



Delectabowl, Adorabowl, Incredibowl...

The aim of this approach is simply to get the message across loudly and clearly that the latest range from Clover Leaf comes in bowls. Bowls, bowls, bowls.

To do this, we describe Bistro Bowls using adjectives ending in -ble... and change the ending to -bowl. Thus, instead of using terms such as delectable, adorable and incredible, we say that these new lunchtime meals are delectabowl, adorabowl and incredibowl. It's clear, distinctive and memorable. Or rather, memorabowl.

Here are some loose concepts to illustrate how the messaging would work:



We open in a kitchen. A woman in her early 30s, dressed for work, opens the fridge and takes out a Clover Leaf Bistro Bowl. She pops it in her bag and heads out of the front door.

A caption appears on screen. It reads: **Portabowl**

Cut to the same woman at her desk in an office. It's now lunchtime and she's enjoying the Bistro Bowl she brought in.

Another caption appears on screen: **Delectabowl**

A colleague walks past, and seeing the delicious-looking Bistro Bowl, reaches out to take a piece of the food. We see the caption: **Shareabowl**

Our woman pulls the bowl away to prevent her colleague from getting any of her lovely lunch. A line crosses out the caption on screen: **~~Shareabowl~~**

VO: New Bistro Bowls from Clover Leaf. Most enjoyabowl.

The Clover Leaf logo appears as a super together with a shot of three bowls from the range.