
GERBER REVAMPS POPULAR BABY YOUTUBE VIDEOS FOR ADS



Gerber®

YouTube is providing Gerber foods with a new source of material for its TV ads. The ads, created by Draftfcb, present an edited version of two well-known YouTube videos: "Charlie bit my finger" and "I don't like you, Mommy". Together, the videos have generated nearly 450 million views. Gerber is hoping that the new ads will find an enthusiastic audience among younger, tech-savvy mothers.

Read the full article here:

[Campaign Spotlight: Letting Charlie Bite the Finger Again](#)

<https://blog.granted.com/>