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## Little Moons: The Flavour System by Lucky Generals

Location: UK

Agency: [Lucky Generals](#)

Date: Sep 2021

Overall Rating

 0/5

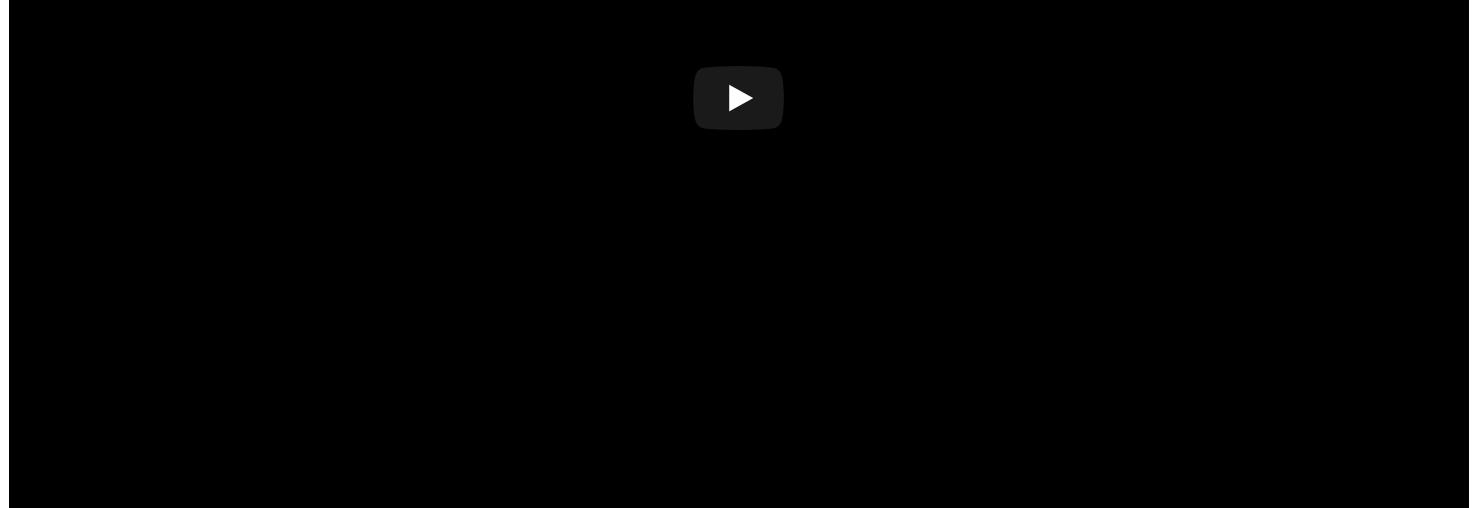
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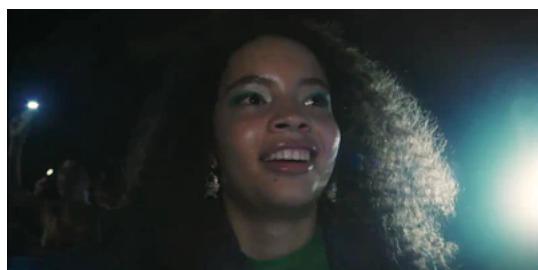


Lucky Generals has embarked on an other-worldly campaign to promote the launch of the ice cream brand Little Moons.

'Ice Cream From Another World' is the first spot from the agency since winning the account late last year, and aims to reflect the joyfully uplifting and unusual sensation of eating Little Moons mochi delights.

The hunger-inducing campaign, directed by Em Cole through 1stAveMachine, consists of two 20-second films, 'The Flavour System' and 'Necks Appeal'. Both showcase pastel-hued Wes Anderson-style cinematography with a 60s space-age theme.

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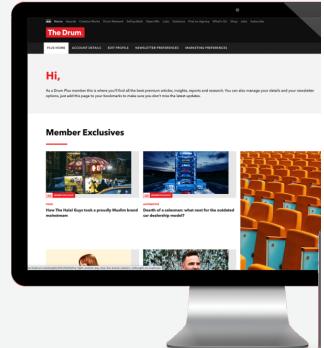
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