

Evolve Brand on Social

Company: Arm & Hammer

Problem

- big commercial campaign coming up
- agency lacks digital expertise when it comes to style, brand and effectiveness

Source

- stock media
- user generated content (team shot iPhone content as per our direction)

Outcome (HYBRID)

- 1 **beautiful 15s video** for YouTube preroll
- renewed process & style
- paid **<10% of cost**

Are you
washing your
family's fruits
and
vegetables?

