

Creative Strategy

Fresh Truths:
Reality expressed in a fresh way.

Frozen burgers will never be fresh again.

www.FreshTruths.com



Frozen burgers will never be fresh again.





Frozen burgers will never be fresh again.



FRESH TRUTHS



Type a subject:

seek a fresh truth

Your fresh truth:

write your fresh truth

watch

vote



behold the truth.

upload a photo.

watch

vote

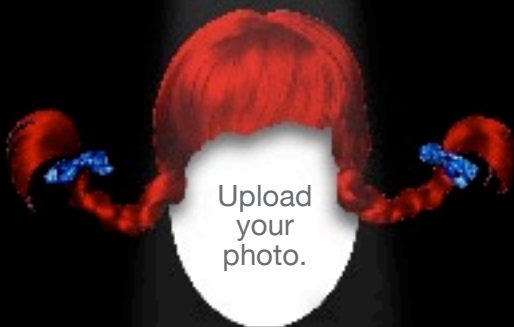


Send to a friend.

upload a photo.

watch

vote



Upload
your
photo.



[View the truth.](#)

[watch](#) [vote](#)



Send to a friend.

watch - vote

FR
HS



FRESH TRUTHS

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- Alan Stang - Chicago, IL*
- Adam Scudieri - Stow, OH*
- Phil Stanford - St. Louis, MS*
- Ron Seichrist - Miami, FL*
- Kerry Anderson - New York, NY*
- Jennifer Fisher - Madison, WI*
- Mike Allen - Charlotte, NC*
- Brian Walker - Oakland, CA*



Supporting Tactics:

TV



RED WIG: How did it go?



Girl: I couldn't do it, I couldn't break up with him.



RED WIG: You're only in a relationship if your online profile says so.



GIRL: That's right.



RED WIG: That's a fresh truth.



That's right.

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OUTDOOR

***The bottom of your seat is
a perfect napkin.***

www.freshtruths.com



***Some work days, lunch is the
most strategic decision
you make.***



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***The best
part of a
hangover
is the
guilt free
meal.***

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**You can use
the dryer but
you'll still
wipe your hands
on your pants**
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***Between these
walls, the
smell belongs
to us all.***
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IN STORE



