

CREATIVE TASK RESULTS



Thank you to everyone who submitted an idea – over 270 of you

There were so many good ones, here are just a few that Matt Lee and the team picked out to share



**YOU COULD PROBABLY PASS BOTH ON
TO YOUR FUTURE CHILDREN.**

Time to get **fussy.**

Madeleine Hughes

Nice way of describing the longevity of the product and the benefit. Don't need the word future (or probably).

M&C SAATCHI
OPEN HOUSE



damn, they're fussy...

but it looks like you're a match made in
green heaven



fussy



Lives in London

less than a kilometre away

earth

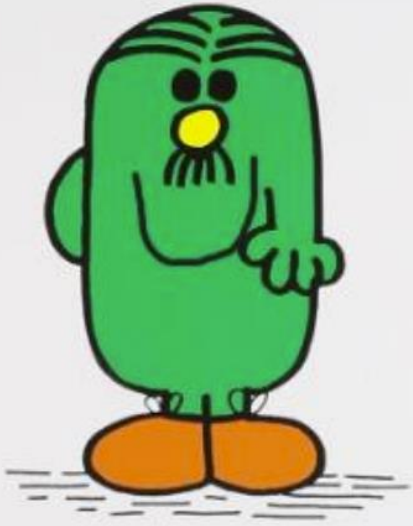
fragrances

environment

looking for long-term commitment, cause i last a lifetime.
care for me as much as i care for the environment.
i don't do plastics or fake people.
body odor is a deal breaker.

Carl Awity

It still needs work. But the thinking isn't bad. List of things deodorant looking for because they're fussy



Marina Koemtzopoulou

Using Mr Fussy could be a neat idea.

**WE DON'T THINK
DEODORANTS SHOULD
RUIN THE PLANET.**

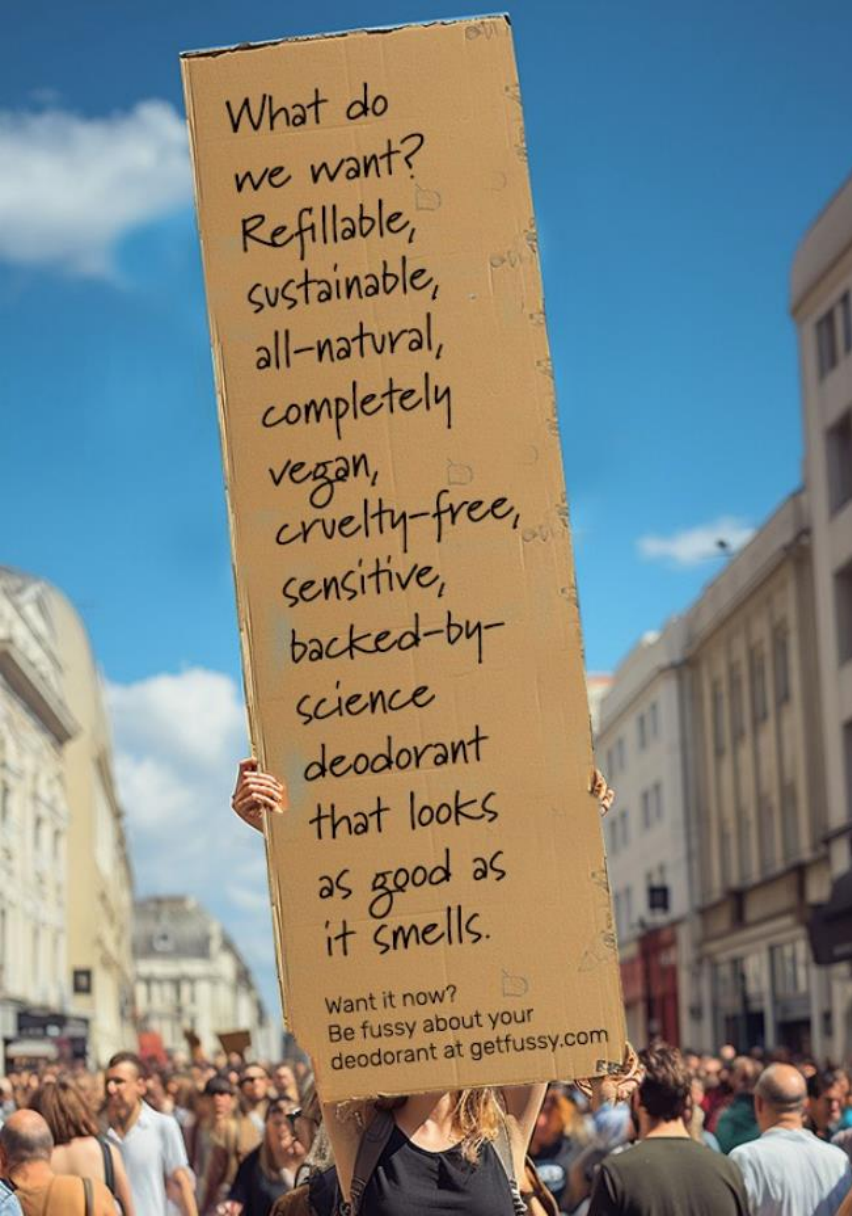
CALL US FUSSY.



FUSSY. PROPER FUSSY DEODORANT.

Harry Salmons
Nice line.

M&CSAATCHI
OPEN HOUSE



Ellen Jackson

Quite a funny way of getting across all the benefits.

M&CSAATCHI
OPEN HOUSE

Help the planet
without breaking
a sweat



Daisy Dean
Nice writing

M&CSAATCHI
OPEN HOUSE



Choose which to refill

Smell good
Do good
Feel good

fussy.

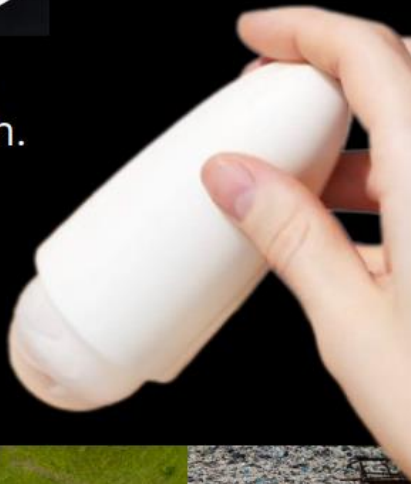
Clare Reeves

Smart, simple and tied to the product benefit

M&CSAATCHI
OPEN HOUSE

fussy.

for you.
for earth.



Merryn Haller

Simple visual device. We saw two versions of this.

Dan Jones

Good visual, needs a line maybe

M&GSAATCHI
OPEN HOUSE

Increasing car usage increases emissions

RUN FOR THE BUS

Refill, Reuse, Repeat.

fussy.

Marianna Michael

Like the idea of a brand that asks you to sweat for the planet.

M&GSAATCHI
OPEN HOUSE



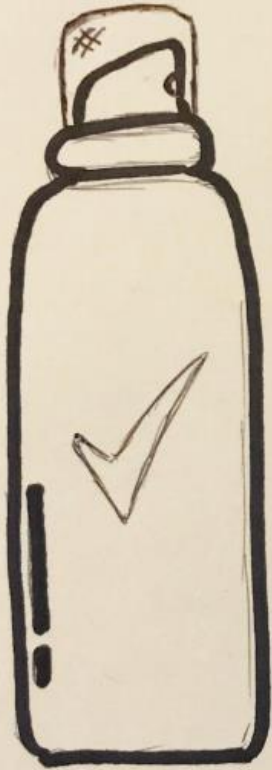
Nakshi Shah

Very direct, nice visuals. We saw two versions of this.

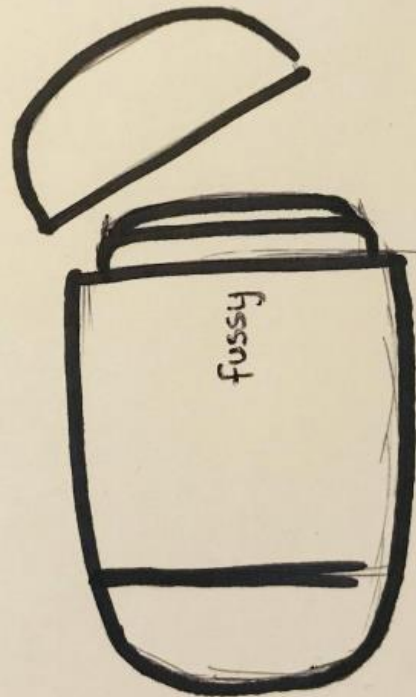
Joseph Little

A succinct way of describing what the product does and the benefit.

CAN



CAN'T



Some things can last a lifetime, our compostable refills can't.



Mikey Geedrick

Simple twist, makes you think.

M&CSAATCHI
OPEN HOUSE



**SCENT RESPONSIBLY,
GIVE A FUSS.**

fussy.

Somosuta Mandal, Sounak Ray
Give a fuss could be a big idea.

M&CSAATCHI
OPEN HOUSE

WE LIKE THE FUSSY PEOPLE



fussy.

plastic free deoderant

Tara Groot Wassink
Super simple idea. For the fussy.

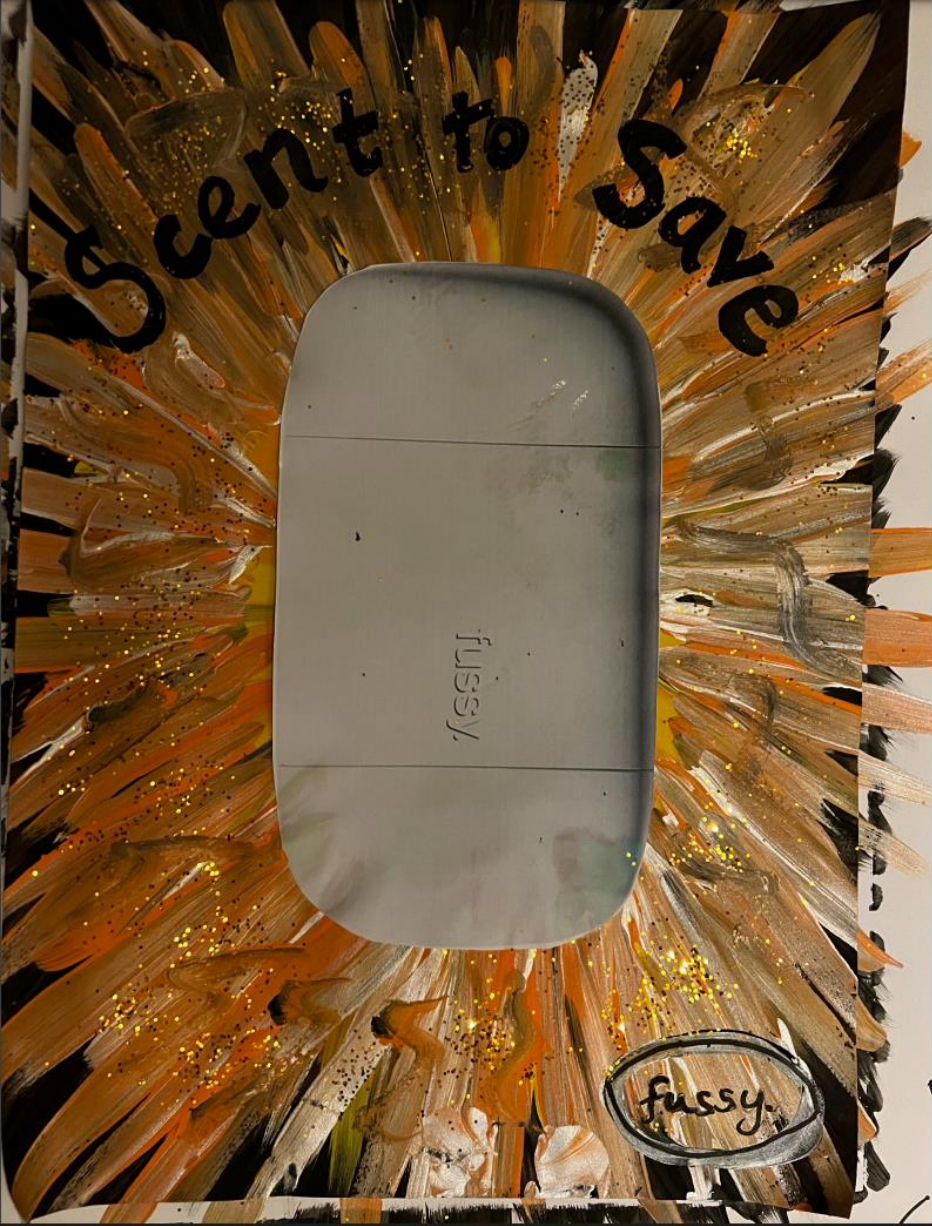
M&GSAATCHI
OPEN HOUSE



Zainab Qadir

Simple comparison. Great scamp.

M&CSAATCHI
OPEN HOUSE



Rebecca Morten

Scent to save. Nice line.

M&CSAATCHI
OPEN HOUSE