

barkTHINS

— snacking chocolate —

Objective

Introduce barkTHINS to those who want to try a different kind of snack.

Insight

With its simple, natural ingredients of almonds, sea salt and premium dark chocolate, barkTHINS is a truly original, extraordinary new snack.

Idea

barkTHINS. EXTRAORDINARY SNACK.

Campaign

We create a series of extraordinary 6-second 'vines' that use slick, seamless visual trickery and after-effects to create a striking and surprising campaign that features barkTHINS at the heart.

Some videos may focus more on the ingredients, others may feature just the snack itself. All videos should be more entertaining than hard-sell, as that is key to creating shareable and memorable social content.

Reference

The visual trickery of Zach King is very good reference. Seamless and short, his vines and videos feel real and home-made, and leave the viewer dazzled and wanting more. That's the impression our barkTHINS campaign should provoke.

Popcorn	https://www.youtube.com/watch?v=M7SMhBlSPeA	1:05
Laptop	https://www.youtube.com/watch?v=M7SMhBlSPeA	5:52
Perspective	https://www.youtube.com/watch?v=P_-xNFPo_5E	4:58
Hands	https://vimeo.com/69092086	

Why it works?

- memorable, shareable content
- surprising, impactful and fun
- product-focussed without being hard-sell
- highlights the simple, natural ingredients
- flexible enough format to be applied to other barkTHINS variants



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Scripts

The videos could be shot in the typical working environment of an office, studio or communal kitchen. This loosely references the time and situation when a snack is needed.

1) Slight of Hand

Two hands with palms up show three simple ingredients: some sea salt and a pile of almonds are on one hand, with a small bar of dark chocolate in the other hand. The hands come together swiftly, and twist and turn as if showing a slight-of-hand card trick. The hands open out again, seamlessly revealing a small handful of fully formed barkTHINS.

Super: barkTHINS pack with bold, punchy words 'EXTRAORDINARY SNACK'

2) Magical Display

We see dark chocolate, almonds and salt on a desk. A man casually scoops them up and throws them against a worktop wall in the same motion. What bounces back is a scattering of finished barkTHINS. The man casually scoops one up and crunches in to it.

Super: barkTHINS pack with bold, punchy words 'EXTRAORDINARY SNACK'

3) Playing with Perspective

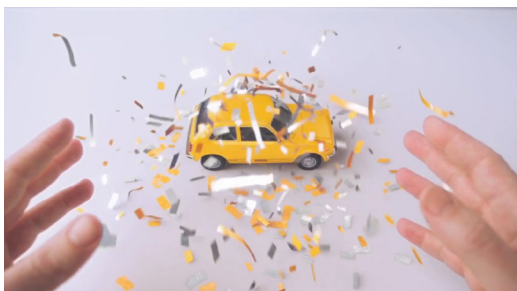
A man in the foreground reaches in to his packet of barkTHINS, pulls one out and holds it aloft. Playing on the perspective of the shot, a woman walking purposefully in the background with a load of paperwork then walks straight in to the snack, hitting her head and spilling her work all over the place.

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4) FaceTime Snack

We see someone at their desk, with a pack of barkTHINS open in front of them. They are face-timing a colleague, who's face we can see on their laptop screen. The person at the desk looks away, and the person on the laptop reaches through the screen to grab one of the snacks. The office person spots the culprit and slams the laptop shut.

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Moodboard



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