

DooF Ads

DooF Ads offer a funny, unforgettable, rapid-fire, minute-long way for kids and families to uncover the sheer *awesomeness* of **food!** Give your own fun food stories the DooFy spin with a DooF Ad specially created to showcase your company or a food you make.

CRITERIA

Hilarious • Healthy • Clever • Educational • Live Action • Veg-imation • Food = Fun!

Why? DooF Ads satisfy that craving for bizarre and unexpected food factoids in a series of minute-long videos that span the gamut from funny and factual to side-splittingly hilarious, each one uniquely designed to teach us about healthy food.

“What’s the deal with...”

DooF has something silly and educational to say about every kind of food from **sandwiches** and **juice** to **fruit**, **vegetables** and...

Crackers – Crackers are made with starch, right? And starch is a complex sugar. So why aren’t they sweet? Well, if you stick them on your tongue and wait for the saliva to dissolve them...

Milk – Whose idea was milk? We breed these huge creatures to produce it for us, and are alone among animals in insisting on drinking it beyond infancy. Sure, it’s a source of lactose, but you can get that from forsythia flowers.

Bread – The fact that bread expands when you cook it should be your first clue: bread is an incredible deal! Most other foods shrink. No wonder it’s a staple in just about every country and has been eaten since before 6000.

Pizza – Yes, it’s everyone’s favorite, and is designed to fit perfectly in those boxes. Discover how pizza can give you your daily dose of anti-oxidants, and what other food has its own handle that you can eat?

DooF is an integrated, multi-platform media brand designed to get kids and families excited about healthy food. DooF makes good food fun by engaging kids and families in the crazy, amazing and wonderful story of where food comes from.

