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## **Pie Fight launches with "Dear Karen" video.**

*The video helping tolerant and loving Karens to reclaim their good name is the first shot across the bow from the humor-only startup.*

Pie Fight, the new creative agency founded by industry veterans Francis Ball, Tom Strodel and Glen Hosking, wants to make the world laugh. In fact, humor is all it does. "People need to laugh now more than ever. And we've always believed humor is the most effective way in. So, funny is where we're staking our flag," says Strodel who serves as Pie Fight's executive producer.

The agency was formalized in May then quickly added its first client, Wrap-It Storage, soon after. "We're starting with a small project, which works for us because we're a project-only shop," says Hosking, Pie Fight's copywriter, "But they want the brand to be lighthearted and irreverent, so they're a perfect match."

But it's the sharply hilarious "Dear, Karen," video that will really set the tone for the kind of daring work Pie Fight was born to do. In it, six real women named Karen address the bad "Karens" of the world who have damaged their good name and made life uncomfortable. "Our founding mission is to find humor in the truth, and right now, it's very hard to be a decent and loving woman named Karen," says Ball, Pie Fight's design director. "The idea hit like a lightning bolt. Then it was just a matter of finding women named Karen who wanted to play with us. We're thrilled with the result. It's a powerful way for us to say hello to the world."

For now, Pie Fight plans to remain small and virtual. Ball and Strodel, work out of their office in NYC, while Hosking works out of his home in Tampa. "All that could change as the economy recovers and our reputation for great work grows. So who knows? Advertising is a funny business," quips Strodel.

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