

# - SHAMROCK FARMS® - ROCKIN' PROTEIN™

## THE OBJECTIVE

Demonstrate that Rockin' Protein tastes delicious and doesn't have the chalky aftertaste other protein shakes have.

## THE IDEA

You can't just tell people Rockin' Protein tastes great – you need to prove it. That's why we went to a real gym and shared our shake with real people.

## THE EXECUTION

Simply handing a protein drink to gymgoers and getting their review is boring.

So, we set up hidden cameras and hired an actor to perform behavior in “bad taste.”

After revealing the prank, we got taste tests from real people and proved why “good taste” always wins.

# IN GOOD TASTE

00:00:25

## THE TEAM

We worked with director (and Detroit-native) Zeke Anders to bring this idea to life.

As a proven observer of humanity, Zeke knew exactly how to steer the ship and capture one-of-a-kind moments.

We also kept things local with Detroit-based production company, First Fight, to make the shoot sing.

Their ability to help cast the perfect mole, find a gym with a unique clientele, and attain post-production partners who elevated the project at every step, made them an excellent accomplice.

