

CULTURAL INSIGHT

The Super Bowl is usually filled with trailers for Hollywood's next big tentpole films. People talk the next day about the upcoming films and watch the trailers ad nauseum. So what if we created a trailer for Zoolander 3. But it's really a promotion for Duck Plump.

PR HEADLINE

Zoolander is back! This time sponsored by Duck Plump.
- NY TIMES

THE MEME

(shot of Zoolander posing with duck lips)
Duck, Duck, Goose!



