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Lil-lets "Coffee Shop"

35s 29 September 2014



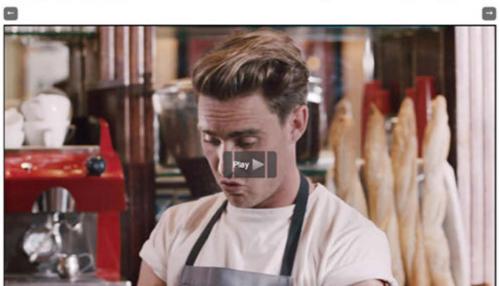












It's good to see something different in this sector even if it ends up ruffling a few feathers, as we suspect this might. Lil-lets have created a campaign in which the person most knowledgeable about tampons is a young man. We're not sure quite how women will react to this, but it'll be interesting to find out... especially as the environment in which he displays his expertise is not one you'd expect.

Leagas Delaney ® Creative Agency Tim Delaney ECD **Nigel Roberts** Creative Director

Chris Felstead / David Fitzsimons / Adam Arber / Pete Crothers Creative

Sarita Parekh Account Director Caroline Caulfield **Business Team**

Caroline Connor / Lisa Colchester TV Producer

Bare Films **Film Production**

Mary-Sue Masson Director

Rushes **Post Production** Sound Design Wave