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CAMPAIGN: Pouring on the Pounds



Working alongside the ad agency, **Zebra Strategies** sifted through a series of test campaigns to land on the final product for the visually and factually jarring “POURING ON THE POUNDS” campaign that was a staple in subway cars and stations for many months.

While the core message was always our focus, we also took into account the tone of the message, nuances specific to the target audience, socioeconomic factors, and the target audience’s preferences. Thanks to our attention to detail in research, knowledge of the target audience, and ability to collaborate with the ad agency, this campaign received local and national recognition. Could we do the same for you?