Humble.

### FEATURED CASE STUDY





THE CHALLENGE

### How do you make people notice your brand in a cluttered industry?



THE IDEA

# We surprised potential customers by showing them a YouTube pre-roll ad they had never seen before.

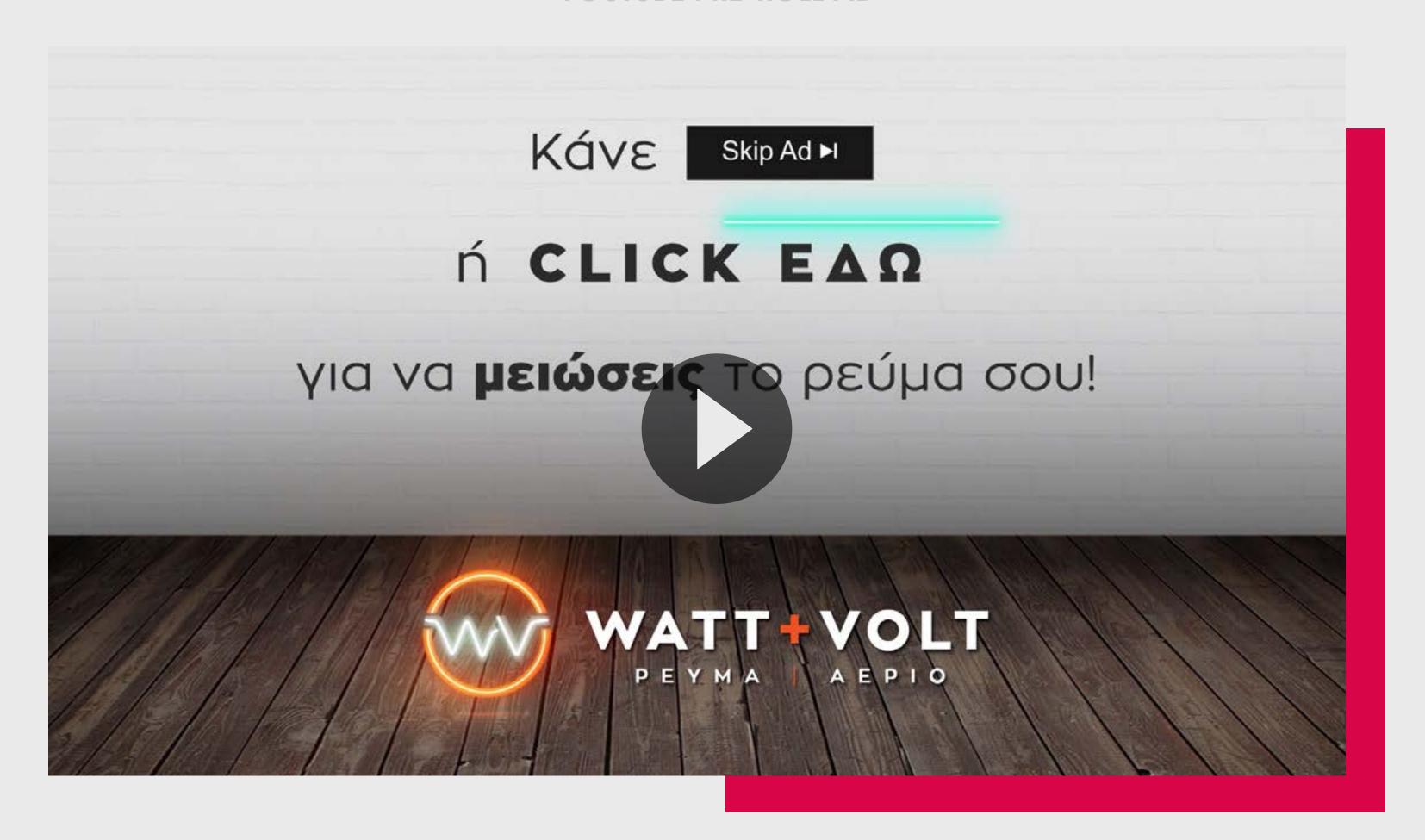


THE EXECUTION

# By using a simple but powerful idea we showed them how easy it is to switch to Watt & Volt.



### YOUTUBE PRE-ROLL AD





### YOUTUBE PRE-ROLL AD





## MOULD YOUSKIP?

### THANKYOUS

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