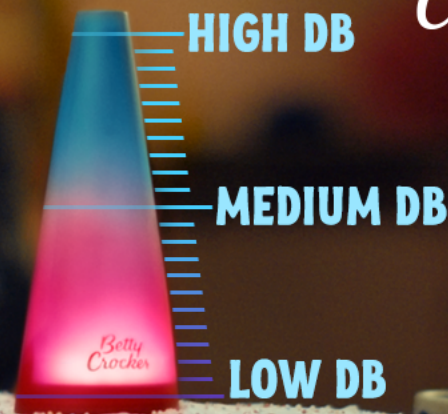


No Blow Candle

Betty
Crocker



FROM  TO 

BRIEF

BETTY CROCKER TURNS 100

And they wanted to save birthdays for the next 100 years too.

TENSION

WILL WE EVER BLOW OUT CANDLES AGAIN?

100s of articles asked if the germ-spreading ritual would survive the pandemic. And searches for "candle blowing germs" rose by 400%.

IDEA

A NEW RITUAL BASED ON CLAPPING

Clap *all* you can to make the candle light all the way to the top — that's when you make your wish!

EXECUTION

A SOUND-DRIVEN, INTERACTIVE LED CANDLE

The candle reacts to the sound of the most universal expressions of joy: Clapping and singing.