

* You like... Huggies “Geyser” ad



Jimmy Maymann, chief executive at GoViral, can't contain himself having seen JWT New York's Huggies ad: "Anyone who knows baby boys will love this campaign as it plays along a strong emotional insight and dramatises it to prove the point. Engaging, creative content built around a strong insight will always spark conversations and even though this was created for TV, it has already gathered pace and attention online."

Tell us what you like: e-mail harriet.dennys@haymarket.com