



Unilever contracted OnePartners to launch their successful “Dark Temptation” deodorant to the Australian men’s market. The dude is pretty freaky, but he pulls the chicks.

Big Kahuna created the Choc Man’s head to match the existing international viral & TVC campaign.

The head and wandering hands were made from latex product of a plaster mould ex clay sculpture.

Four sets were delivered for use in experiential marketing promotions, see below.

If you haven’t already succumbed to the temptation on TV, you can view the advertisement <http://au.youtube.com/lynxchocolateman> or you can add “Chocolate Man” to your facebook friends.

