

David Reviews

BITING THE HAND THAT FEEDS US SINCE 2002.

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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.

Creative Agency	Leagas Delaney
ECD	Tim Delaney
Creative Director	Nigel Roberts
Creative	Chris Felstead / David Fitzsimons / Adam Arber / Pete Crothers
Account Director	Sarita Parekh
Business Team	Caroline Caulfield
TV Producer	Caroline Connor / Lisa Colchester
Film Production	Bare Films
Director	Mary-Sue Masson
Post Production	Rushes
Sound Design	Wave