigo Maroni, Luana Azeredo and Mariana Emy Renata Valio, Stephanie Campbell, Daniela Machado, Andreza Souza, Alex Bezerra and Andre Chiapetta Business Intelligence Paulo Vilarinho and Édson Luís Jacques Rosio, Maximiliano Cardoso, Mariana Perota, Adriana Nogueira, Mariana Iki and Gustavo Hernandez Production Company Hungry Man Managing Partner Alex Mehedff Executive Producer Filipe Francisquini Director Director Director Carlao Busato Director G Photography Lito Mendes da Rocha Editor Rami D'Aguiar Post Production Nash Post Sao Paulo Color Grading Art Director Gizele Müller	Year of Production	2015
Creative Directors Caio Mattoso, Gustavo Victorino and Rodrigo Mendes Copywriter André Almeida and Caio Mattoso Gustavo Victorino, Rodrigo Mendes and Thiago Barbieri Agency Producer Agency Producer Agency Producer Rafael Gaino and Mauricio Yamashita Junior Kayode Adegeye, Maura Victorelli and Rafael Nogueira Planner Rodrigo Maroni, Luana Azeredo and Mariana Emy Renata Valio, Stephanie Campbell, Daniela Machado, Andreza Souza, Alex Bezerra and Andre Chiapetta Business Intelligence Paulo Vilarinho and Édson Luís Jacques Rosio, Maximiliano Cardoso, Mariana Perota, Adriana Nogueira, Mariana Iki and Gustavo Hernandez Production Company Hungry Man Managing Partner Alex Mehedff Executive Producer Line Producer Pilipe Francisquini Director Carlao Busato Director Carlao Busato Director Photography Lito Mendes da Rocha Editor Rami D'Aguiar Post Production Color Grading Psyco n'Look Art Director Gizele Müller	Agency	Wieden+Kennedy
Creative Directors Copywriter André Almeida and Caio Mattoso Gustavo Victorino, Rodrigo Mendes and Thiago Barbieri Guitherme Passos, Ricardo Balbin and Felipe Rangel Digital Producer Rafael Gaino and Mauricio Yamashita Junior Kayode Adegeye, Maura Victorelli and Rafael Nogueira Account Rep Planner Rodrigo Maroni, Luana Azeredo and Mariana Emy Renata Valio, Stephanie Campbell, Daniela Machado, Andreza Souza, Alex Bezerra and Andre Chiapetta Business Intelligence Paulo Vilarinho and Édson Luís Jacques Rosio, Maximiliano Cardoso, Mariana Perota, Adriana Nogueira, Mariana Iki and Gustavo Hernandez Production Company Hungry Man Managing Partner Alex Mehedff Executive Producer Line Producer Filipe Francisquini Director Carlao Busato Director of Photography Lito Mendes da Rocha Editor Rami D'Aguiar Post Production Ocolor Grading Psyco n'Look Art Director Gizele Müller	Executive Creative Directors	Renato Simões
Art Director Gustavo Victorino, Rodrigo Mendes and Thiago Barbieri Guilherme Passos, Ricardo Balbin and Felipe Rangel Digital Producer Rafael Gaino and Mauricio Yamashita Junior Kayode Adegeye, Maura Victorelli and Rafael Nogueira Rodrigo Maroni, Luana Azeredo and Mariana Emy Renata Valio, Stephanie Campbell, Daniela Machado, Andreza Souza, Alex Bezerra and Andre Chiapetta Business Intelligence Paulo Vilarinho and Édson Luís Jacques Rosio, Maximiliano Cardoso, Mariana Perota, Adriana Nogueira, Mariana Iki and Gustavo Hernandez Production Company Hungry Man Managing Partner Alex Mehedff Executive Producer Inine Producer Filipe Francisquini Director Carlao Busato Director G Photography Lito Mendes da Rocha Editor Rami D'Aguiar Post Production Color Grading Psyco n'Look Art Director Gizele Müller	Creative Directors	
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Account Rep Rayode Adegeye, Maura Victorelli and Rafael Nogueira Rodrigo Maroni, Luana Azeredo and Mariana Emy Renata Valio, Stephanie Campbell, Daniela Machado, Andreza Souza, Alex Bezerra and Andre Chiapetta Business Intelligence Paulo Vilarinho and Édson Luís 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 Carlao Busato Director G Photography Lito Mendes da Rocha Editor Rami D'Aguiar Post Production Nash Post Sao Paulo Color Grading Art Director Gizele Müller	Agency Producer	
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Renata Valio, Stephanie Campbell, Daniela Machado, Andreza Souza, Alex Bezerra and Andre Chiapetta Business Intelligence Paulo Vilarinho and Édson Luís 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 Carlao 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	Account Rep	
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Client Approval 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 Carlao 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	Business Intelligence	Paulo Vilarinho and Édson Luís
Managing PartnerAlex MehedffExecutive ProducerRenata Correa and Rodrigo CastelloLine ProducerFilipe FrancisquiniDirectorCarlao BusatoDirector of PhotographyLito Mendes da RochaEditorRami D'AguiarPost ProductionNash Post Sao PauloColor GradingPsyco n'LookArt DirectorGizele Müller	Client Approval	Perota, Adriana Nogueira, Mariana Iki and Gustavo
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Line Producer Filipe Francisquini Carlao 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	Managing Partner	Alex Mehedff
Director Carlao 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	Executive Producer	Renata Correa and Rodrigo Castello
Director of PhotographyLito Mendes da RochaEditorRami D'AguiarPost ProductionNash Post Sao PauloColor GradingPsyco n'LookArt DirectorGizele Müller	Line Producer	Filipe Francisquini
Editor Rami D'Aguiar Post Production Nash Post Sao Paulo Color Grading Psyco n'Look Art Director Gizele Müller	Director	Carlao Busato
Post ProductionNash Post Sao PauloColor GradingPsyco n'LookArt DirectorGizele Müller	Director of Photography	Lito Mendes da Rocha
Color Grading Psyco n'Look Art Director Gizele Müller	Editor	Rami D'Aguiar
Art Director Gizele Müller	Post Production	Nash Post Sao Paulo
	Color Grading	Psyco n'Look
Audio Production Satélite	Art Director	Gizele Müller
	Audio Production	Satélite