



10-foot-tall-ginger giants discovered by archaeologists in Nevada cave.

Microsoft news, 2022

**The Māori legend of red-haired giants have a lot in common with
similar legends from Portugal, Japan and Ireland.**

Te Ara, 2024

**A British ancestry company, BritainsDNA, is now offering
parents the chance to see if their children might inherit the
so-called "ginger gene."**

LiveScience, 2020

**Challenge:**

Come up with an idea for Mac's Ginger Giant Beer that expresses Mac's brand purpose of being the right kind of interesting.

Insight:

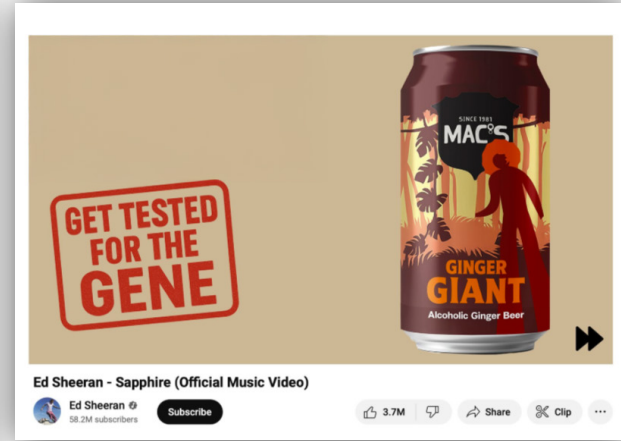
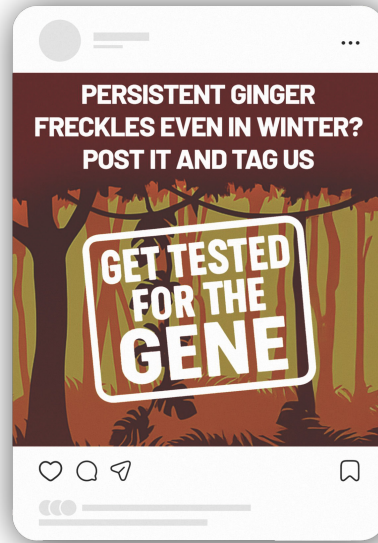
All of the usual belittling tropes about gingers aren't interesting.

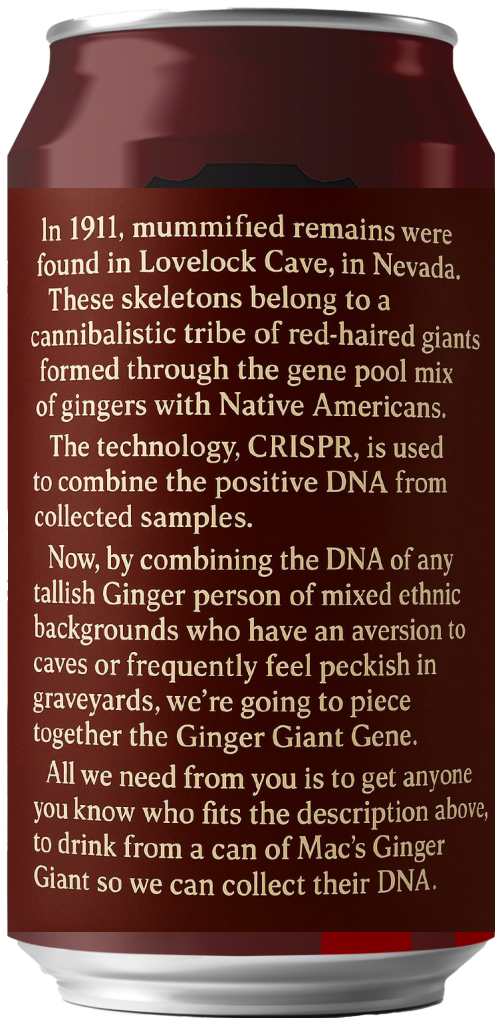
Idea:

So Mac's is collecting DNA from everyone to find out what % of the strange and interesting Ginger Giant Gene they carry.

THE GINGER GIANT GENE

Using their Ginger Giant Beer can as a DNA tester, Mac's encourages people to get tested for the Gene.





The drinkers drop their sealed tests at extra tall Mac's collections points in bars. Tested with CRISPR, they get an accurate reading of their Ginger Giant Gene percentage. Which also indicates their specific gene mix is e.g. Gindian, Gingafrican, Gasian, Gmāori or other.





Moana Taihepi



Certificate of Giant Ginger Geneness

This certificate is proof that Moana Taihepi has officially tested positive for 8.05% of the Ginger Giant Gene. Her rare and powerful strand has been traced back to the ancient Maori redheads known as Patupaiarehe Gmāori.

As a verified carrier, Moana Taihepi is entitled to show this certificate to any participating retailer to receive an 8.05% discount on any purchase of Mac's Giant Ginger Beer for the foreseeable future

07/12/2025

DATE



SIGNATURE



1,900 likes

Moana Taihepi: I now have bragging rights to having the Ginger Giant gene, The ginger beers are on me next time guys

Digital certificates with a lifetime discount based on their Ginger Giant Gene percentage.



Free T-shirts for all those disappointed people who don't test positive for the gene.

