

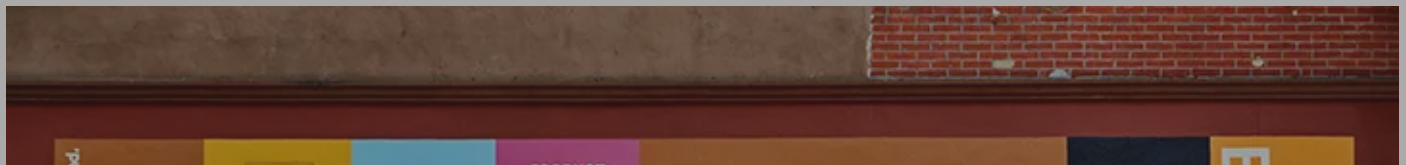
## This is an article about Wieden+Kennedy's clever ad campaign - No B.S

Words Lucy Bourton

7 November 2018

1 minute read

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Wieden+Kennedy's Portland studio has designed a new campaign for protein bar company, RXBAR. Led by executive creative directors Jason Bagley and Eric Baldwin as well as creative director Micah Walker, the campaign developed from the idea of a no bullshit philosophy.

With its tagline "No B.S" Wieden+Kennedy's campaign promoting the protein bars keeps it, as you'd imagine, simple. Each poster states exactly what is, either describing the ingredients of each bar (peanut butter, egg whites, cashews, dates) or describing the poster itself with large set type reading "Really big words", "Some words on a wall" and its billboard placed in New York's Times Square it reads, "Barely noticeable RXBAR poster in times square."

The posters, designed by Brad Simon and a creative team including Christen Brestrup, Bertie Scrase, Helen Rhodes and Jonathan Marshall, utilise the pastel colour palette from RXBAR's packaging and have been presented in Los Angeles, Chicago, New York both digitally, printed and even hand-painted in some instances.

You can't call the advertising agency out on not adhering to its motto of "No B.S" in a campaign that's scoffingly clever and undoubtedly stands out amongst other advertisements trying to lull consumers into distraction. Saying it as it is appears to be the best approach.



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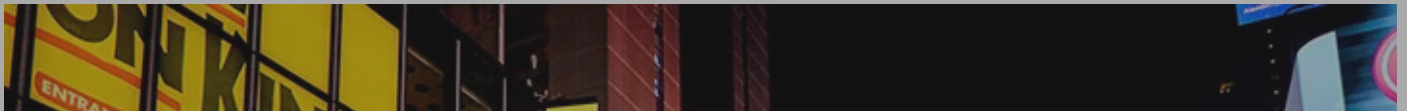
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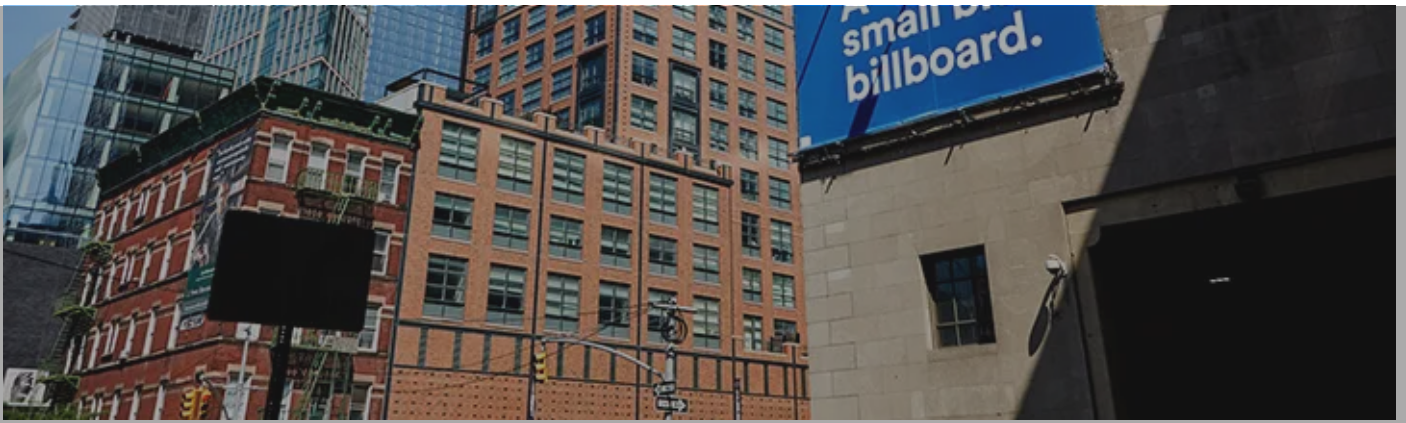


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