

# LSST students speak with the creatives behind viral Weetabix and Heinz beans tweet

written by Kunal Chan Mehta | March 3, 2021

What Marvel's Endgame did for assembling the Avengers, Weetabix did for brands in a single internet-breaking tweet that asked fans to bizarrely enjoy Weetabix with Heinz Baked Beans. With over [134.5K responses](#) from well-known brands, celebrities and even mentions at the [House of Commons](#), social media has never seen anything quite like it. LSST arranged for its students to speak with Graham Goodkind – the founder and CEO of Frank PR – about how his team created the landmark tweet.

LSST students heard first-hand how the campaign combined knowledge, wisdom, agility and adaptability to attract users and create awareness. The discussion surmised that innovation and creativity are very important in a post-Brexit and Covid world. Goodkind pointed out that behind corporate branded veils are 'real humans who are always up for banter, joy and smiles' – especially amid a pandemic.

'Twitter will never be the same again! It is unlikely that such a display of collective human voice, agreement, and collaboration will be seen again,' said Irina Barariu, LSST's Student Union President, referring to the innovative Weetabix tweet. 'Graham inspired us, motivated us and taught us the importance of working hard no matter the circumstances.'

The Weetabix tweet asked, 'why bread should have all the fun', and went on to attract an influx of playful replies from other brands including *Innocent Smoothies, Lidl, KFC, the NHS, Tinder, Nando's, West Yorkshire Police, Specsavers, Sky, Marmite, GCHQ, Citizens Advice, Virgin Atlantic, HMV* and many more.

Please email [kunal.mehta@lsst.ac](mailto:kunal.mehta@lsst.ac) for any questions or comments or to find out more about how Weetabix broke twitter.