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Tool Takes the Lollipop

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Creative Connections

PRODUCTION
[Tool](#) >

DIRECTOR
[Jason Zada](#) >



Jason Zada's latest online interactive campaign has been daring online users to take a suspicious lollipop from an unknown website for the past two weeks and has nearly reached six million likes on Facebook. Ironic, considering it was born out of the warning to children not to talk to or accept candy from strangers.

"There's this old saying I remember my parents teaching me early on never to take candy from strangers. I have children now as well so it's relevant, but there's something fun about the idea," says Zada, who had the idea in his head for months.

The Tool director will be taking to the streets tonight with his own children as they try to hunt down all the treats that they can find in their Los Angeles neighbourhood, but it's in the virtual world, crossing the boundaries of online users that his passion for Halloween has already been causing a stir.

"It's kind of blown my mind because I think we have more Facebook likes than the whole Puma brand," laughs the director, who wrote the script in a week, and built the whole thing in just three more. "Everybody was asking me what it was for and I didn't really have an answer. It's one of those things that came out of nowhere."

Upon arriving at the dedicated website, takethislollipop.com, users are dared to click through and connect to Facebook to realise an online social experience like no other. A Flash-based live action film is soon loaded, and a creepy male figure is introduced, sitting alone in a dingy room looking suspicious. The man then logs in to the users' Facebook account and begins to troll through their photos, friend lists, news feeds and other personal information realising a haunting situation.

"Normally these things are much more complicated and there're a lot more pieces but there wasn't time to over think this one and I wanted to do something that was very simple and effective," adds Zada, who chose not to take the idea to a client and instead worked to get the project finished in time for a Halloween release. "I didn't really have time to think about branding and people were saying 'who's it for? There must be a reveal at the end?' but there isn't one and it's mostly for the holidays in general."

But the campaign has even received coverage on CNN, opening a can of worms about privacy issues online over the weekend, but Zada insists that if you have something good to share, users will be willing to connect. And the director has always made it clear that there are no safety worries for fans of Take This Lollipop, instead insisting that "the scary thing about it all is that we're nearly at six million Facebook likes".

Having examined the social existence of users in his hideaway, the main character in the film then decides to research into the location of his victims and after finding where they live on Google Maps, gets in his car to chase them down. The film ends with a disturbing clock countdown of who's next on their friends list, and according to Zada, the function has been such a hit that fans have waited the full hour to see what happens.