

Humble.

FEATURED CASE STUDY

5āsec

5A5EC:

How we turned a boring subject into a captivating topic on Facebook

5ASEC CAMPAIGN:

Murphy's Law

Facebook Posts

Promoted on Facebook

Of all the places it can,
a stain will show up on your blouse
where **it's most visible** to everyone.

• MURPHY'S LAW •

The moment that you get **a huge
stain on your shirt,** is the moment
a last minute (very important)
meeting will take place.

• MURPHY'S LAW •

The more expensive an outfit is,
the quicker it gets **stained.**

• MURPHY'S LAW •

A slice of bread will
always fall on your t-shirt
on the side of the **jam.**

• MURPHY'S LAW •

5asec

TEXTILE EXPERT

Friends

Cancel

Post to Facebook