

A REAL PROTEIN BAR.

The fitness industry turned protein into everything. Perdue brought it back to the obvious.

SPECULATIVE CAMPAIGN

HERO PRODUCT



PROTEIN BECAME EVERYTHING.

THE PROBLEM

**BARS.
COOKIES.
CHIPS.
SHAKES.
ICE
CREAM.**

More flavors. More formulas. More ways to turn one simple nutrient into a whole personality.

Somewhere along the way, eating protein got weirdly complicated.

PERDUE HAS THE PROTEIN. NOT THE PROTEIN HYPE.

THE ASK

Chicken already lives in gym culture. But the brands owning the protein conversation are bars, powders and supplements.

Make Perdue feel native to modern fitness culture without pretending chicken is something it isn't.

28G
PROTEIN

DON'T MAKE ANOTHER PROTEIN PRODUCT.

MAKE CHICKEN LOOK LIKE ONE.

THE HERO OBJECT



The advertisement features a Perdue Chicken Protein Bar as the central hero object. The bar is shown both inside its white and blue wrapper and as a whole piece with a grill pattern. The wrapper prominently displays the Perdue logo and 'CHICKEN PROTEIN BAR' text, along with a circular badge indicating '28g PROTEIN'. To the left of the bar, a list of benefits is provided: '99% FAT FREE', 'BONELESS & SKINLESS', and 'EXCELLENT SOURCE OF PROTEIN'. The background is a light blue gradient with a dark blue base featuring a stylized house and floral patterns. On the right, bold text asks 'trying to hit your protein goal?' and 'just f*cking eat chicken.' Below this, a small chicken icon is next to the phrase 'real protein? no whey!'.

Perdue
CHICKEN PROTEIN BAR

- ✓ 99% FAT FREE
- ✓ BONELESS & SKINLESS
- ✓ EXCELLENT SOURCE OF PROTEIN

28g PROTEIN

trying to hit your protein goal?

just f*cking eat chicken.

real protein?
no whey!

A REAL PROTEIN BAR.

A literal chicken breast, packaged with the visual language of sports nutrition.

**No birthday cake.
No scoop.
No identity crisis.**

CAMPAIGN VISUAL LANGUAGE



REAL PROTEIN? NO WHEY.

OFFICIAL CAMPAIGN LINE

JUST F*CKIN' EAT CHICKEN.

The cheekier social + OOH voice.

**One brand idea.
Two levels of attitude.**

MAKE THE OBVIOUS IMPOSSIBLE TO IGNORE.

**YOUR SHAKER
BOTTLE IS
WORKING
OVERTIME.**

PERDUE / REAL PROTEIN? NO WHEY.

**28G. ZERO
BIRTHDAY
CAKE.**

PERDUE / REAL PROTEIN? NO WHEY.

**PROTEIN.
ORIGINAL
FLAVOR.**

PERDUE / REAL PROTEIN? NO WHEY.

**THE ORIGINAL
PROTEIN BAR.**

PERDUE / REAL PROTEIN? NO WHEY.

**NO SCOOP
REQUIRED.**

PERDUE / REAL PROTEIN? NO WHEY.

**YOUR
MACROS
CALLED. THEY
WANT
CHICKEN.**

PERDUE / REAL PROTEIN? NO WHEY.

**OPEN
THE REAL
PROTEIN
BAR.**

A pop-up that looks like a trendy sports-nutrition bar — except every item on the menu is chicken.

The campaign name becomes a place you can actually walk into.

A REAL PROTEIN BAR

REAL PROTEIN? NO WHEY.

MIAMI MUSCLE BEACH ACTIVATION



ORDER BY PROTEIN, NOT FLAVOR.

EVERY RECEIPT ENDS WITH:

YOU COULD'VE JUST EATEN
CHICKEN.

THE 28 **28G**
GRILLED CHICKEN

THE PR **42G**
EXTRA CHICKEN

THE NO WHEY **28G**
LEMON PEPPER

THE CLEAN BULK **56G**
DOUBLE CHICKEN

THE PROTEIN BAR VENDING MACHINE.

Put it inside or outside a famous gym.

It looks like a normal protein-bar machine. Every slot dispenses refrigerated Perdue chicken.

LAUNCH-PR READY

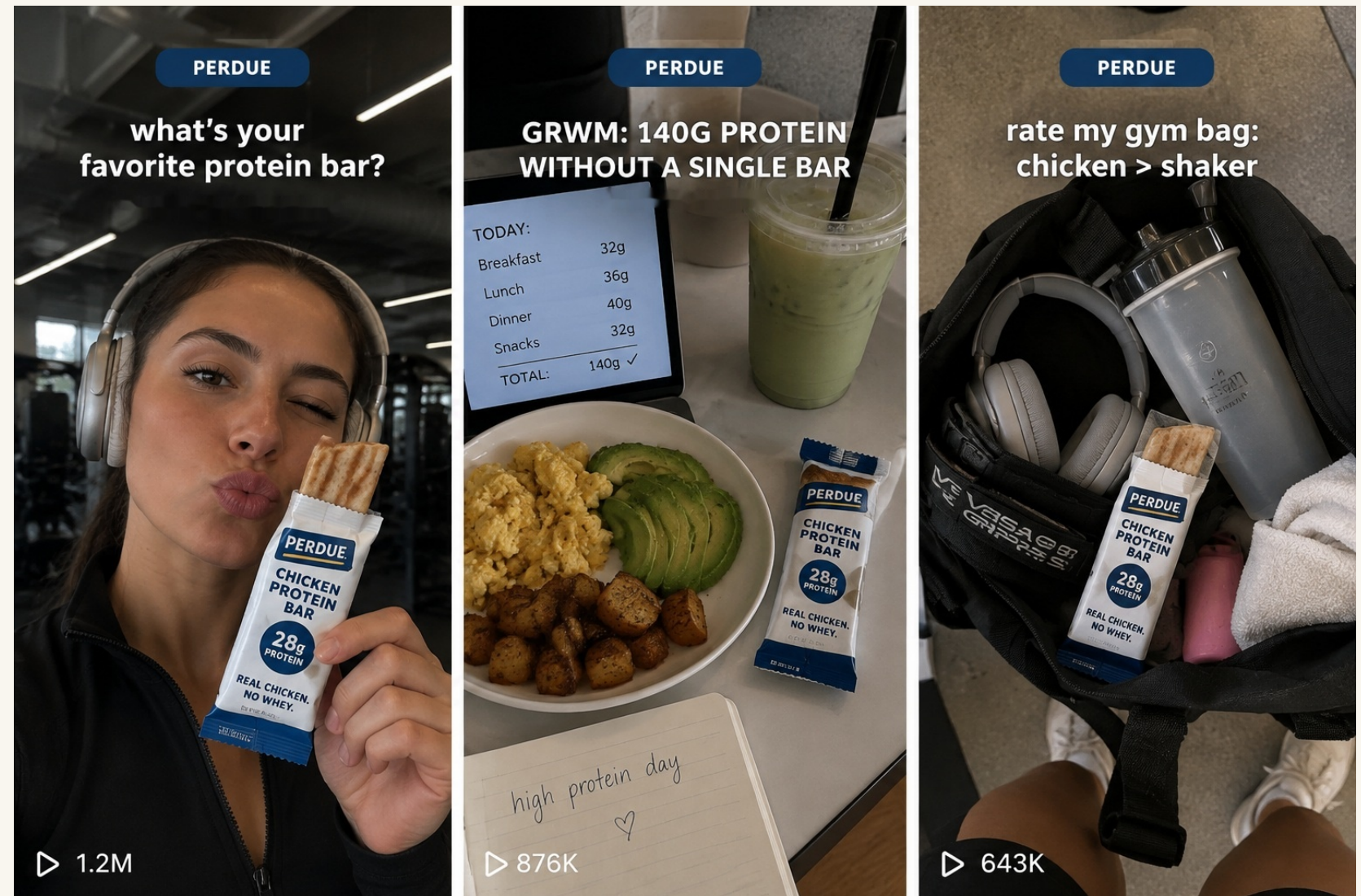


SHOW US HOW YOU ACTUALLY HIT YOUR PROTEIN.

A social format anyone can copy: show the unexpected way you actually hit your protein.

#JUSTEATCHICKEN

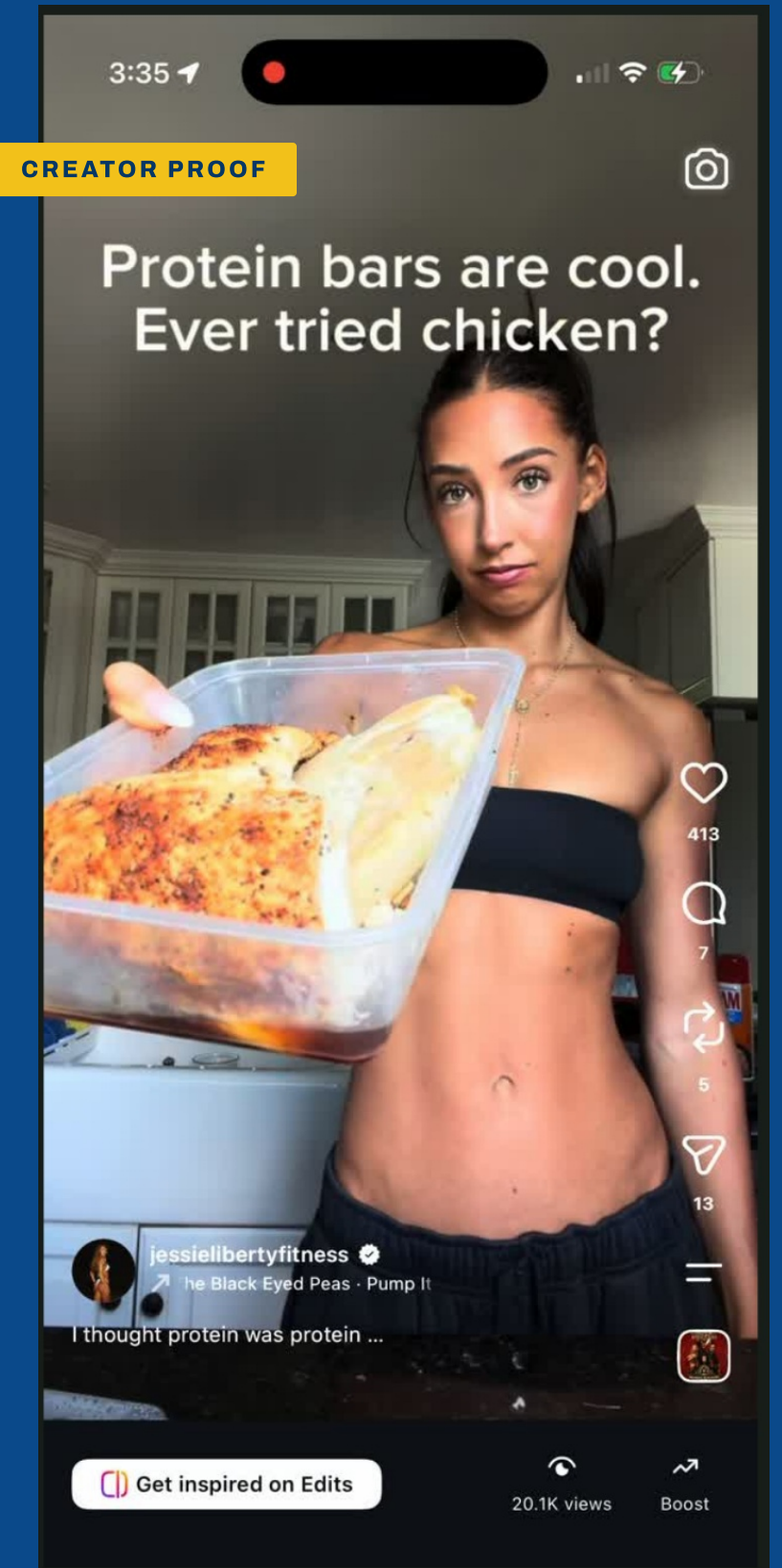
SOCIAL PROOF



THE PRODUCT IS ALREADY THE CONTENT.

**Unboxings. Gym-bag reveals. Taste tests.
Duets. Reactions.**

The weirdness earns the first reaction before Perdue has to explain the joke.



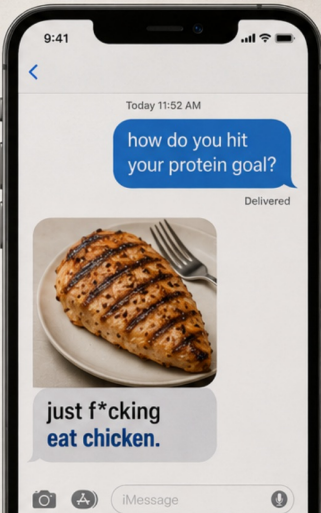
LOOKING FOR PROTEIN? WRONG AISLE.

Shelf talkers in the protein-snack aisle point shoppers toward the refrigerated section.

The stunt turns into purchase.

RETAIL EXECUTIONS

STOP OVERTHINKING.
START EATING.



9:41
Today 11:52 AM
how do you hit your protein goal?
Delivered
just f*cking eat chicken.

Perdue real protein? no whey!

- ✓ 28G PROTEIN PER SERVING
- ✓ NO HORMONES OR STEROIDS ADDED*
- ✓ ONLY ONE INGREDIENT

*Federal regulations prohibit the use of hormones or steroids in poultry.

ONE INGREDIENT WINS.

PROTEIN POWDER	VS.	PERDUE CHICKEN
		
INGREDIENTS: Protein Blend (Whey Protein Isolate, Whey Protein Concentrate), Natural and Artificial Flavors, Soy Lecithin, Sucralose, Acesulfame Potassium, Cellulose Gum, Xanthan Gum, Salt, Silicon Dioxide, FD&C Colors. ...and more.		INGREDIENTS: Chicken.

Perdue real protein? no whey!

trying to hit your protein goal?
just f*cking eat chicken.



THE STRONGEST PEOPLE IN THE GYM KNOW A SECRET.
just f*cking eat chicken.

REAL PROTEIN.
NO SHAKER REQUIRED.

trying to hit your protein goal?
just f*cking eat chicken.



real protein? no whey!

**DON'T TURN
THE JOKE
INTO
A NUTRITION
LECTURE.**

**THE CAMPAIGN DOESN'T
NEED TO PROVE
SUPPLEMENTS ARE BAD.**

It only needs to remind people that whole-food protein already exists - and Perdue sells it.

**CHICKEN.
THAT'S THE POINT.**

ONE IDEA. EVERYWHERE PROTEIN CULTURE LIVES.



01	HERO OBJECT	A Real Protein Bar
02	OOH	Roast overcomplicated protein
03	EXPERIENCE	The Real Protein Bar pop-up
04	STUNT	Chicken vending machine
05	SOCIAL	#ProteinBarCheck
06	RETAIL	Wrong aisle -> refrigerated section

THE FITNESS INDUSTRY TURNED PROTEIN INTO EVERYTHING.

PERDUE BROUGHT IT BACK TO CHICKEN.

A REAL PROTEIN BAR.

REAL PROTEIN? NO WHEY.