

FoxP2's new ad for Wimpy offers a resolution to the indecisive diner

Have you ever wanted two things at the same time? Surely, most of us have experienced it in our lives especially when it comes to ordering food at the restaurant.

The new Wimpy toasted cheeseburger TV commercial captures this difficulty perfectly. This ad shows a woman on two separate dates with two men, on different occasions at Wimpy where the conversations are played back-to-back.

It turns out that she shares common interests with both of them. When it's time to order food, she is faced with the tough decision of choosing between a toasted cheese sandwich or a burger. That's when Wimpy's new toasted cheeseburger enters and becomes the best decision in this case.

Unlike the belief that we don't always get what we want, Wimpy turns this thinking around and gives the customer the best of two choices.

Agency and team credits

- Agency: FoxP2
- Executive creative director: Grant Jacobsen
- Art director: Laura May Vale
- Copywriter: Lisa Bayliss
- TV production: Leigh Harris
- Group account director: Nina Kohler
- Account Director: Eric Sibanyoni
- Production: Team Best
- Director: Bryan Van Niekerk and Asher Stoltz
- Producer: Eduan Van Jaarsveld
- Editor: Julian Redpath
- Post-production: Mushroom Media

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