

INTRO

Vega are looking for an idea that feels natural and energetic. Something that prompts people to consider a Vega fruit/natural shake as the perfect, energising, healthy way to start each day.

The idea needs to be versatile enough to appear as digestible social posts, shareable content, as part of a CRM email campaign, as well as digital spots to be used on wellbeing, health and sports websites.

IDEA

VEGA - AWAKE WITH NATURE

This energising campaign shows Vega to be nutritious morning fuel, packed full of protein and natural ingredients. The line also acts as a call to action to start your day in a healthy, energetic way.

An alternative line option is:

WAKE UP WITH VEGA. NATURAL MORNING ENERGY.

The choice depends on how explicit the brand want to be about their energy credentials.



CREATIVE

Vega's **AWAKE WITH NATURE** campaign consists of a series of animated videos, which share common themes of awakening, rising, energy, nature, action, humour and colour.

The animations are in a stop-frame style, but would be given extra 'wow factor' by being embellished with special after-effects. They are set against the canvas of a bed and depict the idea of waking up with energy.

We create a variety of sequences which show active daily pursuits - exercising, cycling, weightlifting, walking dog, running, stretching, dancing, and so on.

They suggest a full, active daily cycle - in which you wake up, do your morning exercise routine, work hard, play hard, return home, workout, eat healthily, then back to bed.

The animation should also allude to the action of mixing a Vega shake - full of protein, greens and nutrients, while blending in plenty of fruit and veg to add colour and visual flavour.

Every animation will tell a different story and contain different active sequences.

From the moment of waking up, we'd use props from the bedroom, house, kitchen and outdoors to help tell our stories. These could include pillows, bedsheets, linen, soft toys, clothing, pyjamas, plants, flowers, vegetables, mixers, utensils, furniture, and so on - all adding colour, pattern and texture to the narratives.

The leaf at the corner of the Vega logo should also appear as part of the composition, which then flutters and lands as part of the final logo.

The animated productions would provide memorable and shareable brand content for Vega and help to convey all the right positive qualities for the brand, hopefully prompting a high level of brand recall and trial.

vega
AWAKE WITH NATURE



Some useful video reference can be found here:
Target Dreaming Girl https://youtu.be/_IVgo9WEUEc
Her Morning Elegance, Oren Lavie https://youtu.be/z_HXUhShhmY
Ted Youth Animate Yourself <https://youtu.be/tkIPTsEhUXQ>