

Fry's vegetarian campaign capitalises on 'screaming goat' meme

Following the current meat content scandal, copywriter Amy Aurret and the team from Joe Public have created an ad for Fry's vegetarian range with a minimal budget. Capitalising on the much loved 'screaming goat' meme and YouTube hits at the same time, the team has brought the thought of 'Mmmeat' and 'screaming goat' together in a surprising twist that has viewers reconsidering their meat-loving ways.

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