

# When love and hate collide

 By [Adam Weber](#)

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What could be more true to a brand than when its advertising elicits - and celebrates - the same response from the audience as the product itself? I've loved this about the Marmite work for a while, and it was again evident in their campaign at Cannes this year.

Unilever and adam&eveDDB continued their legacy of breakthrough and often controversial work for the sticky black condiment that isn't for everyone. Obviously, it was for some of the judges though, and it picked up a couple of Gold Lions.

I love that Marmite is blatantly honest about itself - and has the guts and sense of humour in 'Love it or hate it'. A £50m a year brand which is essentially a waste product from beer making - Brewer's Yeast. What's that they say about one man's trash?

## It's very own 'Monumite'

Apparently, The Rolling Stones insist on it, while Madonna thinks it's vile. It's been part of food rations through two world wars and in 1967, Vauxhall residents in the UK protested and had its stinky factory shut down. It's rich in folic acid, is thought to keep mosquitoes away and caused a scare in prisons when it was rumoured to be used in distilling booze. There's even a statue erected in its honour, aptly called Monumite.

The new campaign asks us not to forget it. Research discovered that 1 in 10 Brits hadn't opened their Marmite in the last three months and needed a reminder. The film pokes serious fun at itself and the nation, in a documentary style of humour that turned out not to be to everyone's taste. Hundreds of animal welfare activists hated it, so Marmite responded by giving £28,000 to the RSPCA.

The press and outdoor are also simple, bold and brave. List the clients you know who would hide most of their product or logo. How many would even use the word 'hate' in their communication, let alone welcome haters to be part of the conversation?

[See print & Outdoor here](#)

A toast to adam&eveDDB. Love you for connecting with your honesty and hate you a little for that pang of envy.

## ABOUT ADAM WEBER

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