

BLACK FOREST

COCOA

MORNING. OWNED.

our first call of the day. One scoop, 0 sugar, 27
calories.

BLACK FOREST HIGH FLAVANOL COCOA



HIGH FLAVANOL COCOA

JASON WALKER - INDEPENDENT CONCEPT, NOT COMMISSIONED BY BLACK FOREST

FOUR ADS, FOUR SCHEMES.

BLACK FOREST

COCOA / 01

MORNING.
OWNED.

Your first call of the day. High Flavanol Cocoa, 25 servings.



HIGH FLAVANOL COCOA

READ THE LABEL /

01 • ANALOGOUS

BLACK FOREST

COCOA / 02

CUT THE
BULLS#IT.

Read the label. Make your call.



HIGH FLAVANOL COCOA

READ THE LABEL /

02 • COMPLEMENTARY

BLACK FOREST

COCOA / 03

1200MG.
ON THE LABEL.

Flavanols and flavonoids per serving, printed on the front.



HIGH FLAVANOL COCOA

READ THE LABEL /

03 • MONOCHROMATIC

BLACK FOREST

COCOA / 04

YOUR STANDARDS.
NOBODY ELSE'S.

High Flavanol Cocoa. Read it. Decide.



HIGH FLAVANOL COCOA

READ THE LABEL /

04 • SPLIT COMPLEMENTARY

THREE EMAILS.

BLACK FOREST01 / 03

MORNING. OWNED.



The phone can wait. So can the news. Take a minute that belongs to you.



ON THE LABEL

High Flavanol Cocoa: 1200mg flavanols and flavonoids per serving, 0 sugar, 27 calories, 25 servings.

READ THE FULL LABEL →

YOUR FIRST CALL OF THE DAY

SPEC EMAILS; NOT SENT

BLACK FOREST02 / 03

CUT THE BULLS#IT.



Nobody needs a miracle before breakfast. You need to know what's in the jar.



ON THE LABEL

600mg (-)-epicatechin per serving, listed on the front of the jar.

CHECK THE DETAILS →

CUT THE BULLS#IT

BLACK FOREST03 / 03

MAKE YOUR CALL.



No timer. No limited-time anything. Read it, decide, get on with your morning.



ON THE LABEL

Net wt 8.7 oz (246 g). 25 servings. Directions are on the product page.

SEE THE PRODUCT PAGE →

MAKE YOUR CALL

JASON WALKER • INDEPENDENT CONCEPT, NOT COMMISSIONED BY BLACK FOREST

A PRODUCT PAGE, WORKING.

BLACK FOREST · CAMPAIGN CONCEPT

OFFICIAL PRODUCT PAGE ➤

MORNING. OWNED.

The first decision of the day is yours. This is what's in the jar.

READ THE FULL LABEL ➤



BLACK FOREST ·
CAMPAIGN CONCEPT

OFFICIAL
PRODUCT PAGE ➤

MORNING. OWNED.

The first decision of the day is yours.
This is what's in the jar.

READ THE FULL LABEL ➤



COLOR

SEVEN SCHEMES. ONE LABEL.

Label, observed #C0AFA3. Campaign anchor #C09B70. Same line, same composition, same photograph; only the surrounding colors change.

BLACK FOREST

COCOA

YOUR STANDARDS.
NOBODY ELSE'S.

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MONOCHROMATIC



BLACK FOREST

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ANALOGOUS



BLACK FOREST

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SPLIT COMPLEMENTARY



BLACK FOREST

COCOA

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TRIAD



BLACK FOREST

COCOA

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TETRAD



BLACK FOREST

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COMPLEMENTARY



BLACK FOREST

COCOA

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CLASH



COMMERCIAL · CLEAN RECORDING

MORNING. OWNED.



Everybody wants a piece of your morning.

Your inbox. Your feed. Some guy explaining his twelve-step routine.

He can wait.

Put the phone down. Pick your mug.

Black Forest High Flavanol Cocoa.

No motivational speech required.

Cut the noise. Read the label. Make your call.

Your cup. Your morning.

Black Forest.

Morning. Owned.

NOTES

ON THE LABEL.

1200mg flavanols and flavonoids per serving; 600mg (-)-epicatechin; 0 sugar, 27 calories; 25 servings, net wt 8.7 oz (246 g).

Front label as pictured on the official product page, 27 September 2026.

The commercial is performed twice from Jason’s own recordings: the clean take for Earmuffs on, the uncensored take for Earmuffs off. The clean line: “Cut the noise. Read the label. Make your call.”

Independent concept by Jason Walker, 2026. No campaign ran; no results are claimed. The product scenes are supplied campaign images made from the official packshots; the labels are shown as sold.