

kavéo

Goof Off
How-To Videos

How can we help?

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kavéo

Client: WM Barr
Brand: Goof Off
Program: YouTube How-To Videos

Challenge

Develop helpful content with Goof Off as the hero that can be leveraged in/on: efficient search campaigns (organic and paid), the website, e-retailer site, and third-party sites like YouTube.

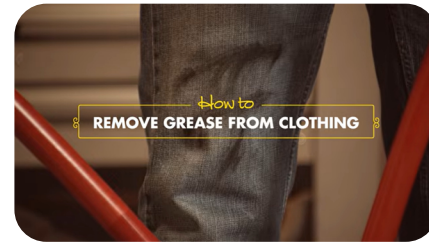
Strategy

Goof Off is a problem-solving brand. Got a stain, Goof Off can get it off . . . in fact, Goof Off is known as the miracle cleaner because it can “remove the impossible.”

Execution

Create 20 simple, short-length videos with similar treatment for continuity and good branding to help recall. The goal is not only to inform but make the viewer say “WOW”.

Click each thumbnail
to watch the respective
video on YouTube



How to Remove Grease From Clothing



How to Remove Graffiti



How to Remove Sticker Residue



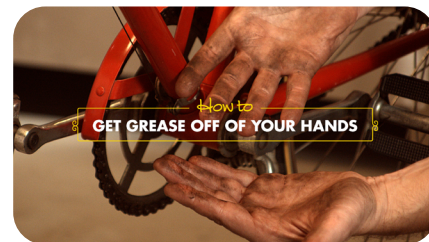
How to Get Nail Polish Off of a Table



How to Remove Super Glue



How to Remove Rust Stains



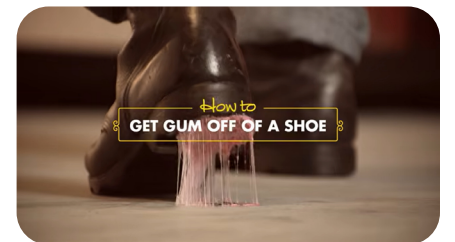
How to Get Grease Off of Your Hands



How to Remove Scuff Marks



How to Get Crayon Off a Wall



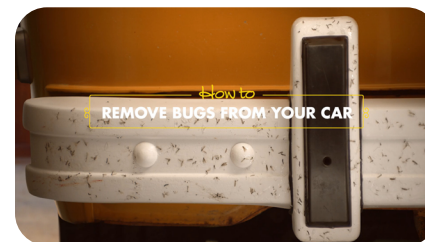
How to Get Gum Off of a Shoe



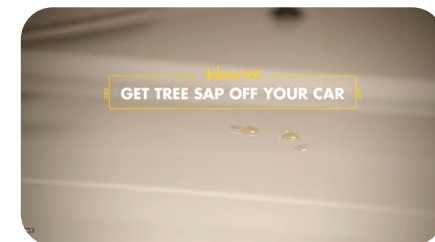
How to Clean Up Candle Wax



How to Remove Marker From the Floor



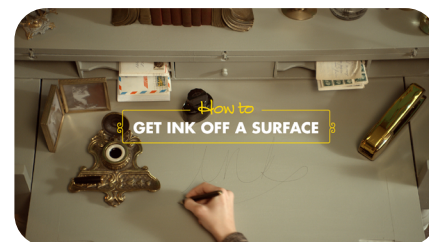
How to Remove Bugs From Your Car



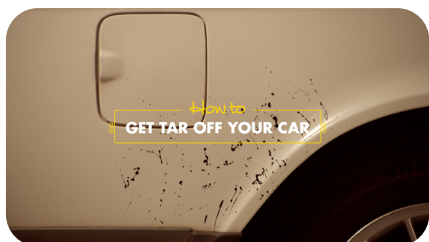
How to Get Tree Sap Off Your Car



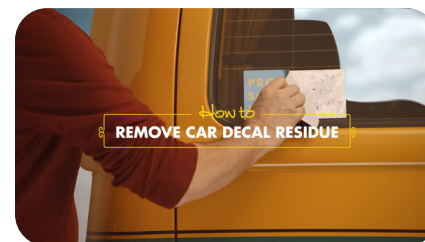
How to Remove Latex Paint Splatter



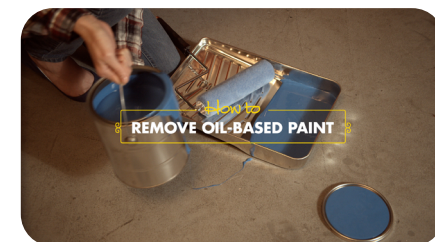
How to Get Ink Off a Surface



How to Get Tarr Off Your Car



How to Remove Car Decal Residue



How to Remove Oil-Based Paint



How to Remove Duct Tape Residue

Wes Anderson-Inspired Production

A series of 20 vignettes designed to demo the complete line of Goof Off® household cleaners. The scripts describe a range of household messes, spills, and stains, requiring the production team to design and build a dozen partial-room sets, decorated in the quirky, vintage style of the auteur.

