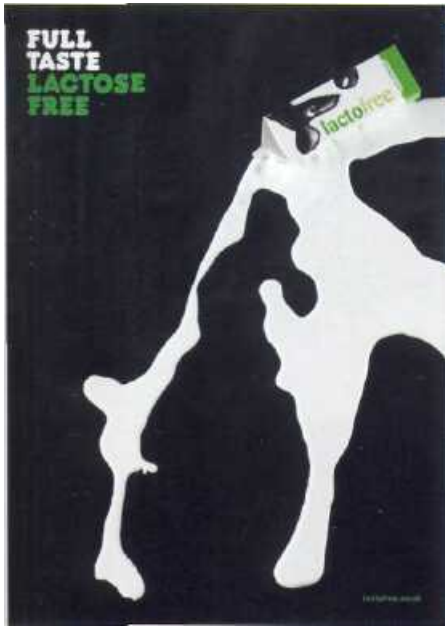


**FULL
TASTE
LACTOSE
FREE**

lactofree.co.uk



A print push for a new dairy innovation is creating a stir. Laura Swinton chews the cud

There's no use crying over Spilt milk, but when said milk has taken some hardcore mathematics, a model maker and nearly a week of painstakingly Conducted spillage tests, you may be forgiven for getting slightly moist around the eye. When Euro RSCG creative team Ryan Petie and David Herse first set out to create their press campaign for lactose-free dairy milk Lacto Free, they did not envision the challenges that lay in store. The prints show generous splashes of milk casually arranged in bold bovine motifs.

But - as any hairdresser will tell you - effortless chic doesn't come easy.

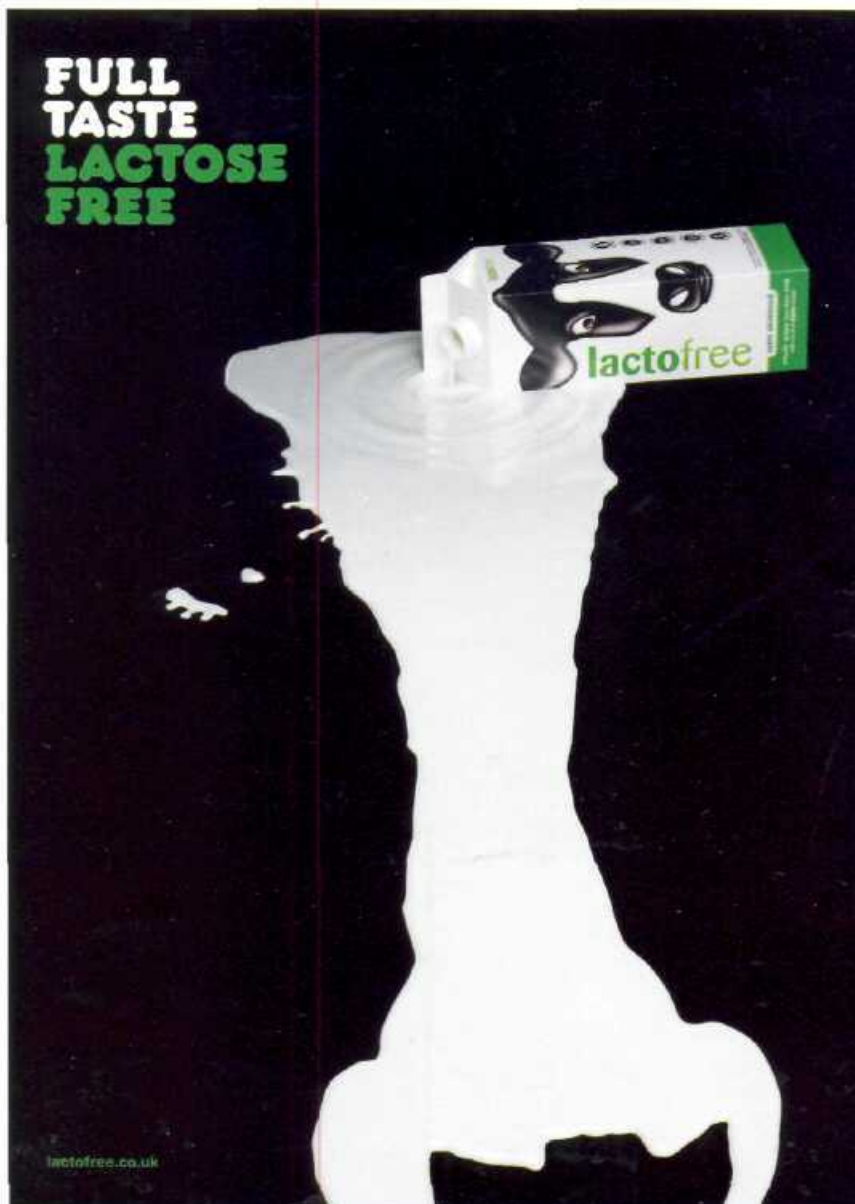
For example, art director Herse had to deal with the problem of curdling milk. After trying out various methods he eventually worked with a model maker to create accurate resin splashes, complete with ripples, and spent a day figuring out different perspectives with photographer Lol Keegan. "The main problem was that Dave spent days doing milk tests - I was without milk on my Coco Pops for about a week and a half," says copywriter Petie.

But while the execution might have been tricky, the idea came quite easily. "We always try to get a monkey or a cow into most of our ads - and in this case we thought the cow was more fitting!" laughs Petie, who has been working with fellow Aussie Herse since their days at Publicis Australia. "And a Friesian cow was the natural choice because its hide has the same splotchy pattern as milk splashes."

The client contact was a former creative, and this meant that the team were left relatively free of interference. The brief was simple - the only message they had to get across was that the product was made from real milk.

At the moment the campaign is running across print and TV, but Petie and Herse feel that the bold splatters would also perfectly suit outdoor work. Not that they want to milk the situation or anything. 🐄

Lacto
 Pattern
 (left)
 Grazing
 (above)
 Face
 (right)
Agency
 Euro RSCG, Paris
Creative Team
 Ryan Petie,
 David Herse
Photographer
 Lol Keegan



MILKY
 WAYS