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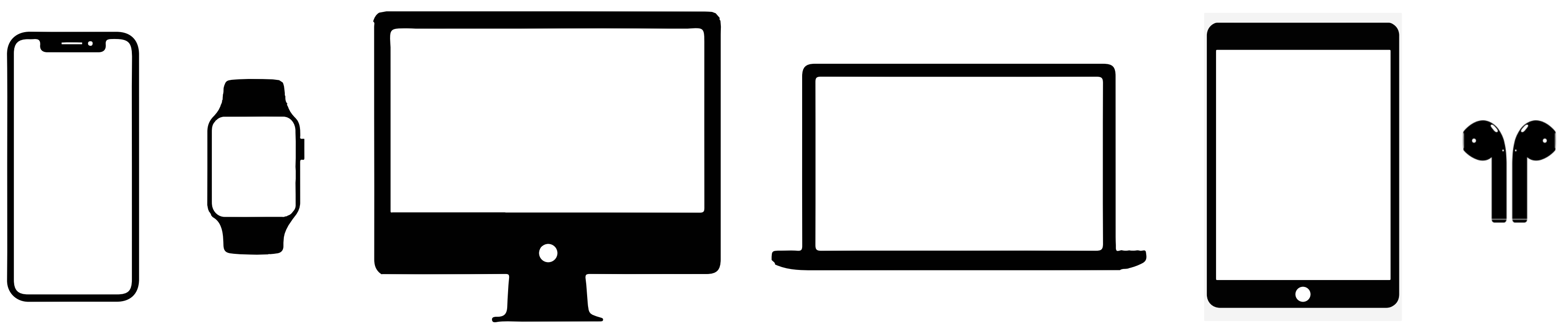


The whole working-from-home thing

Mission

To show people the dynamic value of their products, even under the challenging circumstances wrought by this pandemic.

Products



Strengths



Shows, doesn't tell



Great character development



Continuity from first ad



Relatable



Captures the WFH experience



Targets their consumer base



Diversity isn't tokenizing



The whole working-from-home thing

Weaknesses



Length



Doesn't include essential workers



Short shelf-life, but may evoke future nostalgia

Takeaways

1. Develop cohesive, engaging stories featuring likable and dynamic characters.
2. Seize the moment in a strategic way. Don't ignore impacts of COVID-19 in our projects, but use them to our advantage to increase authenticity and highlight changing norms.
3. Show, don't tell.