

'DEFINE YOUR LOAD'

Flock Freight with Maximum Effort

“ Brilliantly executed and with f**kloads of fantastic results to prove the impact and drive positive change... It's got it all. Environmental impact and sizzling creative.

- Campaign Ad Net Zero judge.

”

Challenge

Freight B2B historically tends to be very traditional, lacking in recognisable national brands and communication is often hyper-masculine and monotone.

Brief

Stand out from traditional freight companies and herald innovative solutions to help reduce carbon emissions.

Solution

Ditching jargon, acronyms and legalese, enlisting beloved Blues Clues host Steve Burns to blurt out not-safe-for-work language to connect with other businesses at a human level.

Execution

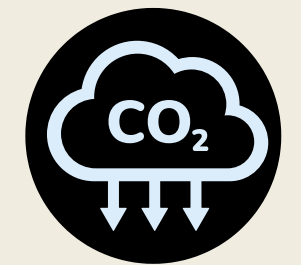
- Demystified language about a supply chain we all depend on.
- Used unexpected personality- Nickelodeon's Mr Blue's Clues- to deliver serious message in refreshing tone.
- Used humour to engage mainstream audiences and businesses.



Results



Campaign led to a 604% increase in new inbound leads.



Estimated avoidance of 34,000 tons of CO2e emissions in 2022.