

Our social media streams are filled with people posting their life goals, inspo, motivational quotes - taking life and the quest for #liveyourbestlife far, far too seriously.

Motivation is all good, but sometimes it's tiring scrolling through unrealistic posts that set the bar too high. We all know that achievements on social media aren't real anyway.

Why can't we just celebrate the fact that today you didn't wear any pants. And that's ok. Especially if it's a Saturday.

Or even if it's a Monday.

We don't judge.

THE IDEA:

#LIGHTGOALS

Let's lighten the competitive social media feeds we all receive. Let's give people something sillier and self-deprecating but more realistic that they can work towards and celebrate.

Let's make it easy to achieve the small things and share our successes with friends.

And most of all, let's not forget to celebrate with a delicious treat of Maltesers.




EXECUTION:

Across social media platforms, we'll alter cliché inspirational posters and videos into posts celebrating light goals.

People can submit their own #LightGoals and we'll reward them for their achievements with a taster or coupon for Maltesers.

We can also create a #LightGoals Tumblr page to curate our light inspiration.



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AMBITION
is a poor excuse of not having enough sense to take the weekend off

♥ 111,682 likes

Who needs to push themselves to the max and be miserable when you can have #LightGoals and always #LookOnTheLightSide ?



@ItsMyName

Yesterday I wanted Maltesers. Today I bought Maltesers. Follow your dreams.
#LightGoals @Maltesers



@AbbieTime

Gyming hard for one days in a row now!
#LightGoals @Maltesers



@Rajeshwari_Ankita

Relationship goals: a relationship
#LightGoals @Maltesers