

An I-already-know-this message in a mass media buy = recipe for obscurity. We wanted to find an unexpected, relevant angle that would appeal to a targeted audience who'd pay attention - and maybe even generate some buzz for us. Enter conspiracy theorists. For some reason, Internet Truthers adore Flo. For years they've dissected our spots online, and uncovered hidden messages even we never knew existed. So we wondered... how much extra online buzz would one of our spots generate if we played specifically to this audience? So we created "Theory" - a spot that winks at conspiracy theorists and their interest in our commercials, filled with plenty of curious details that would uniquely appeal to their sensibilities.