

How have I not
been fired yet?

hello, I'm John

I write stupid things in
exchange for money



Frosted Cereal



14g
Protein
per 1/2 cup

5g
Net carbs
per 1/2 cup

0g
Sugar
per 1/2 cup

240g e

SURREAL

Frosted

100% Whole Grain Oats
100% Natural
No Artificial Flavors
No High Fructose Corn Syrup
No Preservatives

Cherry

100% Whole Grain Oats
100% Natural
No Artificial Flavors
No High Fructose Corn Syrup
No Preservatives

Cookie


100% Whole Grain Oats
100% Natural
No Artificial Flavors
No High Fructose Corn Syrup
No Preservatives


Vanilla

100% Whole Grain Oats
100% Natural
No Artificial Flavors
No High Fructose Corn Syrup
No Preservatives

- not talking about product
- giving your posts personality
- a few of my many, many mistakes
- blue blue blue blue blue blue blue blue blue
- loads of weird cereal adverts





innocent 

5 January 2018 · 





JANUARY MOTIVATION:


Tomatoes have persuaded people that they're fruit. Just think what you can achieve this year.

  Jonny Beaumont and 1.3K others

102 comments 171 shares


 Like


 Comment

 Share





innocent 

18 September 2018 · 




NICE THINGS ABOUT TUESDAY


1. Bake Off
2. Monday is six whole days away
3. Craig David is statistically more likely to take you for a drink

  2.9K

317 comments 395 shares

 Like

 Comment

 Share





what your tea says about you



you forgot to
buy milk



you're pretty
hardcore



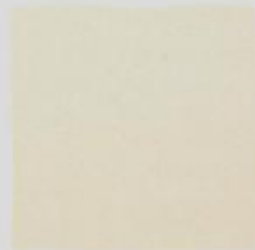
you're as solid
as a rock



you like to
play it safe



you like the taste
of warm milk



you forgot to
buy teabags

1. make people love the brand

2. maybe sell summat while I'm at it

**don't post about product
all the time**



128



**behaving yourself
achieves nothing**

packed full
of g 1000 stuff



new and improved breakfast smoothies

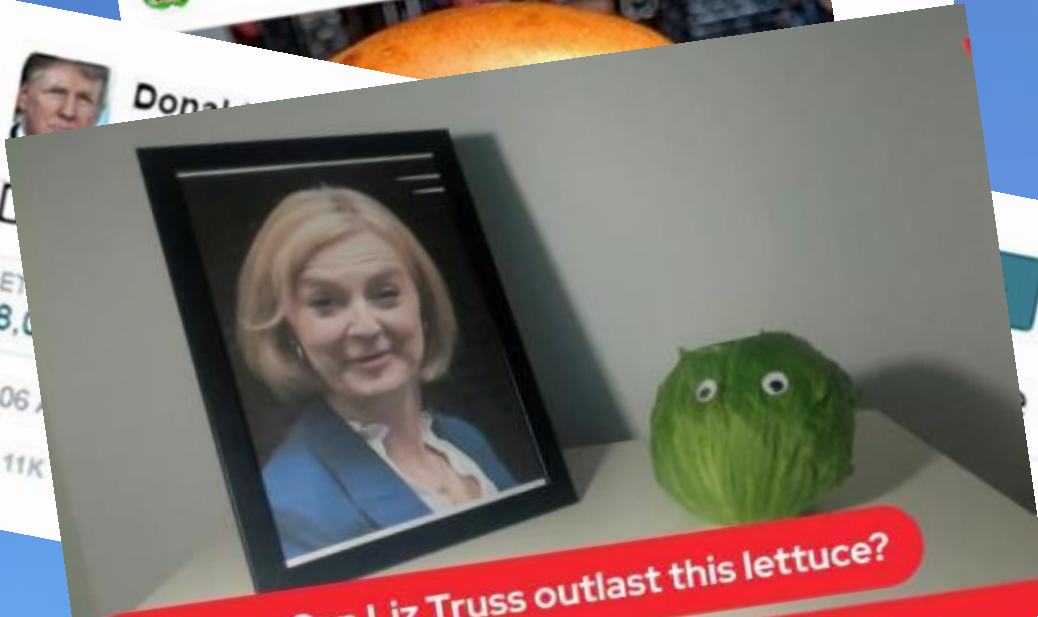
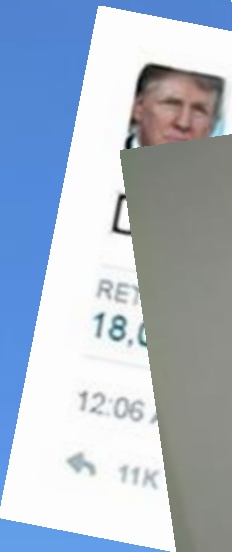
packed full of more breakfast than ever

3000



no one gives a  about juice

no one goes on social to
see adverts



Day one: Can Liz Truss outlast this lettuce?

Breaking: Liz Truss hasn't resigned (yet)

24K

4K shares

dogs are your competitors

post stuff people wanna see

**if you're a gym, post workout
vids not membership prices**

**if you're a bank, post saving
tips not mortgage rates**

if you're a charity, post
advice, not just donation
requests

have some personality



↓ WARNING DO NOT FILL ABOVE THE LINE ↓

DANGER

UN 3291 Clinical waste
Unspecified, N.O.S.

**DESTROY BY
INCINERATION**

DO NOT REUSE
CONTAINERS



**CONTAMINATED
SHARPS ONLY**

SHARPSGUARD® yellow 2.5

UN 3291/11/18/11/GB/5493

Capacity: 2.5 Litres

Disposal Date: _____

Area/Dept/Ward: _____

To ensure your SharpsGuard is used correctly, please refer to the instructions for use on the inside of the lid.

Capacity: 2.5 Litres
Disposal Date: _____



innocent

26 April 2021

EASY OFFICE UPGRADE

We've bought some sharps
cheap to sort and makes a
suggesting for where you
Just look how happy Con



of their needles. It's
1 diabetes, so worth



innocent

26 April 2021 · 🌐

...

EASY OFFICE UPGRADE

We've bought some sharps bins so people like Conor can safely dispose of their needles. It's cheap to sort and makes a big difference to people with things like Type 1 diabetes, so worth suggesting for where you work too.

Just look how happy Conor is.



👍❤️ 5.2K

369 comments 330 shares

social is about reactions



how social media used to work

- you post something to 1000 followers
- your 1000 followers see it
- if they react, even more people see it

how social media works now

- post something to 1000 followers
- the algorithm shows it to my mum
- if mum reacts, someone else sees it
- rinse and repeat a few million times
- if absolutely loads of people react, you might reach 500 people

for posts to be seen, people
have to react to them

if you don't get a reaction,
no one will see it

**don't be positive all the
time**



innocent ✓

4 January 2021 · 🌐

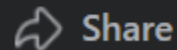
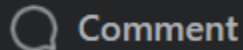
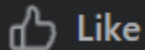


First person to post a picture of their banana bread gets blocked.



6.5K


763 comments 1.4K shares




I don't have sign off

if you're 70% sure, go for it





innocent 


12 April 2021 · 




Tfhe pubsh aer oepn nvow btu ifff yuo d;ntwnat t gept tttttoo durnk onna Mndoy thne yuo cloud jsut hv a smioothe.

  Chris Bryant, Mark Shepherd and 3.7K others

209 comments 202 shares

 Like


 Comment


 Share



senior people lose sleep
over this





innocent 


1 January 2020 · 




Hello to all of you that are currently wide awake in bed because Christmas has broken your body clock.

  3.5K

213 comments 143 shares

 Like

 Comment

 Share



I try so hard to look like
I'm just messing about

NATIONAL TORTILLA CHIP DAY

FACT #42:

Some archeologists believe that tortilla chips date back to the Ancient Egyptians.



innocent drinks are proud supporters of National Tortilla Chip Day, an important day that is very relevant to smoothies



NATIONAL TORTILLA CHIP DAY
FACT #203:

The most famous paintings of tortilla chips are displayed in The Louvre, Paris.



innocent drinks are proud supporters of National Tortilla Chip Day. Tortilla chips and smoothies can both be bought in supermarkets, so it is relevant.



NATIONAL TORTILLA CHIP DAY

FACT #86:

The Shard is London's tallest tortilla chip.



innocent drinks are proud supporters of National Tortilla Chip Day. "Smoothies" and "tortilla" both contain the letter "i". The similarities are endless.



calamities are opportunities



1000




innocent drinks
East Towers
342 Ludbrook Grove
London
W10 5BU

19 July 2019

OFFICIAL
REFRESHER
4000



On Tuesday we were very refreshing new drinks are a bit different and spring water'.

Senior people here are very cross with us because it's actually natural mineral water, not spring water.

Obviously the two are completely different things and only fools would get them confused.

Really sorry about that everyone.
Won't happen again.



innocent  



2,595
Posts

140 k
Followers

22
Following

innocent

We make healthy drinks. Please buy them so we don't get fired.

www.innocentdrinks.co.uk/big-knit/join-in

Edit Profile

Ad Tools

Insights

Add Shop

Email



sheep



Duncan



food



stickers



wallp

< Notes

11:56 AM • 2022-07-21







Done

BIG NEWS EVERYONE


Our boss has accidentally changed our official Instagram profile picture to one of their wedding photos.

We hope it goes without saying that we're not going to let them live this down.

  **Boss**
online  

Thought you should go on our bottles too. 14:33 ✓



 I said it was an accident, now stop messing around 14:34



Boss
online



Who needs a logo anyway? 14:35 ✓✓



Just stop. 14:35



Boss

last seen today at 14:37

Office refurb going well 14:36 ✓✓



14:36 ✓✓

We'll talk about this on Monday. 14:36

our 2nd best insta post ever

stuff will go wrong

conkergate





can you eat conkers



All



Images



Shopping



Videos



News



Mo

No. It's not a good idea to **eat conkers** because they contain a chemical called aesculin, which is poisonous.

CONKERS ARE POISONOUS

CHILDREN WILL EAT CONKERS

YOU WILL POISON CHILDREN

THERE WILL BE BLOOD ON YOUR HANDS

calamities are opportunities

DO NOT EAT OR MILK CONKERS

Yesterday we posted a video about launching Conker Milk, and some people thought it was real. In hindsight, we can totally see why. It was too believable. People really, truly believed that we had milked conkers and put them in a bottle. They were worried people might go out and start eating conkers.

DO. NOT. EAT. CONKERS.

Don't eat conkers. Don't milk conkers. Don't stew conkers. Don't fry conkers. Don't swap kidney beans for conkers and make chilli conk carne.

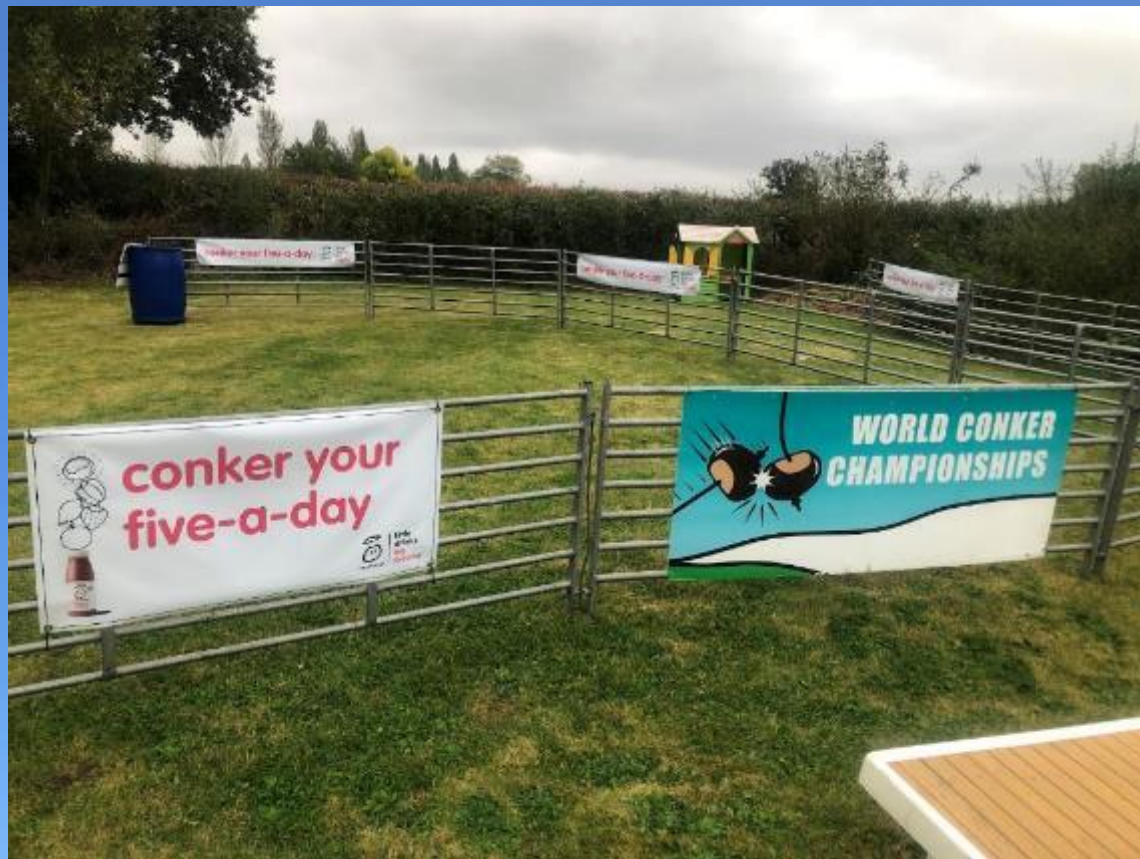
DO NOT EAT CONKERS.



8,000,000 a month

10,000,000 in a weekend

0 conker-based fatalities



“don't post about product”

Me, about ten minutes ago

“don't post about product”

Me, about ten minutes ago



post about product...

...but be really silly with it



innocent

9 October 2020 · 🌐

BREAKING BREAKFAST NEWS

57 problems but breakfast ain't one. We've teamed up with [Heinz UK](#) to make some new smoothies that are perfect for the mornings.

Say hello to our new breakfast super smoothiez.



introducing

breakfast smoothies

oat

BEANZ

Kane Lacey

Are you taking the piss

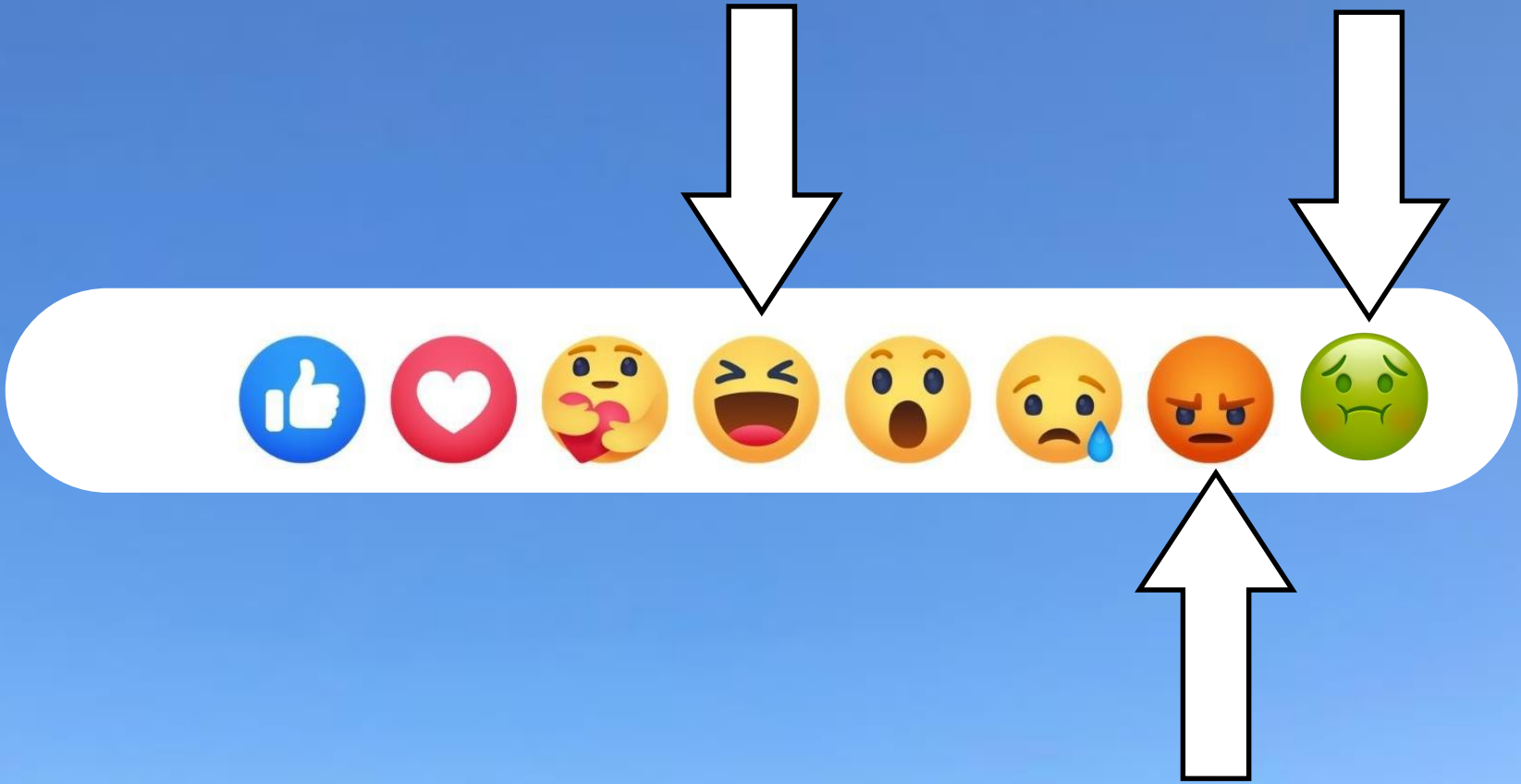
3 y

Like

Reply

45





SHINY NEW
LABELS



MORE
VITAMINS

4 million views each

**More than any of our
non-smoothie nonsense**



just bits



1 liter 100%

innocent

pure squeezed fruit, nothing else

just bits



innocent

beetle juice

contains beetlejuce,
beetlejuce & beetlejuce



11,000

**Regular nonsense keeps
your audience warm for
product nonsense**

**What about small
companies?**

**Surreal has been
nonsense since day one**





Dear innocent,

After four, fun years of selling smoothies, I've been offered a job at a tasty, new cereal company.

Please accept this as my letter of resignation.

Sorry it wouldn't fit through the letterbox.


John
Works for THE
SURREAL

20% off everything
(even this billboard)

Shop the big **SURREAL** sale at www.surreal.com



02



**These people paid £5
to be on our advert.**

They probably regret it now.

SURREAL



calamities are opportunities

00301

These people paid £5 to be on our advert.
They probably regret it now.

SURREAL

This billboard advertisement features a light blue background with a white, torn-paper-style border. It is populated with numerous small images of people's faces, some of which are placed on cereal boxes. The central text is bold and black, with a sub-line in a smaller font. The word 'SURREAL' is printed in a bold, black, sans-serif font at the bottom center.

Clear Channel

02

We forgot to put Ellie's face on that billboard, so we've put it on this one instead.
Ellie wishes we hadn't.

SURREAL

This billboard advertisement is similar in style to the one on the left, with a light blue background and a white, torn-paper-style border. It features images of Ellie Simmonds' face, some placed on cereal boxes. The central text is bold and black, with a sub-line in a smaller font. The word 'SURREAL' is printed in a bold, black, sans-serif font at the bottom center.

Clear Channel





**If something's working,
push it further**

global

Janury. Protein. Whatever.

Can't be bothered this month? Neither can we.



100% whole grain
Taste: High Protein Co.



100% whole grain
Taste: High Protein Co.



SURREAL High Protein Cereal Toasted 240g

100% whole grain 25g protein 10g fiber 10g sugar

Protein Power this protein cereal with essential amino acids - 10g per bowl per serving - and all your nutrients and fiber.

SURREAL

JCDecaux

0470

SURREAL
jANUARY
hEALTHY
buy some



Can't be bothered this month? Neither can we.





**If something's working,
push it further**

Dolce & Banana



The new fragrance from **SURREAL**

(Also available as a breakfast cereal)

75m views in 2 years

**Some of my favourite
features**



No character limit

11. Cheese fondue

27. Leather car seats

28. Anyone wearing black

29. The pan that holds sizzling fajitas you get in restaurants

30. Vanilla Ice's cousin, Saffron Fire

31. Running a bath in Mexico

32. Running a temperature in Mexico

33. Running a marathon in Mexico

34. Mexico

35. A Bombay Bad Boy in a hoodie

36. The steam that comes out of a pre-heated oven

37. The steam that comes out of a microwave ready meal when you peel back the film

38. Steam in general

39. Antarctica

40. A plate that's been in the microwave

41. Boiling water

42. Mordor



9000





3000



4000



innocent 

27 March 2020 · 



ONE HUNDRED THINGS TO DO INSIDE THIS WEEKEND

1. Say "hasta la vista, baby" whilst closing every work-related tab on your computer
2. Try to find yourself on Google Earth... [See more](#)

   10K

7.5K comments 7.5K shares


People have “shorter
attention spans”


People have “shorter
attention spans” for
boring stuff

NETFLIX

Comments



innocent 

24 July 2019 · 




The heatwave, day two. No one could sleep. Deodorant does nothing. Desk fans have melted. Leather sofas are hotter than the sun. Ice cream is more valuable than oil. And yet people still insist on drinking tea.

  7K

1.2K comments 1.3K shares



 Author

innocent 

Our boss: It's hot.

Us: Yes.

Our boss: People are thirsty.

Us: Yes.

Our boss: This is the perfect opportunity to advertise our drinks.

Us: Yes.

Our boss: You chose to talk about tea instead.

Us: Yes.

4 y [Like](#) [Reply](#)

1.1K  

Groups



Every time you buy
a behatted smoothie,
we give 25p to Age UK.



Age UK, Tavis House, 1-6 Tavistock Square, London WC1H 9NA. Registered charity number 1128267.



Innocent Smoothies Big Knit

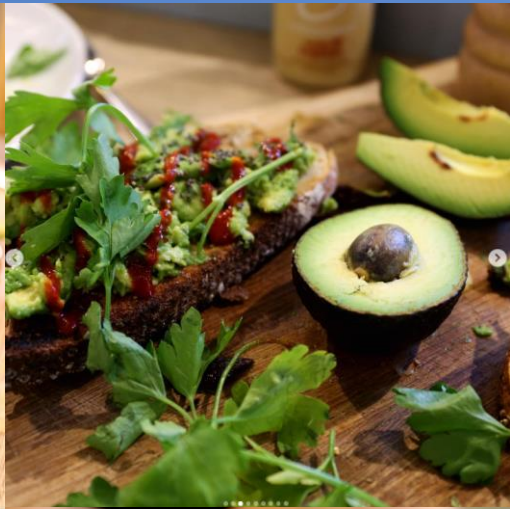
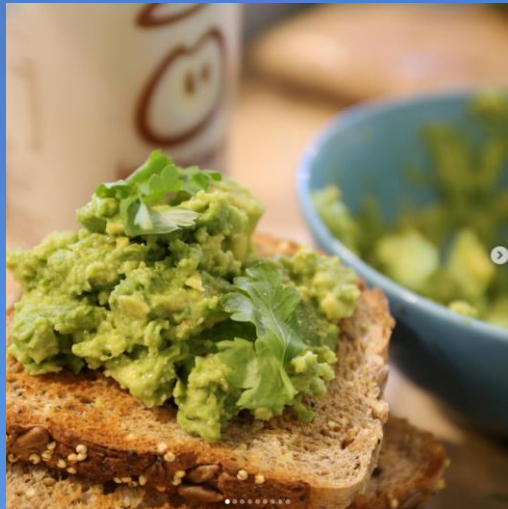
Public group · 6.4K members

 Join Group





Carousels







Carousels are great for
silly copywriting

REALLY
BIG
NEWS



**Our
salesman
has FINALLY
got off his
arse
and done
something**

This is Jac



AKA "Mr Sales"



In the last two years, he's been on 7 holidays...



...1 honeymoon...



...91 “networking lunches”...



...plus this...



**Not sure what's going on here
but it doesn't look like work.**



**But he's
FINALLY
pulled his
finger out...**

(don't ask where from)



**And now we're
selling in**
◀ **SAINSBURY'S** ▶

**(it's the big orange shop with
the food)**

.....

**You've got time to take
people on a journey**

**Make your first two
slides as attention
grabbing as possible**

**(even if it's shameless
clickbait)**

**Treat it like email
subject lines**

Company statement
regarding a recent
deleted tweet



Yesterday, we took the
difficult decision to
delete the following
tweet:





SURREAL

@eat_surreal

Our high protein cereal is now available in Sainsbury's.



10:40 AM · Jan 31, 2024



The reason for the
deletion was as follows:

When companies delete tweets and post serious-sounding statements

◀ about it, they usually get loads of attention. ▶

We would quite like
some attention.

Especially now our
high protein cereal is
available in Sainsbury's.

This whole statement is
just cheap clickbait
designed to get your
attention and trick you
into reading “our high
protein cereal is now
available in Sainsbury’s”
over and over again

And if you've read this
far, it means it's worked.

We've got you.



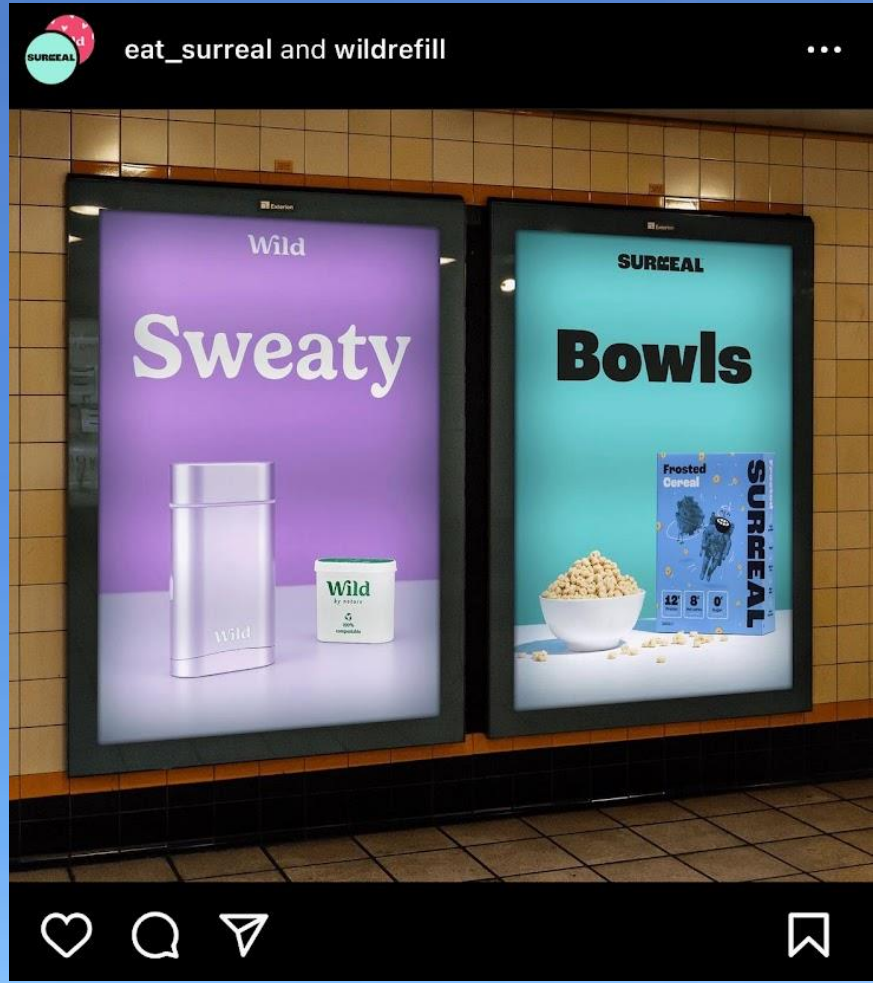
Our sales info is lodged
inside your brain and
there's nothing you can
do about it...



Co-posting



eat_surreal and wildrefill



Way out →

Way out →

SURREAL

Great for spooning



Butter
SURREAL

The advertisement for Surreal cereal features a bright yellow background. At the top, the brand name 'SURREAL' is written in bold, black, sans-serif capital letters. Below it, the slogan 'Great for spooning' is displayed in a larger, bold, black font. The central image shows a white bowl filled with cereal, with a spoon resting inside. To the left of the bowl is a box of Surreal cereal, with the brand name 'SURREAL' printed vertically in large, bold, blue letters. The background is scattered with individual cereal pieces.

HANX

Great for forking



The advertisement for Hanx features a bright blue background. At the top, the brand name 'HANX' is written in white, sans-serif capital letters. Below it, the slogan 'Great for forking' is displayed in a larger, bold, white font. The central image shows two hands holding a small, white, rectangular card with the word 'HANX' printed on it in a stylized, blocky font. The background behind the hands is a clear, light blue sky.

Way out →

roman

Harder



cheesegEEK

Feta



SURREAL

Break **Faster**



GYMBOX

STRONGER



Question Box



ENERGISES



innocent
**BOLT FROM
THE BLUE**

GUAVA, LIME, APPLE, COCONUT WATER
BLUE SPIRULINA + VITAMINS

HELPS GIVE YOU SOME OOMPH

13:58

← one sec

📶 📶 80



blue 📧 15 May 2019



Did we mention it's blue?

Type something...



Send message





blue 15 May 2019



Did we mention it's blue?

Isn't it green? 🤔

No.



Send message





blue 15 May 2019



Did we mention it's blue?

But it is green...

It's blue.



Send message





blue 15 May 2019



Did we mention it's blue?

Looks green

Looks blue.



Send message





blue 15 May 2019



Did we mention it's blue?

It's definitely green.

It's definitely blue.



Send message





blue 15 May 2019



Did we mention it's blue?

I'd say teal...?

We'd say blue... ?



Send message





blue 15 May 2019



Did we mention it's blue?

fine then. greeny turquoise

fine then. Bluey blue.



Send message





blue 15 May 2019



Did we mention it's blue?

That's greener than
Shrek's forehead.

**It's bluer than Marge
Simpson's hair.**



Send message





blue 15 May 2019



Did we mention it's blue?

It's deffo green tho

It's deffo blue tho



Send message





blue 16 May 2019



Did we mention it's blue?

Your social media manager
needs a raise 😏

**Finally something we can
all agree on.**



Send message



FAQs

**“What if I work for [insert
dry, corporate industry]”**



lucidsoftware 

Follow


Message

905 posts

223K followers

715 following

Lucid Software

 lucidsoftware

Software company

The Visual Collaboration Suite to help teams see and build the future.
Creators of Lucidchart, Lucidspark, and Lucidscale.

10355 S Jordan Gateway STE 150, South Jordan, Utah 84095

 linkin.bio/lucidsoftware

giffgaff 4G 12:13 37%

Lucidchart

Fishbone diagram Reels

File Edit Select View Insert Arrange Help

Liberation Sans 8 pt B I U A T

murder torpedo

mighty light

gape face

court sharkufa

killer head

underwater barbecue

slippery lateral

burning tip

murder torpedo

chummy gummy

boops

jail break

12.1k

56

murder torpedo

Follow

3,946

Visualize your "murder torpedos", and anything ...

lucidsoftware · Original audio

giffgaff 4G 12:14 37%

Reels

leahegner

Could you do sharks?

elizabeth

DO SHARKS PPEASDERR

murder torpedo

Follow

3,946

Visualize your "murder torpedos", and anything ...

lucidsoftware · Original audio

giffgaff 4G 12:14 37%

Reels

happy flappy chainsaw

Follow

3,946

Visualize your "murder torpedos", and anything ...

lucidsoftware · Original audio

**If you're a legal firm, talk
about celebrity cases**

**If you're a life insurance
company, talk about
bizarre deaths**

If you're a toilet company,
review people's poop



TUSHY

**Stop wiping your butt,
start washing with TUSHY.**

Transform your restroom into the best room
with our full line of TUSHY products.

[SHOP TUSHY](#)



Post your 🍌 for a chance to win \$10K



hellotushy • Follow



hellotushy Edited • 105w
We've got spirit yes we doo. We've got spirit, how 'bout poo? We're celebrating your Super Bowels and we want to see all that spirit in your toilet bowl. For a chance to win \$10K, send us a photo of your poop. Bonus points if you let us know the meal that it used to be. Here's how to enter:

- 👁️ Follow @hellotushy
- 👍 Like this post
- 👁️ Post your poop pic and tag @hellotushy with #TUSHYSuperBowel OR DM us the pic if you're poop shy!

Official Rules located at link in bio: No purchase necessary to enter or win. Contest begins on 2/13/22 at 3:30 PM PST and ends on 2/14/22 at 11:59 PM PST. Purchase does not increase odds.



1,210 likes

February 9, 2022



Add a comment...



Bidet Company's \$10,000 'Super Bowl' Poop Photo Contest Gets Mixed Reactions

People had a lot to say about Tushy's "Super Bowl" photos of their post-Super Bowl game poop.

HUFFPOST

Contest Offering Cash For Poop Pics

Tushy, a bidet company, is offering \$10,000 to the best post-Super Bowl poop photo sent on what it calls "Super Bowl Monday."

AdAge

Sections ▾

Latest ▾

Editor's Picks ▾

Most Popular ▾

PRWeek

home

SHARE YOUR BEST SUPER BOWL POOP AND WIN \$10,000

Bidet brand Tushy is deeming February 14 'Super Bowl Monday'

Bidet company Tushy wants your best poop pics on Super Bowl Monday

Participants could win \$10,000 and a bidet.

thrillist

CITIES

PLAN YOUR TRIP

GUIDES & DESTINATIONS

EXPERIENCES

NEWS & TRENDS

VIDEO

Here's How to Get \$10,000 from Tushy This Super Bowl Sunday

**“How can I persuade
my boss to let me be
silly?”**

Get some proof

**Break ideas down into
elements**

introducing

breakfast smoothies

oats



BEANZ



Aunt Bessie's teams up with Northern Monk brewery to launch roast dinner and jam roly poly flavour beers

Comment



Laura Abernethy

Sunday 12 Apr 2020 12:00 pm



4.2k
SHARES





Viral

+

Viral

=

Viral?

Aunt Bessie's teams up with Northern Monk brewery to launch roast dinner and jam roly poly flavour beers

Comment

Laura Abernethy
Sunday 12 Apr 2020 12:00 pm

Share WhatsApp Twitter Messenger

4.2k SHARES

A photograph of a beer launch event. In the center, a can of Aunt Bessie's Northern Monk Jam Roly Poly beer sits on a plate of roast dinner, including a ham, potatoes, and peas. To the left is a box of Aunt Bessie's Jam Roly Poly crisps. To the right is another can of beer and a box of Aunt Bessie's Jam Roly Poly biscuits. The background shows a wooden cutting board and more food.

**Pick one channel or one
moment to trial**



instagram

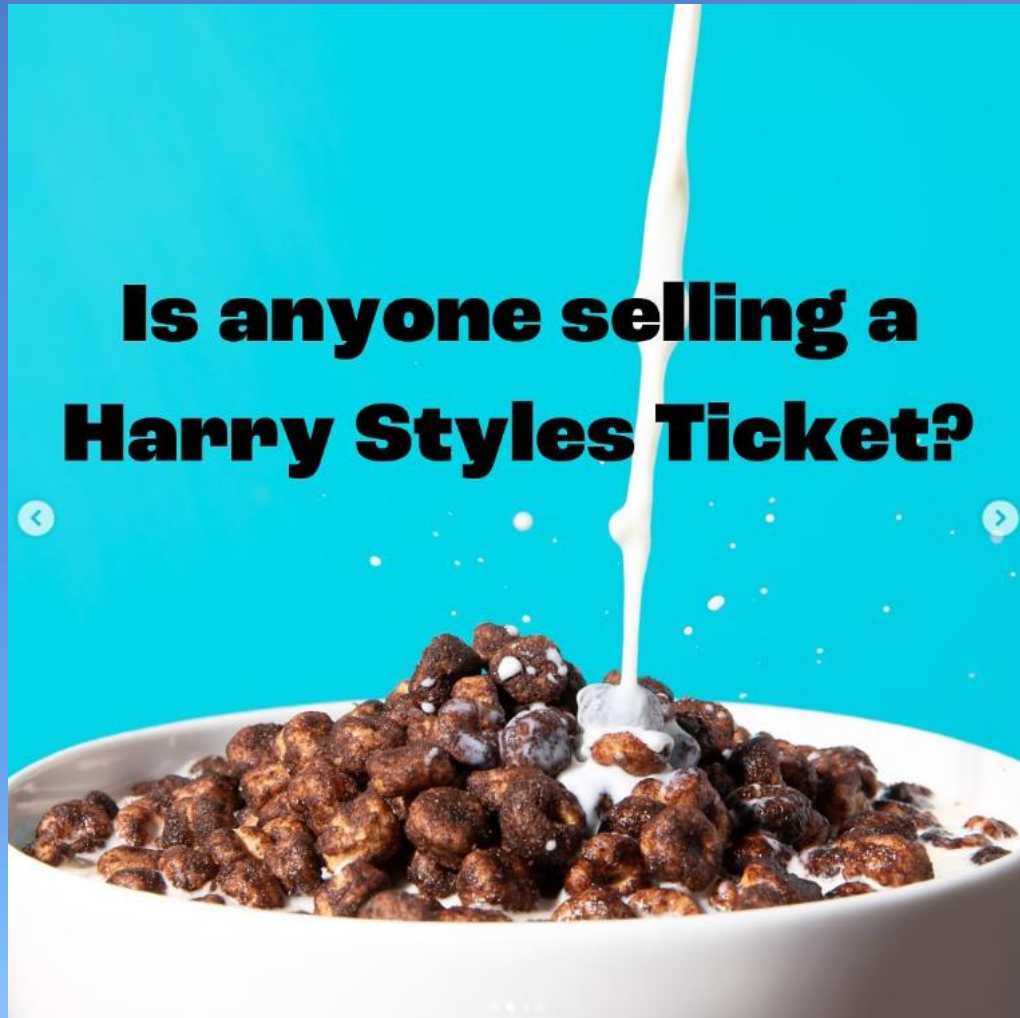
**“What if I’m still not
allowed to be silly?”**

- **Talk like a human**
- **Use formats that people share**
- **Focus on grabbing attention**

***Important
Announcement***



**Is anyone selling a
Harry Styles Ticket?**



in conkclusion

please don't eat conkers

please do eat cereal



I have finished talking