

HMH WEEKLY AWARDS

BRAND:
KIND Snacks

CATEGORY:
Kindly flipping the bird at
traditional delivery methods



When life gave KIND Snacks lemons, they made frozen lemonade. Except by “lemons” we mean an international pandemic in the middle of a major product launch. And “frozen lemonade”, an [epic food delivery](#) for three lucky customers.

KIND used three unexpected vehicles to deliver their new frozen snacks—a bird, drone and hot air balloon. This felt only right given that 2020 has been anything but normal.

Besides showing off the general fun-ness of the brand, this campaign has opened the door to more creative (and possibly more efficient) avenues of delivery. Squirrels, you’re up next!