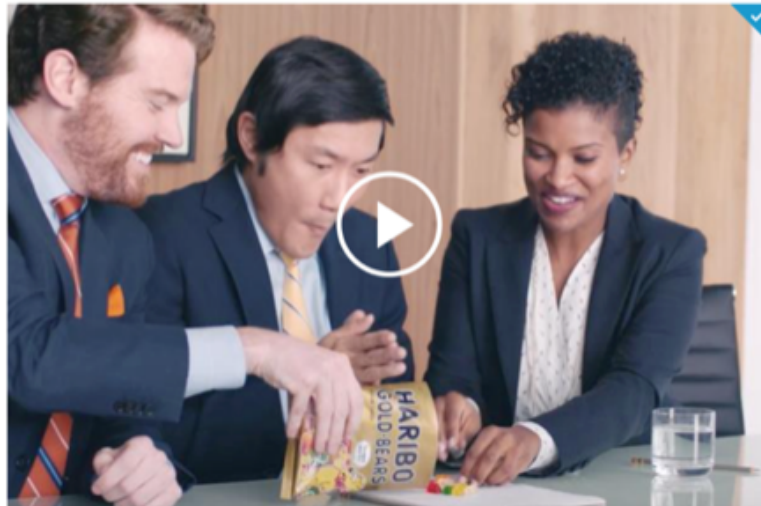


Haribo Brings Its Popular 'Kids Voices' U.K. Work to the U.S.

Quiet Storm's Campaign Features Adults Dubbed With Children's Words

By Alexandra Jardine. Published on Feb 14, 2017



Editor's Pick

Haribo, the candy brand, is bringing its popular "Kids' voices" TV campaign from the U.K. to U.S. audiences this month with brand new creative for the American market.

The brand has been running its "Kids' Voices" ads since 2014. The comedy is mined from featuring adults in "grown-up" situations such as in [business meetings](#), in the [cinema](#) and on a [train](#), but with their voices dubbed with those of very small children.

In the U.K. the campaign featured in Nielsen data as the most impactful FMCG advertising of 2015.

Agency Quiet Storm and director Mary Sue Masson have created the new U.S. work specifically for an American audience, with American-accented kids. Like the first U.K. spot, it features a boardroom situation, in which sharply suited adults discuss Haribo candies with words like "The red ones are more gooder." Quiet Storm used American children from a casting session in Chicago to create and produce the spot.

The campaign breaks on Feb. 20, promoting the brand's core U.S. product, Haribo Gold-Bears, with 30- and 15-second spots to be broadcast across TV and cable networks.

Keith Danoff, V.P. of Marketing at Haribo of America, said in a statement: "The Kids' Voices campaign in the U.K. has been one of our most successful to date, so it makes sense to roll it out across the US.

It has a standout simplicity and perfectly communicates our brand positioning. We are very pleased that Quiet Storm, who created the campaign and who we have had a very successful eight-year relationship with in the U.K., has the production expertise to help us take it into the U.S. market."