

Nashville, TN (Newsworthy.ai) Tuesday Jun 20, 2023 @ 11:00 AM Central —RedBalloon and The BiG Agency have teamed up to produce a memorable new [commercial](#) and ad campaign that exposes the nonsense in the workplace culture war. Since its release, it has gone viral by amassing 7 million views across all social platforms.

The new commercial, highlighting the woke ridiculousness in the workplace and featuring RedBalloon's common sense solutions, was produced by The Big Agency, led by former Chief Creative Officer of Deutsch LA, Brett Craig.

"Wokeness is destroying brands, polarizing consumers and killing creativity," said BiG's Brett Craig, who has been the creative mastermind behind such popular ad campaigns as Dr. Pepper's Fansville and Lil' Sweet, and Taco Bell's Ronald McDonald Loves Taco Bell Breakfast campaigns. "The BiG Agency wants to get back to creating advertising that delights and engages consumers, instead of imposing an ideology on them."

Both RedBalloon and The BiG Agency are committed to pushing the needle in the culture war, and their partnership is certain to become a powerful force in reshaping the national debate.

"RedBalloon's new ad campaign is awesome, funny, and cuts to the heart of the woke nonsense in the workplace," added RedBalloon CEO Andrew Crapuchettes. "We're grateful to BiG for producing this powerful message, and we're eager to distribute this nationwide."

"We're telling the silent majority's story," concluded Crapuchettes.

If you would like to schedule an interview with Andrew Crapuchettes or Brett Craig, contact Isaac Lopez at (208) 997 - 8013 or isaac@redballoon.work.

Founded In 2021, RedBalloon has quickly become America's largest connector of employers and employees who prioritize a positive workplace culture free from the divisiveness of cancel-culture mandates. RedBalloon CEO Andrew Crapuchettes is a longtime business leader, entrepreneur, and innovator who has founded several successful tech companies and is widely considered a global pioneer in the development and use of labor market data analytics - an industry he helped found over 20 years ago.



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