

Flavorpill Custom - Redken

Redken Objective:

Showcase Urban Experiment the product as a lifestyle.

Flavorpill Solution:

To create a true Urban Experiment by creating a contest and webisode series where Urban Hipsters are dropped into small town America to experience the other side of the fence.



OUT OF TOWN

DISCOVER LIFE BEYOND THE BOROUGHES

Enter **Out of Town** and you could be selected to go on a reconnaissance mission for Flavorpill in small town USA.
Discover big culture in small parts.

Sponsored by Urban Experiment

