



ADLAND TV

Popchips "Potatoes" (2014) :30 (USA)



By [kidsleepy](#) on 22 Sep 2014, 17:20

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For its first national campaign, Popchips hired some veteran comedy writers from 30 Rock, SNL and the Office, as well as some improv actors. Something about this misses the mark. Maybe it's because it's shot on white sych. Or that the actors are either forced to look at the camera unnaturally, or they're reading cue cards during their improvisation. It just seems a bit awkward and not as funny as it could be.

