

Creators: @bamcomedyuk
Brand partner: @moonpig

Results



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

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.

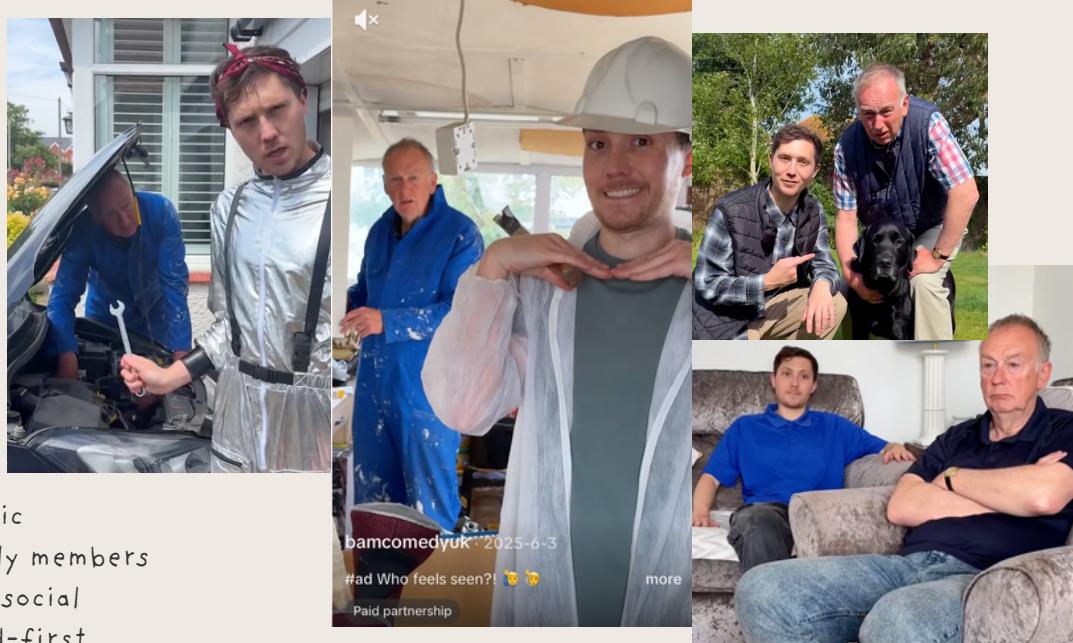
Click to see!

“TRYING TO BOND WITH YOUR FATHER-IN-LAW”

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



X moonpig



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.

Audience reaction

