

## Ingredient “Delightfully Balanced” Campaign - BLI

The following campaign idea could use live action or animation; in the latter case turning products into “product people” who perform the actions in the same way as described below. These are rough sketches and not timed for production on relevant platforms.

VIDEO:

SCENE ONE - EXTERIOR - DAY

V/O as image shows a crowd of people cheering a young person on a bicycle performing a LONG wheelie toward a finishing line, possibly followed by others doing the same.

V/O

Tasty food is fun and fuels adventure. Striking the right balance between healthy ingredients and great taste gets you there. No compromises. No kidding.

As the rider breaks through the finishing line to cheers, PERSON-1 steps in front of the camera holding an open food or drink product.

PERSON-1

Delightfully balanced!

Person-1 takes a bite or sip from the product and clearly enjoys it.

SCENE TWO - EXTERIOR - DAY

V/O as image shows a crowd of people eagerly watching a skateboarder who heads toward a set of steps, then jumps up onto the side railing and uses the board to skate down it, remaining on the skateboard at the bottom.

V/O

Striking the perfect balance between healthy and delicious isn't easy. Luckily, Ingredient has experts dedicated to getting amazing results.

As the skateboarder circles back around to the steps to the sound of cheers, PERSON-2 steps in front of the camera holding an open food or drink product.

PERSON-2

Delightfully balanced!

Person-2 takes a bite or sip from the product and clearly enjoys it.

SCENE THREE - EXTERIOR - DAY

V/O as image shows an unfit looking, middle-aged MAN, and a pre-teen GIRL with an old push-iron bicycle on an empty street. He is wearing full protective gear and is very nervous as he mounts the bike. The girl holds onto the bike to keep him steady.

Some nervous, grumbled ad-libbing on the part of the man and some vaguely annoyed reassurance from the girl can be heard in the background as they set off.

V/O

Fun combines enjoying tasty food with all the laughter-filled adventures it fuels. Ingredient strikes a tasty balance that helps your customers lead fun-filled lives, which studies show they like.

[Beat]

Was a study really needed for that?

MAN

It's happenin! It's happenin! Are ya there, Samantha?! Are ya there?!

The girl is close to boredom as she runs behind the man, holding onto the bike.

GIRL

Yeah, dad. I'm holdin it!

MAN

Oh heck! Oh heck! Are ya still there, Samantha?!

GIRL

Yeah, dad!

The girl lets go of the bike and watches unimpressed as the man sails off unsteadily down the road, still shouting and asking for reassurance. The girl faces the camera.

GIRL

Erm ... Delightfully balanced!

The girl pulls a product from her pocket and takes a bite or sip, which she enjoys.

OFF CAMERA:

A wailing sound from the man.

A crash.

MAN

Ohh, me bum!

ON CAMERA:

The girl winces, then holds the product toward the camera.

GIRL

Well, this is.

The girl looks in the direction of the man.

OFF CAMERA the man can still be heard moaning.

The girl looks back to camera.

GIRL

I'm off.

The girl exits in the opposite direction of the man.

FADE IN - BOARD

V/O as the board displays Ingredion logo and the first line shown below.

V/O

Ingredion. Delightfully balanced.

[Beat]

Unlike Samantha's dad, obviously.

FADE OUT

EXECUTION and USER JOURNEY:

1.

The concept of using balance between taste and health as a metaphor for healthy energy and a fun-filled life of adventures would be used across the campaign.

I would be able to translate this idea robustly across:

Posters

Radio

Digital ads

Social media

Landing pages

Videos (various lengths)

TV ads

OOH/Events (this could be fun and filmed for more mileage: skateboard competition, wheelie competition, learning to ride a bike event for adults and kids.)

2.

All touchpoints would lead to a dedicated landing page, using images/video from the campaign and taking a deeper dive into Ingredion and what it can deliver for clients, in terms of desirability in the market, demographics, etc.

The CTA in this space could be a call for clients to make contact, or to sign up for further information, if not ready to make contact.

3.

Either in the first instance, or as a result of the second instance, prospects would be placed with sales/account people for tailored guidance and options.

Prospects who signed up but didn't make contact would be targeted via an email campaign, with reminders of the benefits that Ingredion can provide and invited to take further action.