

WOMAN (poolside): I BRING IT!
SUPERS: I BRING IT!



MAN (at a meeting): I BRING IT!
I BRING IT!



SURGICAL TEAM: WE BRING IT!
WE BRING IT!



YOGA INSTRUCTOR: I BRING IT! LIKE A WARRIOR
I BRING IT! LIKE A WARRIOR



ATHLETE (tossing a Bistro Bowl): RAIN OR SHINE
RAIN OR SHINE



LAWYER (Bistro bowl in briefcase): IN MY BRIEFS
IN MY BRIEFS



STYLIST (BB in basket): I BRING IT! ON MY BIKE!
SUPERS: I BRING IT! ON MY BIKE



DERMATOLOGIST (holding bowl): FOR A DELICIOUS...
FOR A DELICIOUS



TEACHER (BB in bag): HEALTHY LUNCH!
HEALTHY LUNCH



WOMAN (at work eating from bowl): BISTRO STYLE!
BISTRO STYLE



AVO: 3 NEW CLOVER LEAF BISTRO BOWLS
NEW CLOVER LEAF BISTRO BOWLS



SPANISH MEDLEY
SPANISH MEDLEY



AVO: MEXICAN RICE
SUPERS: MEXICAN RICE



MEDITERRANEAN PASTA ...
MEDITERRANEAN PASTA



ALL WITH WILD CAUGHT TUNA, VEGGIES, PASTA OR RICE
GOOD FAST AFFORDABLE



NEW CLOVER LEAF BISTRO BOWLS.
NEW CLOVER LEAF BISTRO BOWLS.



WOMAN IN CAR: I BRING IT! SPICY!
I BRING IT! SPICY!



WOMAN: LUNCH. BRING IT!
LUNCH. BRING IT! #IBRINGIT!bistrostyle

BRING IT!

STRATEGY

People are living life in the fast lane and expected to perform as confident and excited to take on any challenge. When in a competitive situation they are charged with bringing their best - hence the term "BRING IT." They also expect fast, affordable and healthy meal choices created for their lifestyle to also BRING IT. Many work through lunch and are taking it in from home because they don't have time or money to go out.

Thank goodness for New Clover Leaf Bistro Bowls. Now they have 3 new choices of delicious, healthy, easy and affordable lunch bowls. Customers will want to **BRING IT** — a fabulous lunch, whether they're a businessperson, teacher, yoga instructor, nurse or fashionista.

IDEA

Let's encourage our target to not only **BRING IT** to their life and work, but to **BRING IT** when it comes to their choice for lunch. To own it and be empowered by making a great choice. Enough so that they are happy to endorse New Clover Leaf Bistro Bowls.

MEDIA and ALT MEDIA

In addition to videos running on-line and social media, we could create a contest to have Bistro Bowl lovers submit selfies with their favorite Bistro Bowl to win a chance for a trip to Miami Beach or a year's supply of Bistro Bowls.

TAGLINE

LUNCH. BRING IT!

HASHTAG

#IBRINGIT!BistroStyle

SCRIPT

BRING IT! :15 Video

OPEN on quick cuts of various energetic, real people talking to camera.
We super what they are saying so it can be played on social media with or without sound.
WOMAN (poolside): I BRING IT!

MAN (at a meeting): I BRING IT!

SURGICAL TEAM: WE BRING IT!

YOGA INSTRUCTOR: I BRING IT! LIKE A WARRIOR

MALE ATHLETE (tossing a Bistro Bowl): RAIN OR SHINE

LAWYER (Bistro bowl in briefcase): IN MY BRIEFS

STYLIST (BB in basket): I BRING IT! ON MY BIKE!

DERMATOLOGIST (holding bowl): FOR A DELICIOUS ...

TEACHER (BB in bag): HEALTHY LUNCH!

WOMAN (at work eating from bowl): BISTRO STYLE!

SUPER: BISTRO STYLE!
CUT to beauty shot of the Spanish Medley ingredients in a Bistro Bowl.
SUPER: CLOVER LEAF LOGO/BISTRO BOWLS LOGO/

AVO: 3 NEW CLOVER LEAF BISTRO BOWLS.

CUT to beauty shot of individual Bistro Bowls.
AVO: SPANISH MEDLEY, MEXICAN RICE, MEDITERRANEAN PASTA.

SUPER: SPANISH MEDLEY MEXICAN RICE MEDITERRANEAN PASTA
CUT to beauty shot of Mediterranean Pasta ingredients in a Bistro Bowl.
SUPER: GOOD FAST AFFORDABLE

AVO: ALL WITH WILD CAUGHT TUNA, VEGGIES, PASTA OR RICE

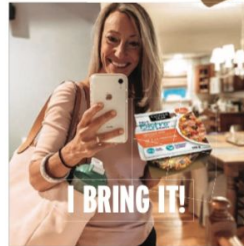
CUT to beauty shot of 3 Bistro Bowls over a close up of ingredients.
SUPER: NEW CLOVER LEAF BISTRO BOWLS LOGO.

AVO: NEW CLOVER LEAF BISTRO BOWLS.

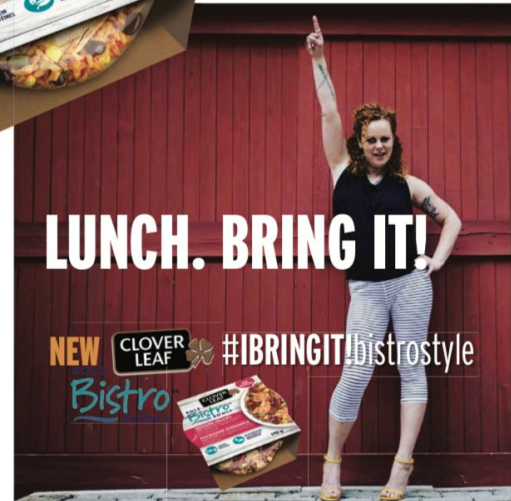
CUT to woman in car holding up a Bistro Bowl
WOMAN IN CAR: I BRING IT! SPICY!

CUT to woman holding up the #1 finger
WOMAN: LUNCH. BRING IT!

SUPER: CLOVER LEAF LOGO/BISTRO BOWLS LOGO/ BISTRO BOWL/ LUNCH. BRING IT!
SUPER HASHTAG: #IBRINGIT!BistroStyle



CUSTOMER SELFIES with their favorite Bistro Bowl



ANIMATED GIF :6 AD Facebook Instagram Twitter TickTok, etc.

