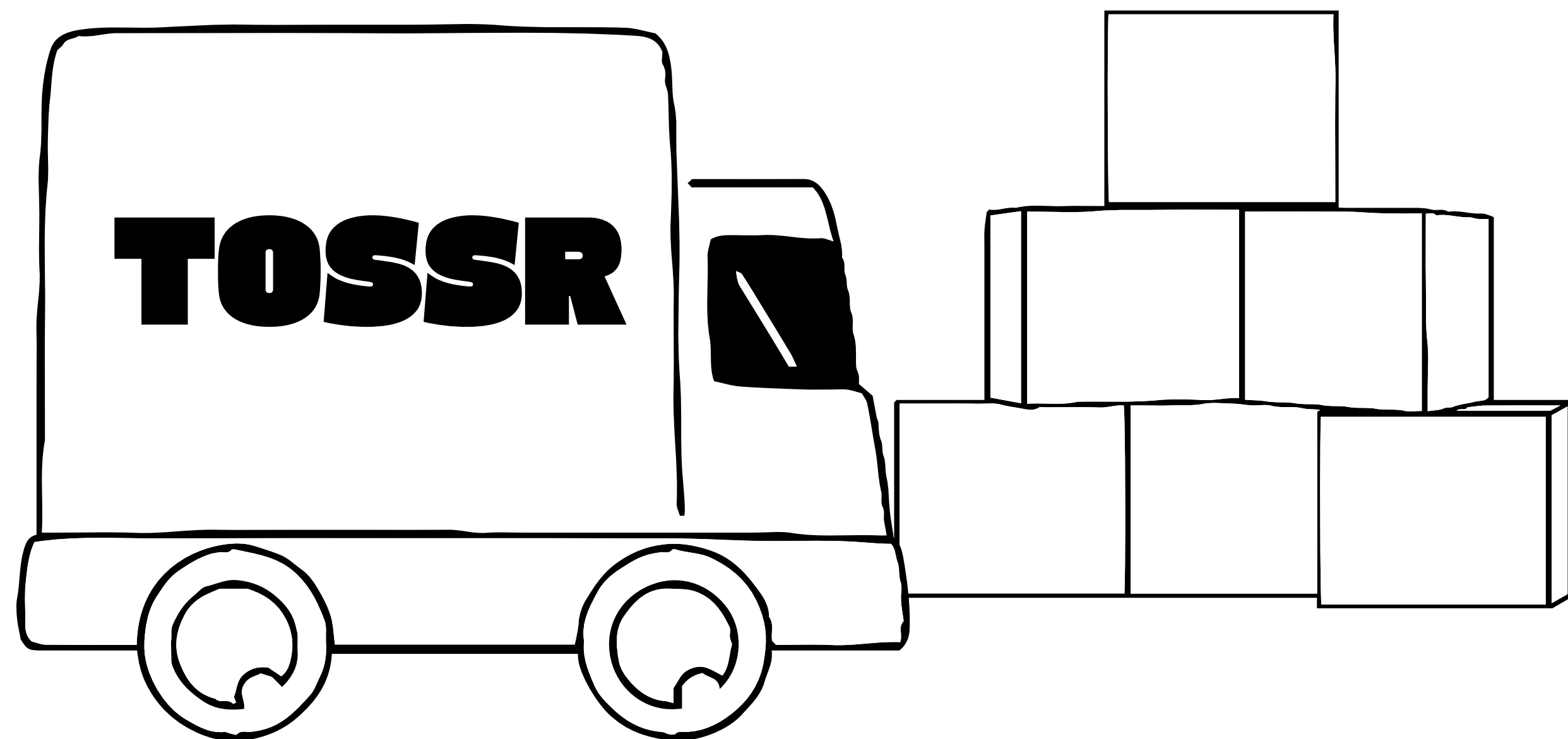


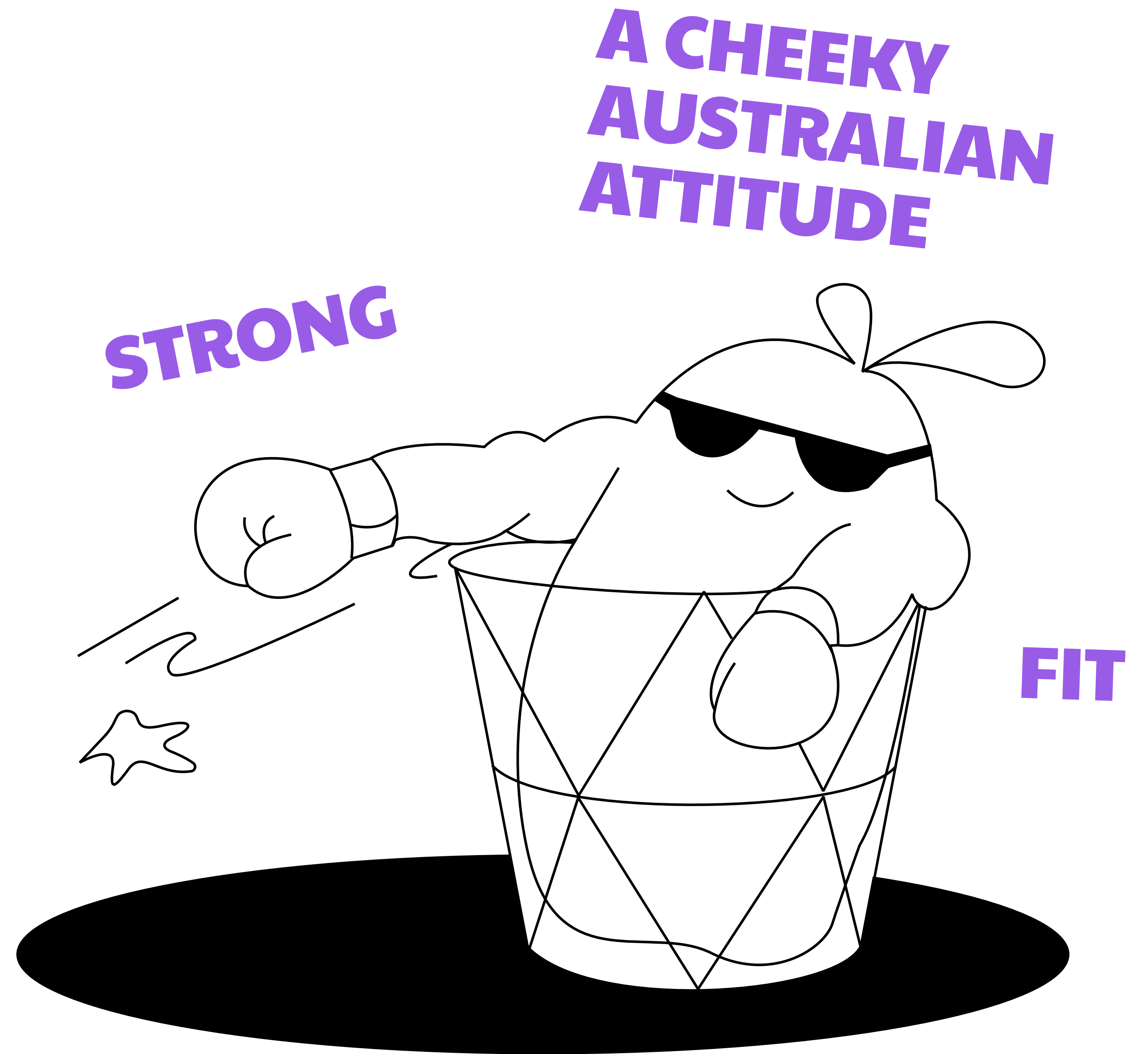


is a brand of **SUPER-STRONG GARBAGE BAGS WITH A SUBSCRIPTION SERVICE.**
The idea is simple: solve two everyday problems — bags that rip and bags that run out.

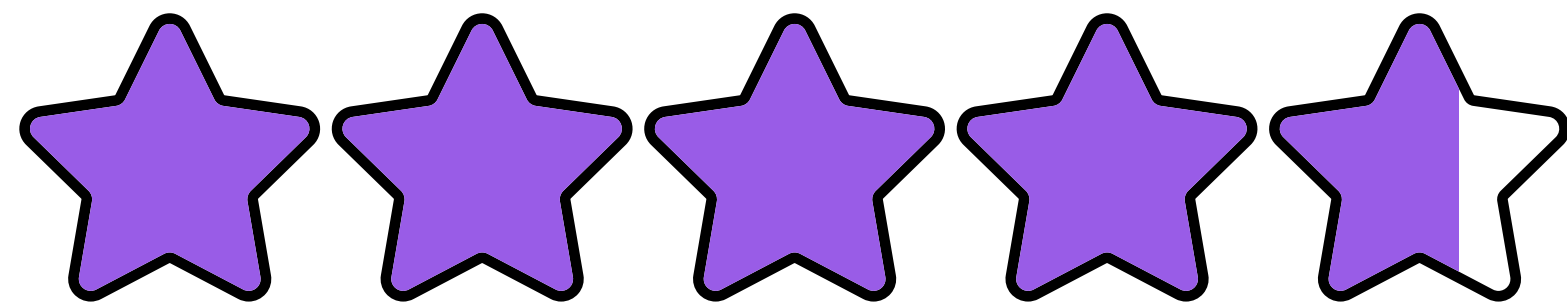
Launch the brand in the Australian market,
make it stand out in a commodity category,
and build a recognizable personality around
the Stupidly Strong idea. At the same time,
drive first purchases and subscriptions.



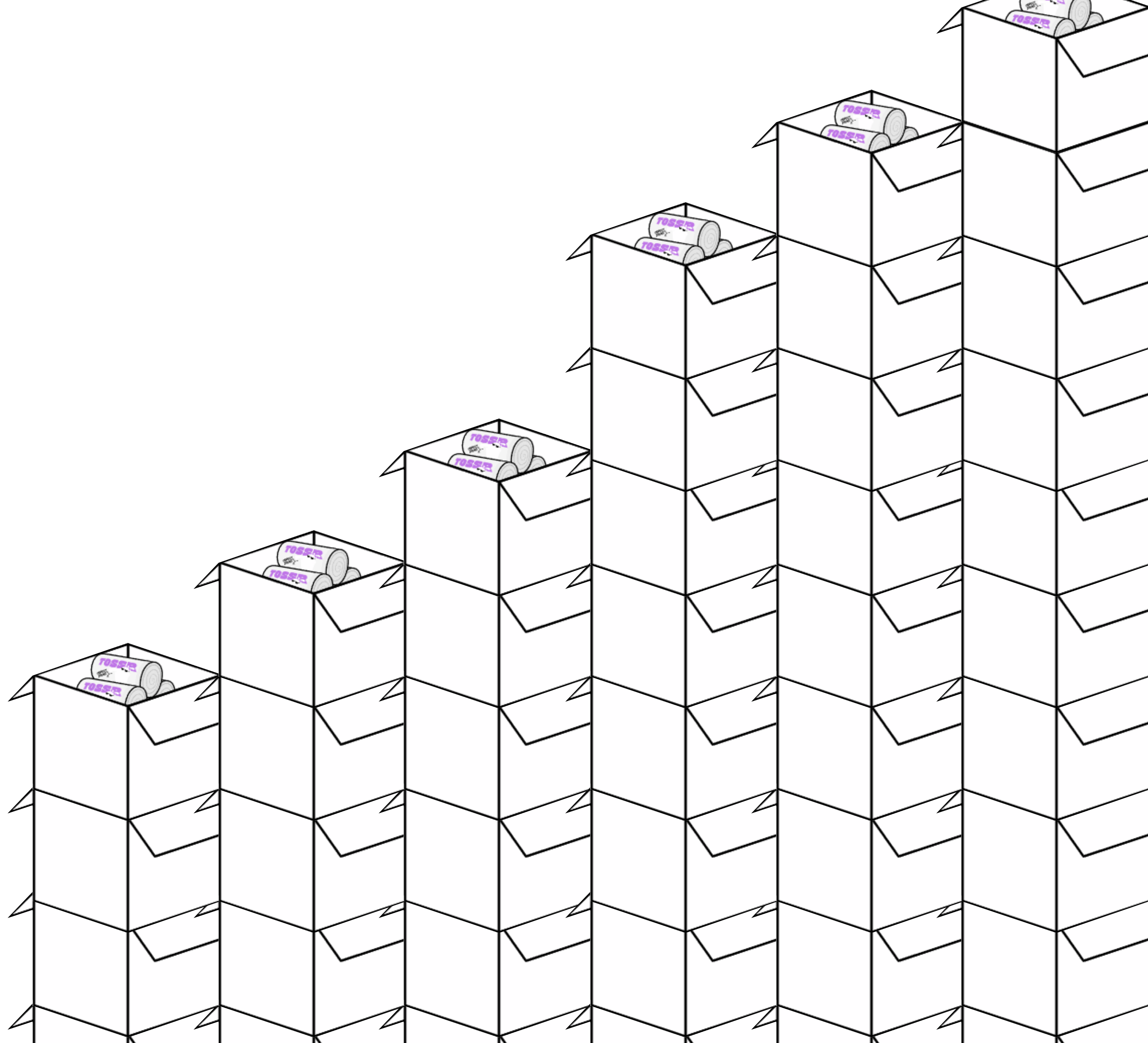
**WE MADE
THE GARBAGE
BAG ITSELF
THE BRAND'S
MAIN
CHARACTER**



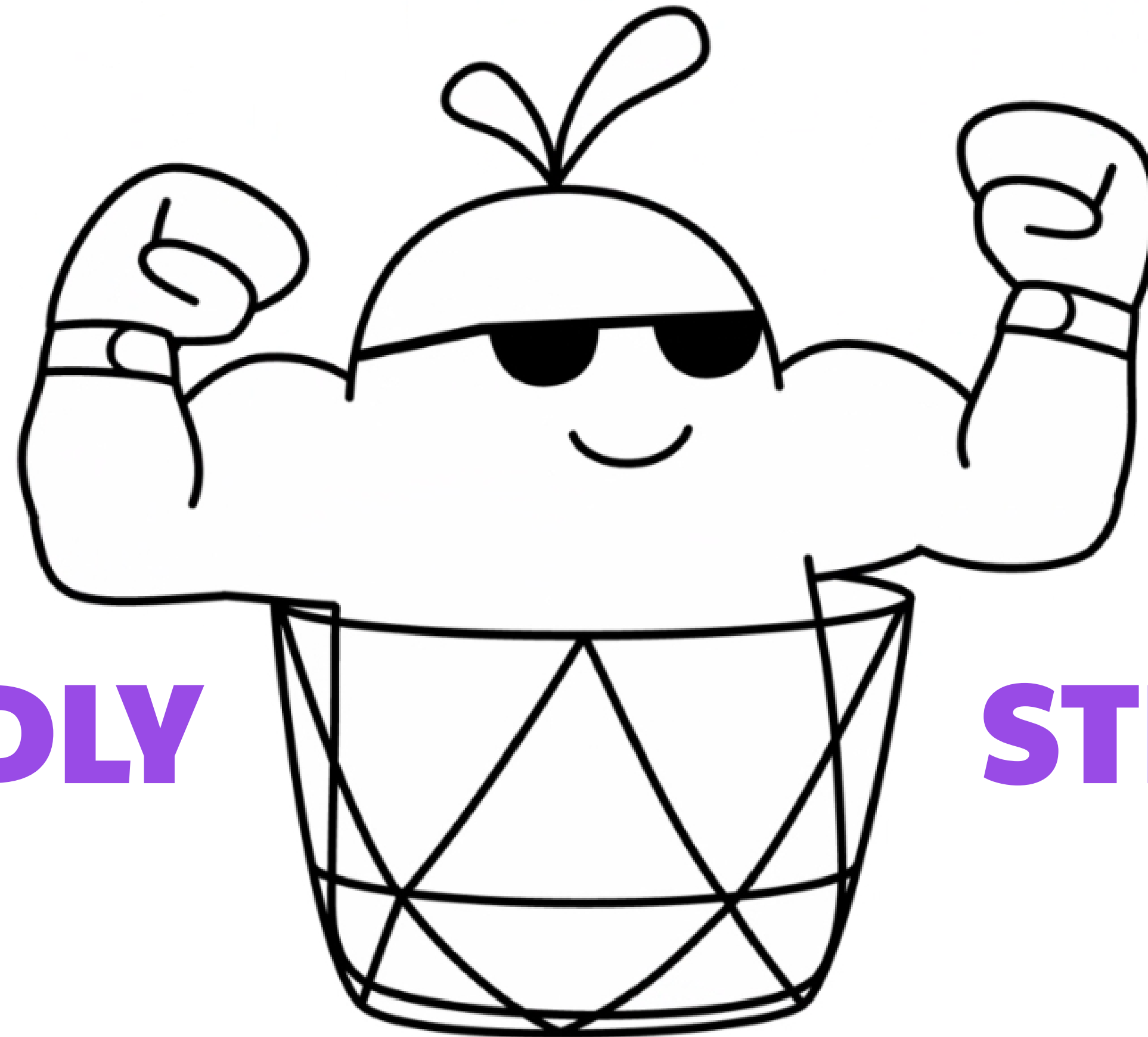
In the **FIRST MONTH**
after launch, TOSSR gained
200+ SUBSCRIBERS



With an average user
RATING OF 4.8/5



TOSSER



STUPIDLY

STRONG