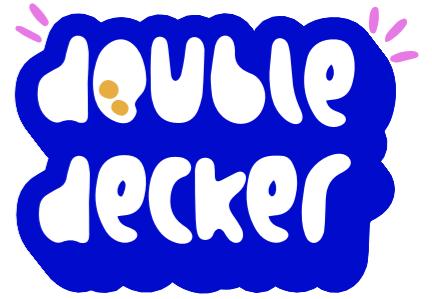




How do you like  
your eggs in  
the morning?





unboxing eggsperience

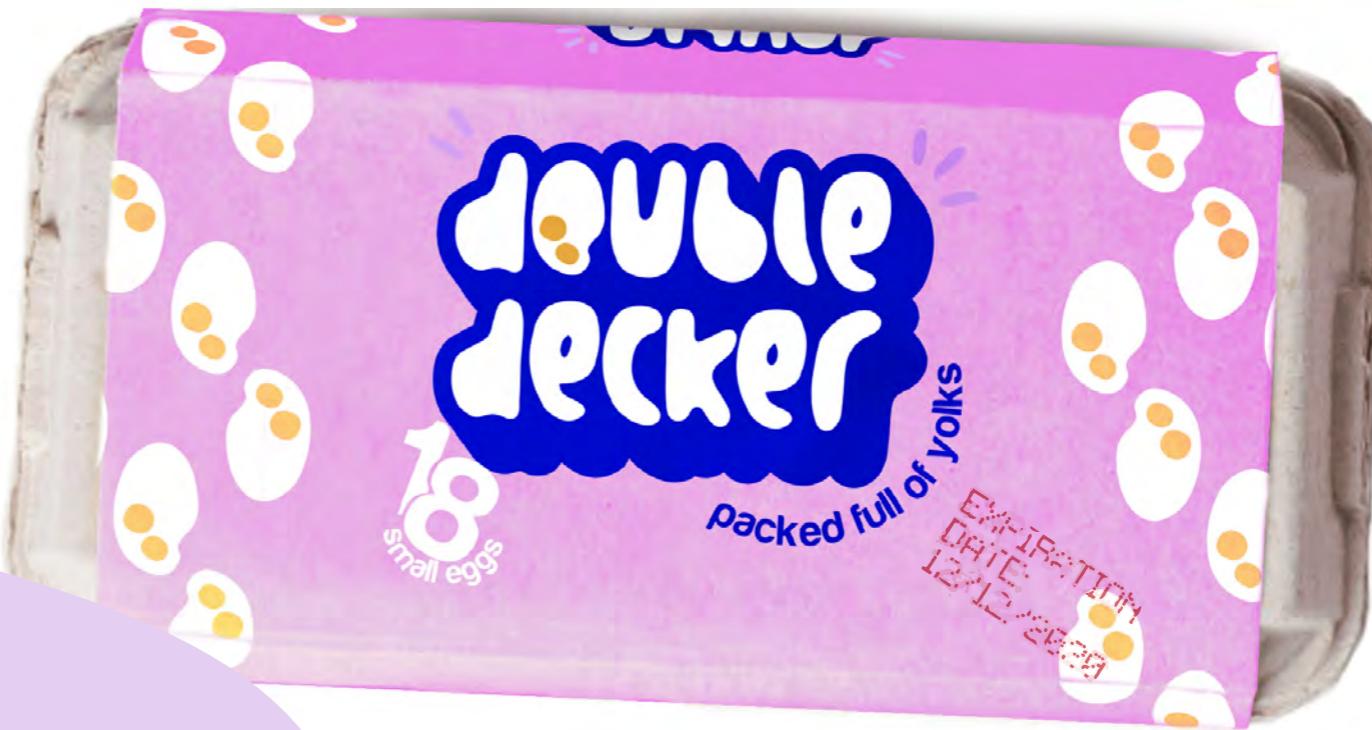


Whether you're a protein packer or a buzzing household, this double layered egg box packed full of yolks will fill your bellies.

double  
decker

our eggcellent eggs...

Our boxes are easy to distinguish if you need small, medium or large eggs. Our colour and style are fresh and eggciting with a cheerful font and feel to the brand. Our tone of voice fits the branding perfectly, playing on that cheerful and cheesy feel.



**Every egg box is wrapped in reversible packaging, on the back is the 'good news' article of the day, a way of date stamping the eggs in a more joyful way!**

**If the eggcellent news doesn't put you in a good mood then the chance of a double yolk should!**

**Starting your day the right way.**

The image shows a white egg carton filled with brown eggs. One egg has been removed from the carton and is placed on a yellow surface, which appears to be the back of a newspaper or a card. The newspaper has a yellow background with white illustrations of fried eggs. The title 'double decker' is at the top, followed by 'eggcellent news...'. A purple headline reads 'Chimps From Two Czech Zoos are Zooming Each Other Every Day'. Below it, a photo shows chimpanzees at a zoo. Text discusses their interaction via video call. A QR code and a 'now eat ya eggs!' message are at the bottom. To the right, a purple circle says 'TURN OVER TO READ MORE' and 'double decker' again with 'EGGCELLENT NE' below it. The background is a light purple gradient.

**the hard-boiled facts . . .**

**double decker**  
eggcellent news...

**Chimps From Two Czech Zoos are Zooming Each Other Every Day**

Mar 23, 2021  
By Andy Corbley

If there was anyone in our society who didn't know how to use Zoom, they do now. The demand for the superior video call platform has obliterated all others over the course of the pandemic, and its popularity is even crossing the species boundary.

Chimpanzees at two Czech zoos are, like the rest of us, staying in contact via Zoom, as the zoo staff seek to give them some company and stimulation during the long hours of isolation.

Chimp gang Dingo, Babeta, Bonnie, Suzi, Chispi and Mat at Safari Park Dvur Kralove have had their lives Zoom-displayed on giant screens in front of the simians at a Brno Zoo enclosure 90 miles away, and vice versa.

There are no confusions over whether the default speaker is selected, or if the mute button is on, as the sound off entirely, but that hasn't stopped the two groups from enjoying the company of their cousins.

Reuters reports that it didn't always seem like a family reunion. "At the beginning they approached the screen with defensive or threatening gestures," said Gabriela Linhartova, one of the ape keepers at Dvur Kralove Zoo east of Prague.

"It has since moved into the mode of 'I am in the movies' or 'I am watching TV'. When they see some tense situations, it gets them up off the couch, like us when we watch a live sport event," she said.

While observing the others' day-to-day lives, the chimps have taken to other human behaviors, such as shoveling things like peanuts into their mouths while they watch—reminding this author of the "junk food movie nights" of his childhood.

There is a live stream on the zoo's website where the calls—streamed daily from 8AM to 4PM CET—will continue until the end of this month at least.

Or read more eggciting news here!

now eat ya eggs!

TURN OVER TO READ MORE

**double decker**  
EGGCELLENT NE



our eggplosive campaign . . .



Our poster shows you how  
your morning isn't just about  
the food you eat but the  
media you consume too!

With our packaging you'll  
receive an 'eggcellente news'  
article that will start your  
morning right!

All that bad news can wait  
till later.



eggstravagent advertising . . .



Of course we had to advertise on a double decker bus! And our tasty poster would work perfectly in the bus shelters or as a stand alone poster!