



BRAND WORK: Amazing Whip-It

Description



Amazing Whip-it

How did we take a brand's goal to pivot their commercial content from infomercial messaging to a nostalgic connection with their target audience while educating them on the benefits of a product that's existed since 1989?

Enter stage right: The "Before Its Time" content campaign.

Content Goals

Before diving into the [visuals](#), we worked with The Amazing Whip-It to determine what we wanted to achieve with this campaign. The first step was laying out the content goals, which included:

1. **Brand awareness.** Get attention leveraging micro-content (aka – bite-sized packs of content for quick engagements)
2. **Content engagement.** Drive authentic interest through relatable, differentiating, and fun-clean-good social content pillars. Give audiences a reason to follow, interact, shop, and share user-generated content (UGC).
3. **Conversions.** Generate views, then turn impressions into sales.

The Concept – “Before Its Time”

In an effort to reach the target market (U.S., women, age 40-55, interested in the 'New Clean Freaks' movement), we aimed to highlight a recognizable and relatable period in history to associate nostalgia with the features and benefits of Amazing Whip-It Products.

Some of our favorite headline samples:

- Super Powered Essential Oil Formula Used By Mario and Luigi to Defeat Set-In Stains... And Bowser
- Cruelty Free, unlike the pinch you get when you would close the metal rings of your trapper keeper
- Biodegradable ingredients makes cleaning your track suit fashionable

The Results

Category

1. #branding
2. #casestudy

Tags

1. 2020
2. animation

3. Animation For Brands
4. brand work
5. Creative strategy
6. Creativity
7. Food Fight Studios

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