



**DROOLING  
OVER  
THIS  
BURGER?  
OPEN FOR A TASTE.**

**THE  
IMPOSSIBLE  
BURGER**

## **Problem:**

People are not aware that the plant based impossible burger tastes better than meat.

**Insight:**

It's impossible to truly experience a burger in an ad no matter how good it is.

**Idea:**

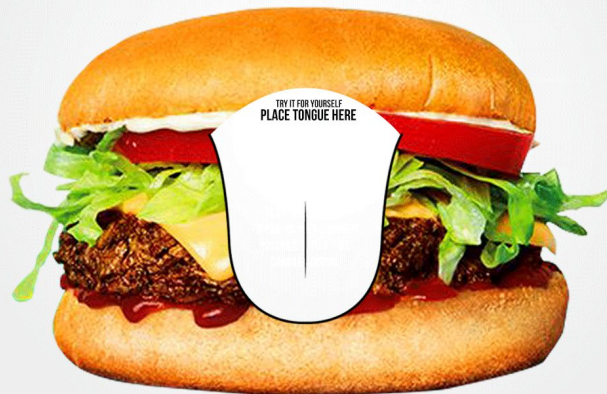
Play off the sensory limitations that ads have to convince people to try the real thing.

## **Print Execution Write Up:**

Creating interactive burger print ads that tease with the senses of smell, touch and taste to encourage tasting the real thing.

**Print:**

**THIS IS WHAT  
IMPOSSIBLE TASTES LIKE**



**THE  
IMPOSSIBLE  
BURGER**

TASTES BETTER THAN MEAT

**Print:**

**THIS IS WHAT  
IMPOSSIBLE SMELLS LIKE**



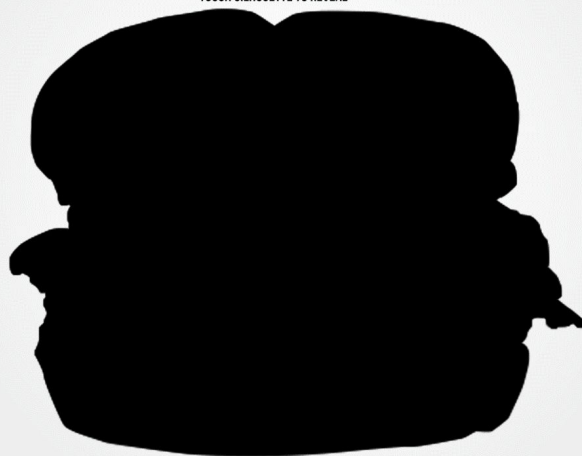
**THE  
IMPOSSIBLE  
BURGER**

TASTES BETTER THAN MEAT

**Print:**

**THIS IS WHAT  
IMPOSSIBLE LOOKS LIKE**

TOUCH SILHOUETTE TO REVEAL



**THE  
IMPOSSIBLE  
BURGER**

TASTES BETTER THAN MEAT





## Execution Write Up:

### OOH:

Creating interactive burger OOh's that play the sound of a burger cooking (tiiisshhhh, if you will) when someone comes close to it to encourage tasting the real thing.

OOH:

# THEY SAY WHEN YOU HEAR A JUICY BURGER COOKING YOU GET HUNGRY.

DID IT WORK?

HOLD UP NOW THAT DOESN'T  
MEAN YOU SHOULD. BE HONEST THOUGH YOU ALMOST  
DID, RIGHT? TONGUE CAME OUT? JUST A TAD? WE KNOW YOU'RE  
TEMPTED AND WE WOULD BE TOO. THAT BURGER LOOKS JUICY. PLEASE  
DON'T. THAT BILLBOARD MUST HAVE A TON OF GERMS ON IT. WE'RE TRYING  
TO SELL A BURGER HERE THOUGH SO LET'S NOT GET INTO THAT. WE GUESS WE OWE YOU  
A BIT OF AN EXPLANATION: TASTING THIS BURGER ON HERE IS IMPOSSIBLE, BUT WHAT  
WE PROMISE IS POSSIBLE IS THAT THE REAL VERSION OF THIS BURGER  
TASTES BETTER THAN MEAT. YEAH, YOU READ THAT RIGHT. FEEL FREE  
TO READ IT AGAIN FOR AFFIRMATION. SPEAKING OF READING, LET'S  
EXPLAIN WHAT WE ARE DOING HERE. WE ARE JUST TRYING TO FILL UP  
THE SPACE ON THAT BURGER WITH AS MANY WORDS AS POSSIBLE, MOST OF WHICH  
WOULD BE CATEGORIZED AS RANDOM. THINGS THAT DON'T NECESSARILY NEED TO  
MAKE SENSE LIKE BONANZA, BADAHAMUS, THE WORD RANDOM ITSELF AND  
PNEUMONULTRAMICROSCOPICSILICOVOLCANOCONIOSIS, THE LONGEST WORD IN THE  
ENGLISH DICTIONARY. YOU TRIED SAYING IT, DIDN'T YOU? IT'S OK. TRY  
AGAIN. WE COULDN'T. WE'RE NOT SURE GOOGLE CAN. BUT IF YOU'RE STILL  
READING TILL THIS POINT, WE WOULD LIKE TO THANK YOU; WE DO APPRECIATE  
IT, AND AS A TOKEN OF OUR APPRECIATION, TEXT IMPOSSIBLE TO 450-45 AND WE  
PROMISE TO SEND YOU A FREE SAMPLE OF THE IMPOSSIBLE:  
THE BURGER THAT TASTES BETTER THAN MEAT.

THE  
IMPOSSIBLE  
BURGER

TASTES BETTER THAN MEAT

**OOH:**

**THEY SAY WHEN YOU HEAR  
A JUICY BURGER COOKING  
YOU GET HUNGRY.**

**DID IT WORK?**



**THE  
IMPOSSIBLE  
BURGER**

**TASTES BETTER THAN MEAT**

OOH

Mock-Up:



## **Execution Write Up:**

### **Direct Mailer:**

Creating an interactive burger mailer that encourages the user to lick the stamp on the mailer and send it back for a free sample of the real thing.



**Mailer**

**Front:**



**THE  
IMPOSSIBLE  
BURGER**

**DROOLING  
OVER  
THIS  
BURGER?  
OPEN FOR A TASTE.**

**Mailer**

**Inside:**

HI,

I LICKED THE BURGER STAMP AND I REALLY WANT TO TRY HOW THIS BURGER TASTES NOW. I REALLY THOUGHT IT WAS GOING TO BE A BURGER FLAVORED STAMP AND I REALIZE NOW THAT IT WAS JUST A STAMP FLAVORED STAMP. ALTHOUGH IN RETROSPECT, I GUESS THAT WOULD BE KIND OF GROSS TO LICK A STAMP THAT TASTED LIKE A BURGER.

ANYWAY, PLEASE SEND ME THE COUPON FOR A FREE IMPOSSIBLE BURGER! I WOULD LOVE TO TRY ONE.

PLEASE SEND IT MY ADDRESS BELOW.

LOVE,  
YOUR FUTURE BIGGEST FAN:

.....  
.....  
.....

APPLY  
DROOL  
COVERED  
STAMP  
HERE

## **IMPOSSIBLE FOODS**

525 CHESAKEPEAKE DR.

REDWOOD CITY, CA 94063



**Mailer**

**Stamp:**

# APPLY DROOL HERE



# Mailer

## Mock-Up:

