Barking Mad

Our insight:

Missing out on your morning snack, will set your tummy rumbling, driving you mad with hunger. We're talking to the audience who maybe avoid snacking as they can't deal with the guilt.

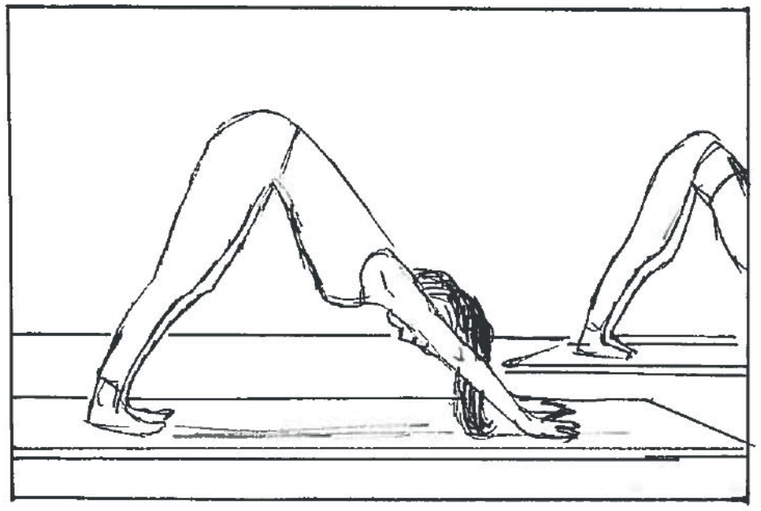
Execution:

With a play on the distinctive brand name we've brought this insight to life in these arresting short videos. Showing people in ordinary situations acting like mad dogs as the result of a snack craving. There's also the opportunity to create some stand out social executions: The man licking the screen would work great when viewed on mobile through Instagram or Facebook.

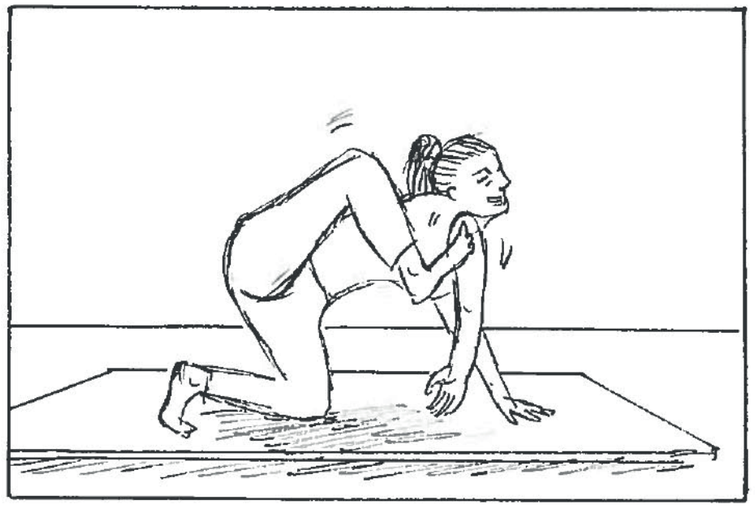
barkTHINS®

Barking Mad: Yoga
6 Sec Ad

Open on a yoga class.



As we pan across the class, everyone adopts the downward dog position.



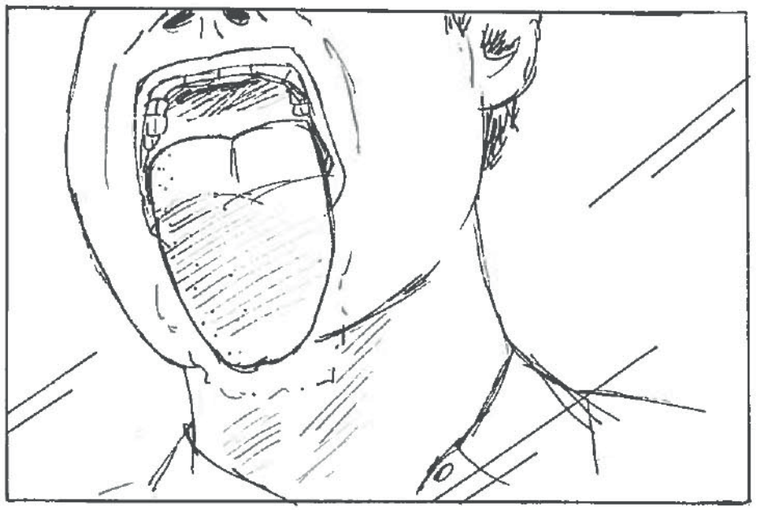
We stop on a lady that starts itching the back of her ear with her foot.

MVO: “Barking mad with hunger?”

Cut to end frame.

MVO: “barkTHINS, the chocolate snack for good boys and girls.”

Barking Mad: Lick
6 Sec Ad



Open on a man man licking the screen

Camera pulls out to reveal an office worker licking his computer monitor.

MVO: “Barking mad with hunger?”

Cut to end frame,

MVO: “barkTHINS, the chocolate snack for good boys and gi