

# Press Release Content

For Immediate Release  
September 18, 2018

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## A Walking Pile of Junk Goes to School in this Start-up's Quirky Ad

**[Toronto, Ontario]** What happens when junk is personified? Boutique advertising agency FEAST was given a rare gift when their client allowed them unprecedented creative freedom to make something that would catch the attention of their core market: college students. This quirky short film was created for a mobile app called "bgon", a startup buy-and-sell platform exclusively available for students. You may have even seen the #junkman character walking the streets of Toronto earlier this year in posts by [@liz.quemada](#), [@alyssavidal](#), and [Joyce Sun](#)) On Instagram, one user interpreted him as "the living embodiment of clutter", and they weren't too far off.

While "Junkman" is a slightly exaggerated character, he is one that many students can relate to as they gradually accumulate stuff throughout the school year. The story takes the audience through a typical day in the life of "Junkman", who actually goes by the name of Ricky. This comedic spin on his excessive lifestyle embraces college humour and includes awkward scenarios at school, with his friends, and even during romantic moments. Imagine trying to chill out in this guy's room!

In a time where marketers heavily emphasize creating 6-second ads that cater to the supposed "shorter attention spans" of younger audiences, FEAST decided to capture their attention by doing the exact opposite and create a long-format, story-driven narrative that would keep viewers engaged throughout the piece.

"It's not that younger audiences don't have attention spans, it's that they don't want to watch typical advertising. They're exposed to so much quality content that most advertising just doesn't engage them," said Rob Vena, Creative Director at FEAST. "For this project, we had a great client that gave us the freedom to create something new and noteworthy, by leveraging a weird and unusual character to spur curiosity."

To pull it off, FEAST partnered with Alter Ego Films and director Ante Kovac, who brought a fresh, contemporary tone to this latest piece. The ads are being run on Facebook, Instagram, and YouTube as 30-second, 54-second, and 3-minute videos,

targeting those around us who are currently walking through campus with backpacks filled with textbooks they won't need anymore in a few months.

### **About FEAST**

FEAST is an award-winning advertising agency in Toronto, Canada with a focus on digital marketing that delivers sales-driven results for their clients, including CAA, SYLVANIA, Canadian Tire, T-fal and Kitchen Stuff Plus. A boutique agency with some hefty creative aptitude, FEAST continually leads the ever-changing advertising landscape through contemporary creative and data-driven media strategies.

<http://feastinteractive.com>

### **About BGON**

BGON is a trading app where students can buy and sell stuff exclusively within their school community. List what you no longer need, and find what you do.

That gently used textbook. Those clothes you bought on a whim. Notes from last semester's biology class. Those games you don't play anymore. That stuff you need to get rid of because you're moving out. That stuff you need to buy because you're moving in. All of this is stuff you can turn into dollars that you can then turn into a couple of beers with friends.

### **CREDITS:**

Written & Directed by: Ante Kovac

Creative Director: Rob Vena

Director of Photography: Stuart Campbell

Editor (Long Version): Geoff Ashenhurst

Editor (Short Versions): Leo Zaharatos, Married To Giants

Composer: Michael Butler

Executive Producer: Liam Benstead

Producers: Marc Swenker / Spencer Butt / Nathan Dharamshi

Costume Designer / Wardrobe Stylist: Lea Krpan

Production Designer: David Dennis

Art Director: Lucas Gordon

Colourist: Wade Odlum

VFX Artist: David Whiteson

Music Supervisor: David Hayman

### **Creative Agency**

Feast Interactive

**Visual FX / Colour Grading**

Alter Ego Post

**Editorial**

Married to Giants

**Sound Design**

Urban Post Production