Cadbury

CRÈME EGG

One of Sixteen.

What's your egg habit?

A 16-character concept. A prototype developed through three.

01 BITER · 14 LICKER · 05 HOARDER

Campaign presentation · Independent speculative work



ONE OF SIXTEEN /
CADBURY CRÈME EGG

One of Sixteen.

A 16-character concept. A prototype developed through three.

01 BITER
14 LICKER
05 HOARDER

A small egg habit.
A very serious character study.



Independent speculative campaign with AI-assisted imagery. Not a Cadbury commission, endorsement or live campaign. DOOH: 1920×1080, eight seconds, silent.

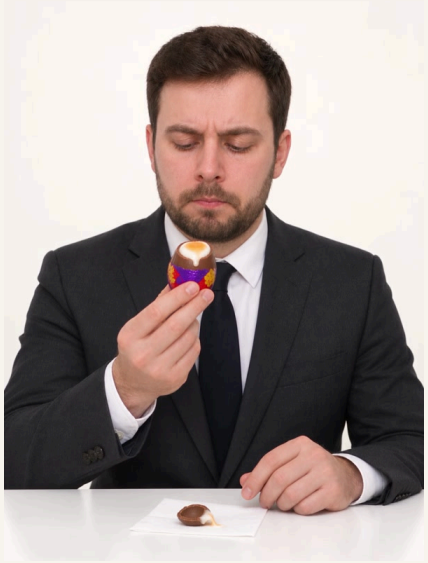
Three habits, taken very seriously.



01 / 16 · BITER

The Biter.

Impatience. The egg is gone before the introduction is finished.



14 / 16 · LICKER

The Licker.

Ritual. Goo first, in no particular hurry.



05 / 16 · HOARDER

The Hoarder.

Saving. Sharing size, personal use.

The clinic is the design language: intake forms, appointment cards and inventory records, all filed with a straight face.

The Biter.

The instruction is interrupted by the bite.

ONE OF SIXTEEN

A VERY SERIOUS EGG HABIT



Too late.

Not one for introductions.

01 / 16 · BITER

A Biter.

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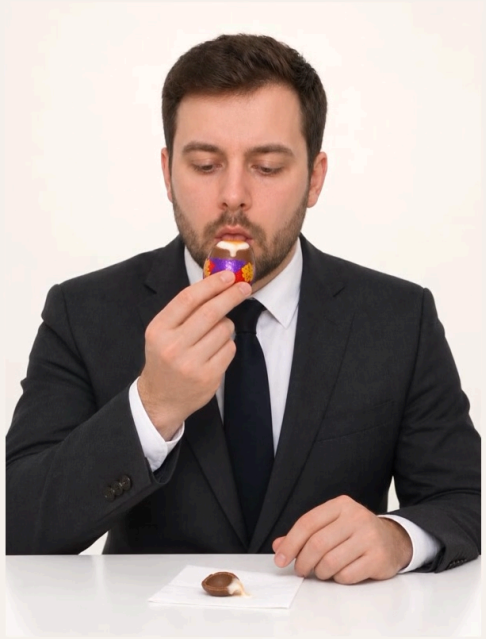
One of Sixteen.

The Licker.

The bar stalls at 97%. He is in no hurry.

ONE OF SIXTEEN

A VERY SERIOUS EGG HABIT



Gladly.

Goo first.

97% IN NO PARTICULAR HURRY

14 / 16 · LICKER

A Licker.

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One of Sixteen.

The Hoarder.

Four allocations become MINE. The drawer closes.

ONE OF SIXTEEN

A VERY SERIOUS EGG HABIT



Sharing size.

ALLOCATION		
01	MINE.	RESERVED
02	MINE.	RESERVED
03	One for us.	
04	One for me.	

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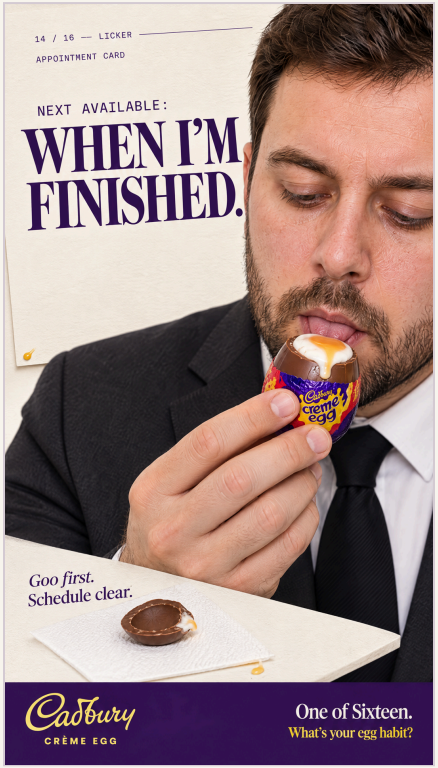
One of Sixteen.

Recognise yourself.

Three verticals, 1080×1920. The paperwork does the talking.



01 · INTAKE FORM



14 · APPOINTMENT CARD



05 · PERSONAL INVENTORY

Later is doing a lot of work.

Five cards, 1080×1350. One, two, three, four. The close keeps four.



01 / 05 · QTY 1



02 / 05 · QTY 2



03 / 05 · QTY 3



04 / 05 · QTY 4



05 / 05 · QTY 4

Second Opinion

Complementary methods, one shared egg.

ILLUSTRATIVE STORYBOARD — NOT FINISHED FILM



00–03 / 01

The handover

Close-up. Grey-shirt woman, left, offers one bitten, goo-filled egg to the suited man on the right.



03–06 / 02

A different approach

Macro. In the suited hand, the same shell is hollow. Only thin fondant traces remain.



06–09 / 03

Return to sender

Reverse handover. The hollow shell returns right to left, into the woman's open palm.



09–12 / 04

Perfectly compatible

After her next bite, only a small chocolate crescent is left. Empty foil and crumbs remain.



12–15 / 05

The profile pair

Two-shot. Woman left, man right. One finished egg, two satisfied methods. Hold the brand.

The Backup

A short study in being extremely prepared.

ILLUSTRATIVE STORYBOARD — NOT FINISHED FILM



00–03 / 01

Plan A

Overhead close-up. One wrapped egg in a white hinged box. The navy sleeve establishes the owner.



03–06 / 02

A reasonable question

The first egg is lifted to frame-left. Its box is clearly empty; the egg stays in hand.



06–09 / 03

Plan B

Widen to a second box with one egg. First box empty; original egg still in hand.



09–12 / 04

Plan C

Widen again: rear box four, front boxes zero and one. Original egg remains in hand.



12–15 / 05

No further questions

Close portrait of the same Hoarder. Reserves stay off-screen.

Claim your profile.

Playful self-selection across three implemented profiles.

Someone hands you a Crème Egg. What happens?

OPEN IT	→	Chocolate first	01 BITER
	→	Goo first	14 LICKER
KEEP IT SAFE	→	Just this one	↩ BACK TO OPEN IT
	→	A backup for my backup	05 HOARDER

No camera. No account. No recorded answers. Three-profile working demo; not a public URL.







SHARE CARDS · 1080×1350

The Hoarder's Box.

For later. Naturally.

Twelve eggs, larger format. A supporting piece for one character, not a range.



What's your egg habit?

Sixteen characters in the concept. Three developed: the Biter, the Licker, the Hoarder.



Independent speculative campaign. AI-assisted imagery.
Not commissioned or endorsed by Cadbury or Mondelēz.