

LIFE IS WHAT YOU MAKE IT

Simple doodles where the protagonist makes everything the way they see them in an ideal world.

A happy-go-lucky character strolls through life, munching on Live Right snacks, making their world better wherever they go. When they encounter a wall, they just draw a door in it and saunter through. When stuck on a zoom call with miserable people, they draw a sunny beach and everyone cheers up. When they encounter people in conflict, they draw a heart around them and they find connection. Surrounded by skyscrapers, they doodle a hammock and relax.

Our hero is always happy to share their snacks and their optimistic vibe. After all, life's what you make it, and when you live right and snack right, all's right with the world. Who doesn't want a piece of that?



ROUGH SAMPLE CLIPS (NOT FINAL BUT REPRESENTS THE SPIRIT)

ROUGH STORYBOARD



All's right with
the world
when you
snack right.



with happiness
CRAFTED BY | PRÉPARÉ PAR



MUSIC
ANNCR VO:

No matter what's wrong,
you can always snack
right.

With Live Right.

Full of good things like
real mango, crunchy
cashews and granola, and
no nasty things like
GMOs, preservatives,
guilt or compromises.

After all, when you can
have something just the
way you want it, wouldn't
you?

All's right with the world
when you snack right.
Live Right, crafted (with
happiness) by Dole.

EXECUTIONAL NOTES

- Because it's animation, we can vary the hero characters in the scenes for diversity. They are a certain kind of individual who chooses to be happy and spread happiness. Live Right snacks are part of that. Just like the life they imagine and doodle, it has everything they like and nothing they don't.
- Because this line-drawn animation is so simple, it's low-budget yet there is no compromise because the simplicity is the style. Simple, imperfect, quirky style of the animation and hand-lettering suggests: organic, handcrafted, simplicity, authenticity, made by & for humans.
- Just like our hero character, we can be anywhere and do anything – be on the beach, go to the moon, etc. because it's all conceptual – no expensive locations or sets (or actors).
- The product packaging and the food are the only elements that are “real” (not drawn). They pop against the white background and line art. The doodle the character makes is a happy color related to the flavor of LR they are eating.
- Audio: Announcer VO over cheerful music or jingle.



SOCIAL MEDIA

- Billboards like the one shown, with different characters and scenes
- Animated GIFs
- User-generated content where people share photos of themselves making things right in the world (“Show us how you live right”), or doodling a better scenario over photos of things in their lives / current events.

TIE-INS

Since the execution is about imagining a better world, I can easily see natural philanthropic tie-ins and sponsorships, scholarships etc. for the brand.

