



#60SECONDSMOOTHIE

Mornings are rough, and trying to think of something nutritious to eat during a rushed morning is difficult. This campaign aims to make mornings a little easier. These short videos demonstrate a quick, healthy, all natural smoothie with VEGA that can be made in under 60 seconds. The smoothie chef slaps their hands on the table to start the clock, then finishes the smoothie in under 60 seconds. These videos end by challenging viewers to submit their own #60secondsmoothie for a chance to be featured, and to win a case of VEGA protein powder. Any good submissions can be used for future ads. This campaign illustrates the quick ease of making a nutritious natural smoothie with VEGA and is interactive with the customer base.

