

Creators: @bamcomedyuk  
Brand partner: @moonpig

# "TRYING TO BOND WITH YOUR FATHER-IN-LAW"

AN ORIGINAL MUSICAL COMEDY VIDEO BY BAM! COMEDY FOR MOONPIG'S FATHER'S DAY CAMPAIGN

## The objective

To create a genuinely funny and relatable Father's Day comedy video that audiences would want to watch, engage with, and share, while seamlessly integrating Moonpig.

## Results



4M+

Total views

41s

avg watch time

17k+

saves/favs

252k+

likes

19.7%

skip rate

3k+

new followers



moonpig



## Why it resonated

- Relatable father-in-law dynamic
- Authentic casting of real family members
- Comedy song format native to social
- Creator-first execution, not ad-first

## Audience reaction



Thais Tulio

I think this is the best ad I've ever seen



Le-Ann

The fact that he agreed to do this



Roadhouse Nail Bar

you guys are too funny that's an amazing relationship



This is a hell of an ad didn't realize it was an ad until the end. nice to see entertaining ads.



GoofyWelshGit

This is absolutely amazing I love it!

## Long-term partnership

Bec + Sam have teamed up with Moonpig for multiple campaigns. That consistency boosts brand recall, trust and connection because audiences can feel how much Bec + Sam really love Moonpig.

Click to see!

Dec 2023  
Christmas

Feb 2024  
Valentine's

Mar 2024  
Mother's Day

Feb 2025  
Valentine's

Mar 2025  
Mother's Day

Jun 2025  
Father's Day

Sep 2025  
Popular bday

Dec 2025  
Christmas

Jan 2026  
Valentine's

