



The iconic ‘Got Milk?’ campaign is back – and trending!

Brief

When MilkPEP noticed a rise in dairy consumption at the beginning of quarantine during the COVID-19 pandemic, they decided to revamp and relaunch their classic “Got Milk?” campaign. This time, targeting a new generation of milk drinkers -- Gen Z, who had taken to TikTok and Instagram to film themselves not only drinking milk, but also dunking it, dancing with it, and pouring it. MilkPEP tapped Catch&Release to scour TikTok for the most creative videos of everyday people, athletes and influencers alike, interacting with milk.

Solution

While the initial brief led to a high volume of content, curators were able to share 70 licensable pieces of UGC on a rolling basis, each day, enabling MilkPEP to build their script in real time. Ultimately, 43 milk-related photos and videos were licensed to be used as the primary creative for each of the five spots. The campaign was picked up by major publications, such as NYT, Washington Post, USA Today and ESPN, and quickly became a trending topic on TikTok, Twitter and Reddit.

Challenge

MilkPEP aimed to create five spots featuring #GotMilkChallenge user-generated content (UGC) in the span of just over a month. The creative team took a different approach to the development of the spot: they would build the script backwards - first curating and selecting content, and then writing the script based on what inspired them. The Catch&Release Curation team was tasked to curate under very broad search parameters: find any and every piece of viral-like “Got milk?” content.

Results

- 3B+ views on TikTok within two weeks
- Picked up by over 10 publications
- Over 25% of the shots used in the final edit were curated by Milkpep

“I can’t possibly capture all the appreciation and positivity we had here. Much of the success of the campaign is thanks to you.”

Executive Producer