

Undercover Quinoa Campaign Description:

Undercover Quinoa is a healthy snack that tastes as good as real chocolate candy. But nobody knows that. And if they did, they wouldn't believe it. So how do we make consumers see this paradox is peculiar, but 100 percent true? We have Undercover take ownership of other delightfully surprising, hard to fathom but 100 percent true facts to emphasize the shocking taste of their snacks. OOH was chosen as a medium to draw attention to the underexposed brand. The campaign also easily lends itself to social, where the carousel feature can be used to juxtapose the surprising facts and the brand's tone can be further brought to life in the caption.