

Creative Rationale

There's nothing on earth that remains ever true, ever fresh than a mother's love. If it could be put into taste terms, it would taste just like Tuzo. Pure. Fresh. Natural.

Our emotional campaign will be targeted at mothers. The aim is to give the brand a purpose in mother's life, beyond the usual brand benefits of Milk. We will position Tuzo as the main cheerleader for everything MOM.



**TASTE OF A
MOTHER'S
LOVE**

TUZO

Pendo la Mama





TASTE OF A MOTHER'S LOVE

TUZO

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