

**Fuck ups outperform  
perfection**



pariyood greens  
Innocent  
pariyood greens  
100% natural, with 6 vitamins

strawberry  
Innocent  
strawberry  
100% natural, with 6 vitamins

mango  
Innocent  
mango  
100% natural, with 6 vitamins



**innocent drinks** 

@innocent

WEATHER UPDATE:

Warm and grey, like Gandalf in Ibiza

7:57 AM · Aug 15, 2018 · [Twitter for iPhone](#)



High Protein  
Low Sugar

18<sup>G</sup>  
PROTEIN

0<sup>G</sup>  
SUGAR

High  
Fibre



Chocolate







**Cocoa**  
High Protein Cereal

**SURPRISE**

**13g**  
Protein

**6g**  
Net carbs



210g

**A few things to clear up:**

**I know nothing about  
strategy**

**I have never made a  
monthly content calendar**

**All my best posts have been  
complete accidents**

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](http://www.innocentdrinks.co.uk/big-knit/join-in)

Edit Profile

Ad Tools

Insights

Add Shop

Email



sheep



Duncan



food



stickers



wallp

< Notes




Done

11 March 2022 12:34:51

## 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 ✓✓



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

**Our second-best Instagram  
post ever**

**Fuck ups outperform  
perfection**

**Success on social doesn't  
come from perfect plans**

**Success comes from  
embracing chaos**

- Not posting adverts**
- A very dodgy summary of the algorithm**
- Getting attention and reactions**
- Posting adverts**
- Some of my many mistakes**
- Why I hate grapes**

**There are two types of post**

**Posts when you have news**

**Posts when you don't have  
news**

**No one wants  
to see adverts**

**No one goes on social  
hoping to see an advert**

**People want to see dogs,  
memes, recipes, and nonsense**



innocent drinks   
@innocent

What makes a super smoothie so super? Fruit, veg, seeds, vitamins, and we wrote the word super on it in big letters.



11:05 AM - Dec 7, 2017 · [Twitter Web Client](#)

 [View Tweet activity](#)

**6** Retweets **52** Likes

 innocent drinks   
@innocent

Turns out, raspberries make grape beards.



8:00 AM · Dec 11, 2017 · [Twitter Ads Composer](#)

 [View Tweet activity](#)

**2.9K** Retweets **15K** Likes

John's painfully  
basic guide to the  
algorithm

How social media  
used to work:

- 1. you post something to 1000 followers**
- 2. 1000 people see it**
- 3. if they engage, even more people see it**

How social media  
works now:

1. post something to 1000 followers
2. the algorithm shows it to my mum
3. if mum likes it, someone else sees it
4. rinse and repeat a few million times
5. if tons of people engage, you might reach 500

1. post something to 1000 followers
2. the algorithm shows it to my mum
3. if mum likes it, someone else sees it
4. rinse and repeat a few million times
5. if tons of people engage, you might reach 500

**If no one likes your post, no  
one sees it**

# **Attention + Reactions**



innocent



2,995



1,019



Liked by loishinx and others

innocent Our Anna's got a new rescue kitten. Only thing is, the cat doesn't have a name yet. What should Anna call her?

**Attention + Reactions +  
Message**







Kit Gammell • 1st  
Co-Founder at SURREAL  
8mo • 🌐

My brand new breakfast business, Surreal, is now officially live.

I'd like to take this opportunity to thank absolutely no one. This was all me and my genius. A one-man band, shaking up the cereal industry single-spoonedly.

I didn't have mentors guiding the way, no investors lending their experience, no friends I could lean on. And I definitely don't have a business partner and co-founder who did all the hard work and heavy lifting while I messed around deciding which shade of turquoise screamed 'breakfast' the most. (For the record it's #9bf1de)

No one to thank. Just well done me.



**Attention**

**Message**

**Reaction**

**Attention + Reactions +  
Message**

Sometimes one  
magical element  
can do all 3 things  
at once

Broadway Market

LOOK

how Tasty our  
cereal is



Surreal

ZERO SUGAR



ZERO design skills



SURREAL

16:32

JCDecaux

**Dild-O's**  
**Lovehoney Crunch**



**FREE  
SEX  
TOY**

**High Protein Cereal**

**14<sup>g</sup>**

Protein  
PER SERVING

**0<sup>g</sup>**

Sugar  
PER SERVING

**69**

Positions

240g e

**Lovehoney**  
**SURREAL**

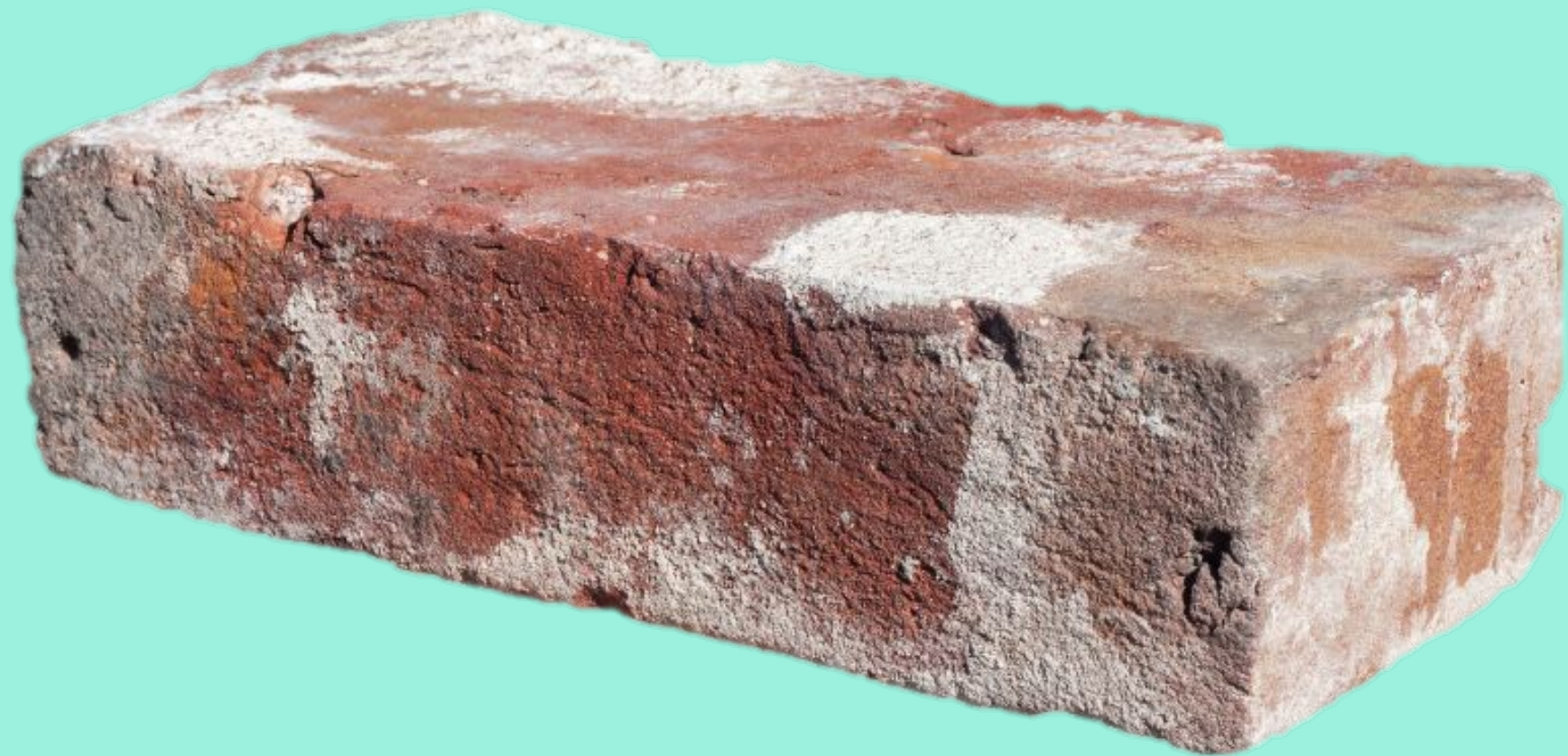


**Normally it'll be 3 separate  
elements**

**Attention grabbing**

**Treat social like email**

**Treat social like a brick**



**My top 3 ways to grab  
attention:**

**BIG**

**LETTERS**

**REALLY**

**BIG**

**NEWS**



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



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



# ...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)**



## 2. Jarring Design



**SOMEONE YOU  
MAY OR MAY NOT  
HAVE HEARD OF  
HAS EATEN OUR  
CEREAL\***

\*WE ARE NOT AT LIBERTY TO DIVULGE WHO



DESIGNED BY COMMITTEE, SIGNED OFF BY COMMITTEE

# **3. Classic social formats**

Boss >

Can you come up with a clever campaign to advertise our bowl and spoon pack?



Why bother, these fake text conversations always perform better than our actual campaigns

Read 14:45

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



**Getting a reaction**

**My top 1 way to get a  
reaction**

**Personality**

**Personality means acting  
like a human, not a robot**

Bit of a typo @innocent .. 😊





innocent drinks  
@innocent



How dare you. We never make mistakes.

Jan 25, 2018

Bit of a typo @innocent .. 😊

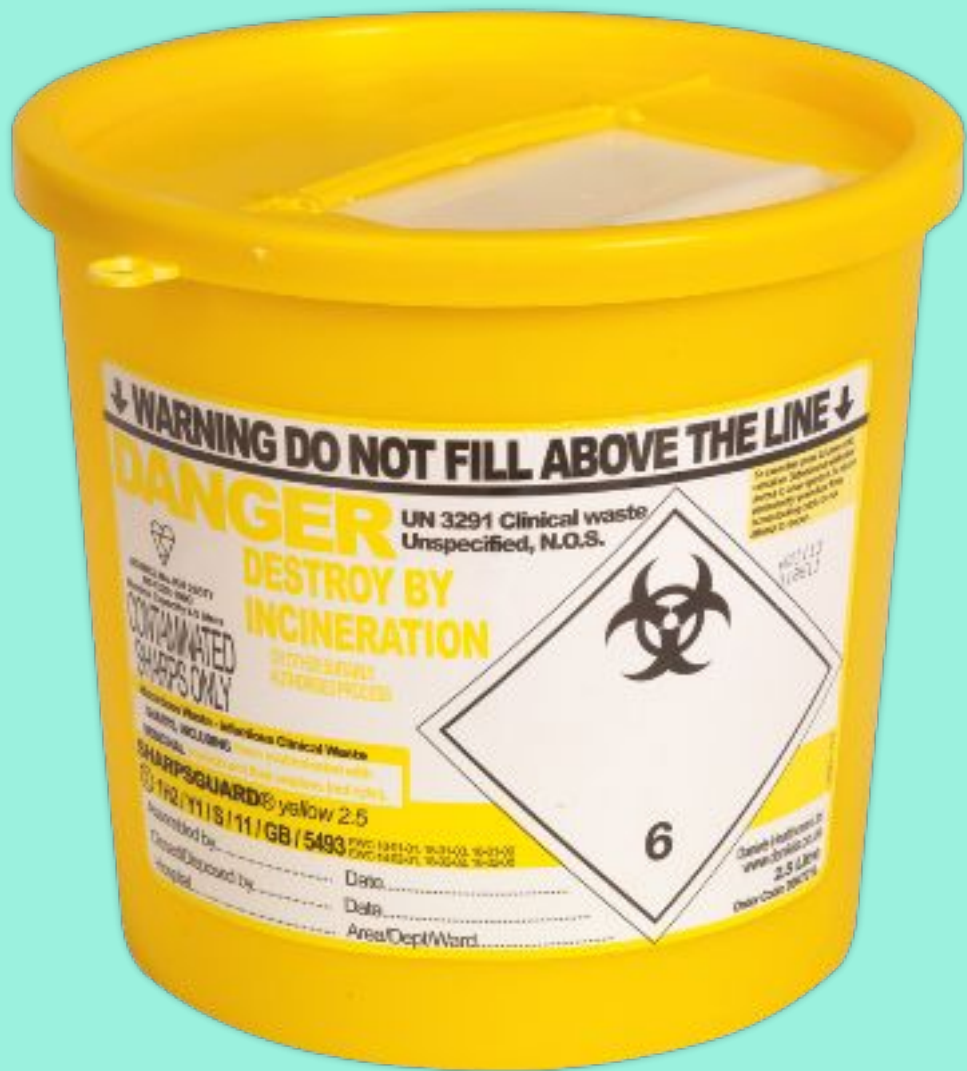
nutrition info	per 100ml	per 150ml
Energy	186kJ (44kcal)	280kJ (66kcal)
Fat	0g	0g
(of which saturates)	0g	0g
Carbohydrate	10g	16g
(of which sugars)	9.2g	14g
Protein	0.6g	0.9g
Salt	0g	0g
Thiamin (B1)	0.15mg (14%*)	0.22mg (20%*)
Riboflavin (B2)	0.19mg (13%*)	0.28mg (20%*)
Niacin (B3)	2.20mg (14%*)	3.30mg (21%*)
Vitamin B6	0.21mg (15%*)	0.31mg (22%*)

12:55 PM · Jan 25, 2018 · [Twitter Web Client](#)

**The more human the better**

please help

**Personality can make the  
most boring things  
interesting**



↓ WARNING DO NOT FILL ABOVE THE LINE ↓

**DANGER**

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

**DESTROY BY  
INCINERATION**

SHARPSGUARD®  
yellow 2.5

**CONTAMINATED  
SHARPS ONLY**



SHARPSGUARD® yellow 2.5

EU 192 / Y1 / S / 11 / GB / 5493

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

Checked/Deposited by: \_\_\_\_\_ Date: \_\_\_\_\_

Area/Dept/Word: \_\_\_\_\_

Do not fill above the line  
to ensure proper function  
of the lid. SharpsGuard®  
yellow 2.5 is not for use  
with needles or syringes.  
SharpsGuard® yellow 2.5  
is not for use with  
scalpels.

SharpsGuard® yellow 2.5  
www.sharpsguard.com  
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SharpsGuard 2017/18



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.



**Message**

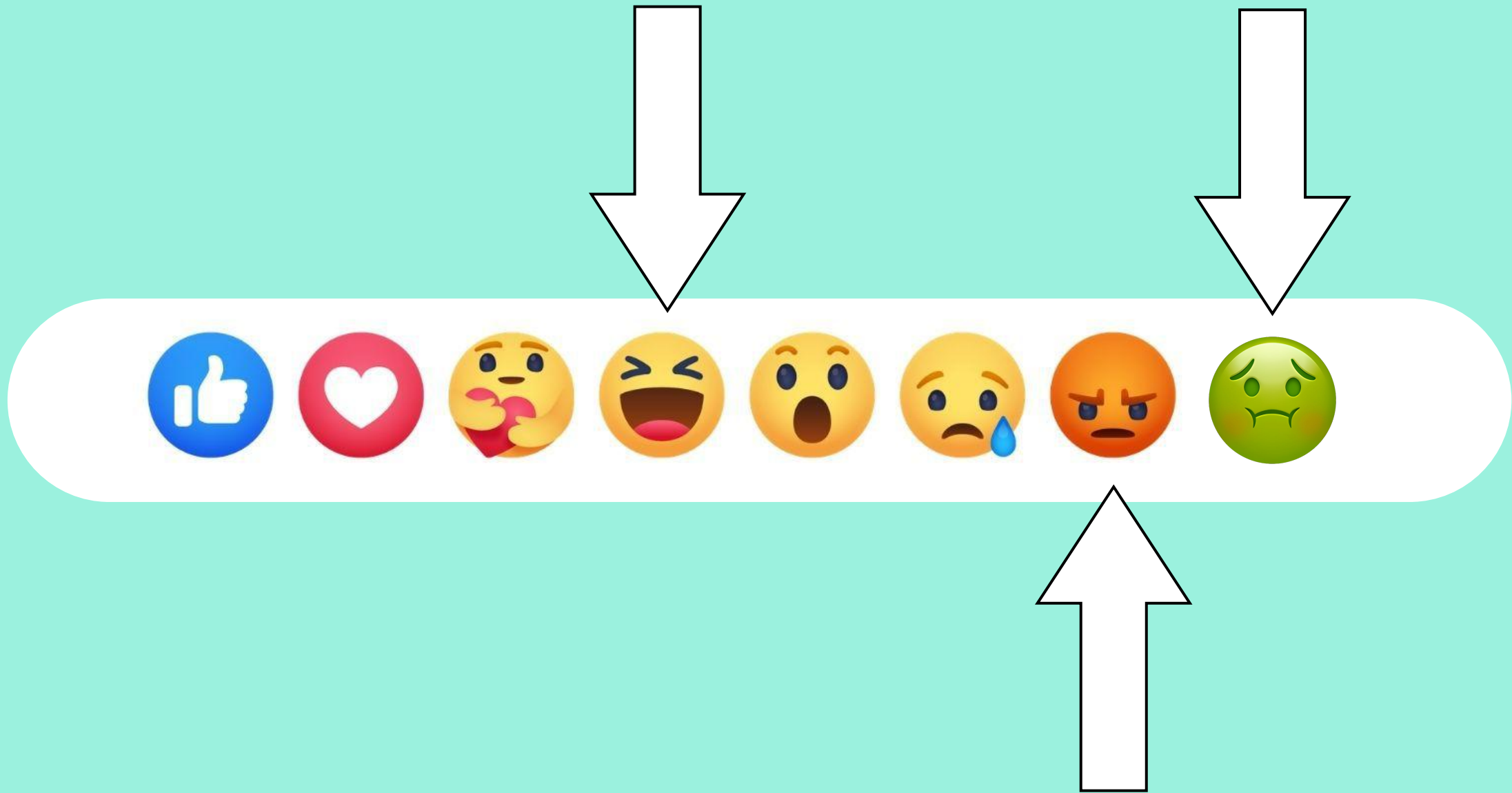
**Attention**

**Reaction**

5.2K

369 comments 330 shares

**Reactions don't have to be  
positive**





innocent drinks

@Innocent

## BREAKING BREAKFAST NEWS

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

Say hello to our new breakfast super smoothiez.



8:30 AM - Oct 9, 2020 - Twitter Web App

View Tweet activity

210 Retweets 1,040 Quote Tweets 1,562 Likes



SHINY NEW LABELS



MORE VITAMINS

**The algorithm loves** 🙄



**[REDACTED]** commented on your  
company's update

Looks like a student project, I'm  
really shocked.



ATTENTION EVERYONE...

1,235 Reactions · 267 Comments



**[REDACTED]** commented on your company's update

It's a real fuck up. Nothing short of a brand packaging mess. No standout, logo too s...



ATTENTION EVERYONE...

1,235 Reactions · 267 Comments



**[REDACTED]** commented on your company's update

Frankly, I'm gonna blog this ASAP as a 101 branding cock up 😂😂



ATTENTION EVERYONE...

1,235 Reactions · 267 Comments

**Message**

**Let one post do one job**

**Messages weigh you down**

JCDecaux

0470

**We're nut allowed to call it**  
**Notella...**



Wild

# Sweaty



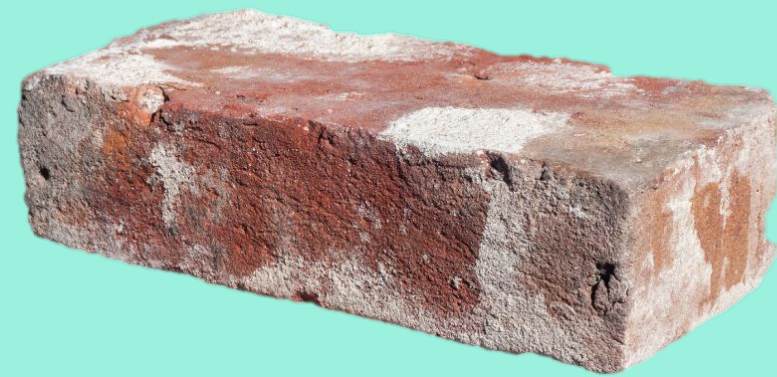
SURREAL

# Bowls



**Personality lets you get  
away with anything**

**Stuff will go wrong**



**Conkergate**






can you eat conkers

 All

 Images

 Shopping

 Videos

 News

 Mo

About 763,000 results (0.57 seconds)

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"**

# 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.



Replying to @innocent

I'm not sure I get it. So I can eat conkers? 🤔



**innocent drinks** ✓

@innocent

**DO NOT EAT CONKERS**

Not sure we can be any clearer about this.

Replying to @innocent

I'm not sure I get it. So I can eat conkers? 🤔

Replying to [@innocent](#)

**What happens if you do milk a conker**



**innocent drinks** ✓

@innocent

**Bad things.**

Replying to @innocent

**What happens if you do milk a conker**

Replying to [@innocent](#)

I already milked a conker and accidentally opened a portal to another dimension..



**innocent drinks** ✓

@innocent

**DO NOT EAT CONKERS.**

**DO NOT MILK CONKERS.**

**DO NOT OPEN PORTALS TO OTHER DIMENSIONS.**

Replying to @innocent

I already milked a conker and accidentally opened a portal to another dimension..

**8m a month**

**10m in a weekend**

**0 conker-based fatalities**

**Calamities are  
opportunities**

**Fuck ups outperform  
perfection**

**All my best posts have been  
complete accidents**

**All my best posts have come  
from something going horribly  
wrong**



**Cocoa**  
**High Protein Cereal**

**SURPRISE**

**FREE**  
**7-Day**  
**Gym Pass**  
with this box

**NEW RECIPE**  
See side of pack for ingredients

**15g**  
**Protein**  
PER SERVING

**9g**  
**Net carbs**  
PER SERVING

**0g**  
**Sugar**  
PER SERVING

240g e

sure  
the best u  
fast since bread s

## HAVE YOU SEEN THIS DOG?



He's not missing,  
he's just really cute.

Get your pet in  
the paper - email

hello@eatsurreal.co.uk



Nuffield  
Health

# FREE 7-Day Gym Pass

Scan this QR code



This trial is for one purchase only. To use the trial you must be 18 years or over. This trial is for one person only - additional guests will not be permitted using this code. New customers only. If you have used a Nuffield Health centre before you may be refused access. Photo ID will be required upon attendance. No cash alternative is available. Facilities vary per club. Pass not redeemable at City, Barbican, Romford, Crawley, Iford and Chigwell. Nuffield Health reserves the right to change centres available for this trial. Nuffield Health reserves the right to refuse usage of the trial and facilities where appropriate or deemed necessary. Guest members will not be able to book group exercise classes. Offer valid until 30.06.25.

SECRET MESSAGE: N

FLAVOURED CEREAL

7g

34g

3g

**We've  
made a  
very  
expensive  
f\*ck up**

 11,940

470 comments · 215 reposts

**M**ASSIVE  
**NEWS**®



it's lowkey giving subway

6 w 408 likes Reply

FORMAL APOLOGY  
REGARDING  
RECENT SOCIAL  
MEDIA ACTIVITY



One of our posts has  
been interpreted in a  
way we did not intend.

We would like to  
apologise.



WE HAVE NOT  
LAUNCHED OUR  
◀ HIGH PROTEIN ▶  
CEREAL IN  
SUBWAY



We have launched in

◀ MORRISONS ▶



**3m+ views**

**“That’s all well and good, but  
we’re schools not cereal  
companies”**

**To succeed on social, you  
still need...**

**Attention + Reactions +  
Message**

**You might have to get them  
in a different way**

**monzo**

- **Easy, human language**
- **Avoid feeling stuffy**
- **Advice not adverts**



**National  
Trust**

Surprising  
animal group names  
you may not know...



Things you might  
not know about  
snowdrops...



Weekend plans.



- **Premium photography**
- **Social fonts not brand fonts**
- **Internet language**

**Think about the purpose of  
each channel**

**Are you talking to existing  
parents or future parents?**

**Think about social friendly  
formats to deliver info**



**An open  
letter to the  
government**

**First  
sentence**

**Second  
sentence**

**Even better with a little  
personality**

**Keir  
Starmmer –  
we need to  
talk**

**Creativity is still golden**

# Business insurance

Buy insurance with Hiscox to join over 480,000 businesses\* UK-based small businesses like yours.

Do you run a consultancy firm? An architect's studio? Maybe you have a hair salon, or work freelance. Either way, business insurance lets you stay focused on your work, without worrying about unexpected costs. Get a quote tailored to your business' needs in minutes.

**Online quote in 5 minutes**

[Get a quote](#) →

**feefo**  ★★★★★ 3768 reviews



If your client says that your  
work is rushed, unprofessional  
and negligent, Hiscox could  
help protect you.

Subject to already holding  
a relevant Hiscox policy,  
& subject to policy eligibility,  
terms & conditions.

The story of  
your business  
underwritten by

  
**HISCOX**  
Business Insurance

If you mess up a client job,  
we can help make sure  
you don't come unstuck.

The story of  
your business  
underwritten by

  
**HISCOX**  
Business Insurance

global

Subject to already holding a relevant Hiscox policy & subject to policy eligibility, terms & conditions.

If you accidentally infringe someone's copyright, you should've gone to Hiscox.

If you accidentally infringe someone's copyright, have you had your Hiscox?

IF YOU ACCIDENTALLY INFRINGE SOMEONE'S COPYRIGHT, BANG! AND HISCOX COULD HELP PROTECT YOU.



Subject to already holding a relevant Hiscox policy & subject to policy eligibility, terms & conditions.

**HISCOX**  
Business Insurance

Subject to already holding a relevant Hiscox policy & subject to policy eligibility, terms & conditions. Call 01753 600000 for more information.

**HISCOX**  
Business Insurance

Subject to already holding a relevant Hiscox policy & subject to policy eligibility, terms & conditions. Call 01753 600000 for more information.

**HISCOX**  
Business Insurance

**Fuck ups outperform  
perfection**

**My biggest and best  
accident**



innocent drinks

@innocent

We've made a new drink. It's blue. It's tasty. It's blue. It's good for you. It's blue. It's made from apple, lime, guava, and coconut water. It's blue. It's boosted with vitamins. It's blue. It's the perfect subject for a Venn diagram.

Did we mention it's blue?



**Reaction**

Following



Replying to [@innocent](#)

It looks green.

8:20 AM - 18 Apr 2019

5 Retweets 273 Likes



1



5



273





innocent drinks

@innocent

How dare you. We never make mistakes.


Jan 25, 2018

Bit of a typo @innocent .. 😊

nutrition info	per 100ml	per 150ml
Energy	186kJ (44kcal)	280kJ (66kcal)
Fat	0g	0g
(of which saturates)	0g	0g
Carbohydrate	10g	16g
(of which sugars)	9.2g	14g
Protein	0.6g	0.9g
Salt	0g	0g
Thiamin (B1)	0.15mg (14%*)	0.22mg (20%*)
Riboflavin (B2)	0.19mg (13%*)	0.28mg (20%*)
Niacin (B3)	2.20mg (14%*)	3.30mg (21%*)
Vitamin B6	0.21mg (15%*)	0.31mg (22%*)

12:55 PM · Jan 25, 2018 · [Twitter Web Client](#)

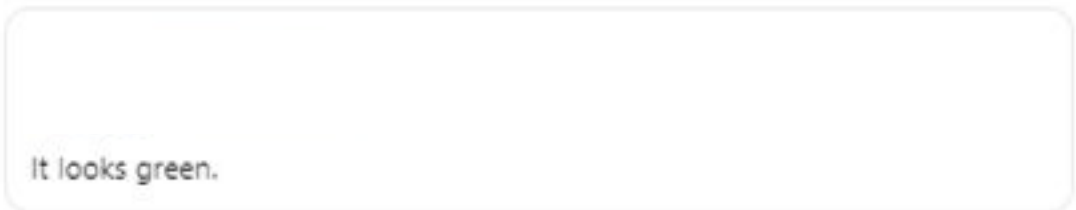


**innocent drinks** 

@innocent



It looks blue.



It looks green.

9:11 AM - 18 Apr 2019

Follow



Replying to [@innocent](#)


It's not blue.

8:30 AM - 18 Apr 2019

1 Retweet 76 Likes





**innocent drinks** 

@innocent



It is blue.

Replying to @innocent

It's not blue.

9:12 AM - 18 Apr 2019



Following



Replying to [@innocent](#)

Looks greenish blue to be honest 🤔

9:18 AM - 18 Apr 2019

2 Retweets 46 Likes



46





**innocent drinks** 

@innocent



Looks blueish blue to be honest

Replying to @innocent

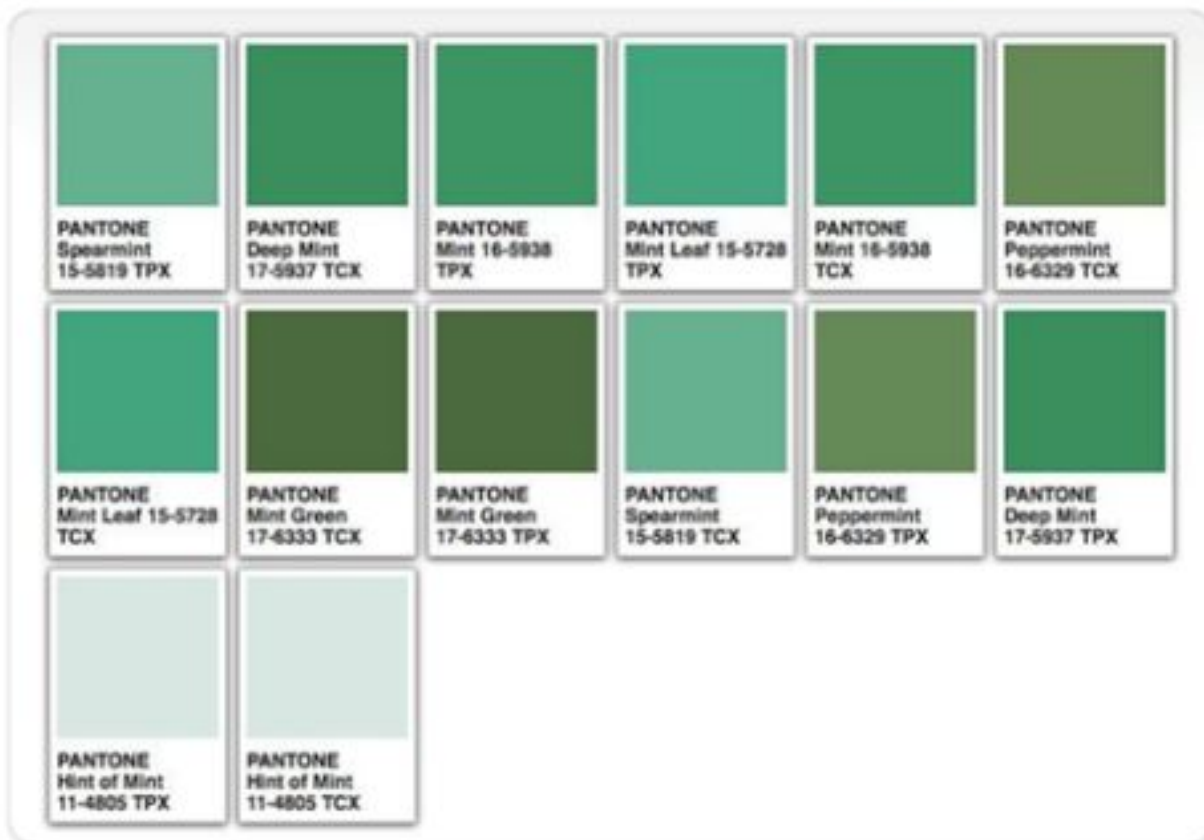
Looks greenish blue to be honest 🤔

9:24 AM - 18 Apr 2019

Following

Replying to [@bobblebardsley](#) [@innocent](#)

Maybe this will help? No charge 😂



9:34 AM - 18 Apr 2019

2 Retweets 52 Likes



1



2



52





**innocent drinks** ✓

@innocent



This helps identify some colours that are not blue. Unlike our blue drink, which is blue.



Replying to @bobblebardsley @innocent

Maybe this will help? No charge 😂

2:38 PM - 18 Apr 2019

164 Retweets 2,403 Likes



7



164



2.4K



 [@innocent](#)

[Follow](#) 

Replying to [@innocent](#)

**nah fam it's deffo green**

12:29 PM - 18 Apr 2019

---

**1 Retweet 3 Likes**

---

  **1**  **3** 



**innocent drinks** 

@innocent



nah fam it's deffo blue

Replying to @innocent

nah fam it's deffo green

12:30 PM - 18 Apr 2019

326 Retweets 2,133 Likes



11



326



2.1K



Replying to [@innocent](#)


do you get paid for tweeting this late at night?

11:53 PM - 19 Apr 2019

2 Likes





**innocent drinks** 

@innocent



Good question. Not sure.

Replying to @innocent

do you get paid for tweeting this late at night?

11:55 PM - 19 Apr 2019

Follow

It's fucking green you insufferable bell-ends.



**innocent drinks**  @innocent

We've made a new drink. It's blue. It's tasty. It's blue. It's good for you. It's blue. It's made from apple, lime, guava, and coconut water. It's blue. It's boosted with vitamins. It's blue. It's the perfect subject for a Venn diagram....

Show this thread

9:30 AM - 20 Apr 2019

5 Likes



5





**innocent drinks** 

@innocent



Love the passion Chris, but it's blue.

It's fucking green you insufferable bell-ends. [twitter.com/innocent/statu...](https://twitter.com/innocent/status/...)

Actually looks a little bit like toilet cleaner. But I really enjoyed it 🤪



I'M BLUE DA BA DEE DA BA DAA @innocent holy smurfs this stuff is delicious 🍷



it's green



It's only if you squint that you'll realise I'm not clutching a handful of sky, but am instead holding a bottle of @innocent's new (very blue) drink.



cool aquamarine smoothie guys!



Follow

@innocent it's greeny blue



· Apr 20



Oh. My. [@innocent](#). It's that new kind of bluey green drink. Someone's drinking it wearing a blue t shirt!



**8m a month**

**33m in a weekend**

**Oh, and...**



We've made a new drink. It's blue. It's tasty. It's blue. It's good for you. It's blue. It's made from apple, lime, guava, and coconut water. It's blue. It's boosted with vitamins. It's blue. It's the perfect subject for a Venn diagram.

Did we mention it's blue?



8:16 AM - Apr 18, 2019 - Twitter for Advertisers.

||| [View Tweet activity](#)

3,431 Retweets 4,274 Quote Tweets 22.4K Likes



Turns out, raspberries make grape beards.



8:00 AM - Dec 11, 2017 - [Twitter Ads Composer](#)

||| [View Tweet activity](#)

2.9K Retweets 15K Likes

**I have finished talking**