

Iliza Shlesinger Unwraps the Horrors of Unwanted Parenting Advice in an Ad for Willow

Friends and family may want to support a new parent, but their advice can be overwhelming and unhelpful. Wearable breast pump maker Willow is humorously addressing that disconnect by partnering with comedian and actor Iliza Shlesinger for a “Register for More” campaign led by brand strategy and creative agency ONA.

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